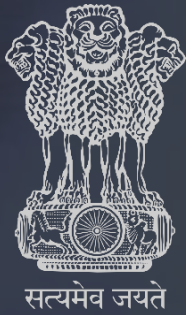


# Swadesh Darshan 2.0

## Delineation and Destination Development Prioritization



Ministry of Tourism  
Government of India

11 July 2023 | 03:00 pm



Chitrakote Waterfalls, Chhattisgarh

# Contents

- 1. General Observations on Inception Report**
- 2. Destination Delineation**
- 3. Holistic development under SD 2.0 Scheme**

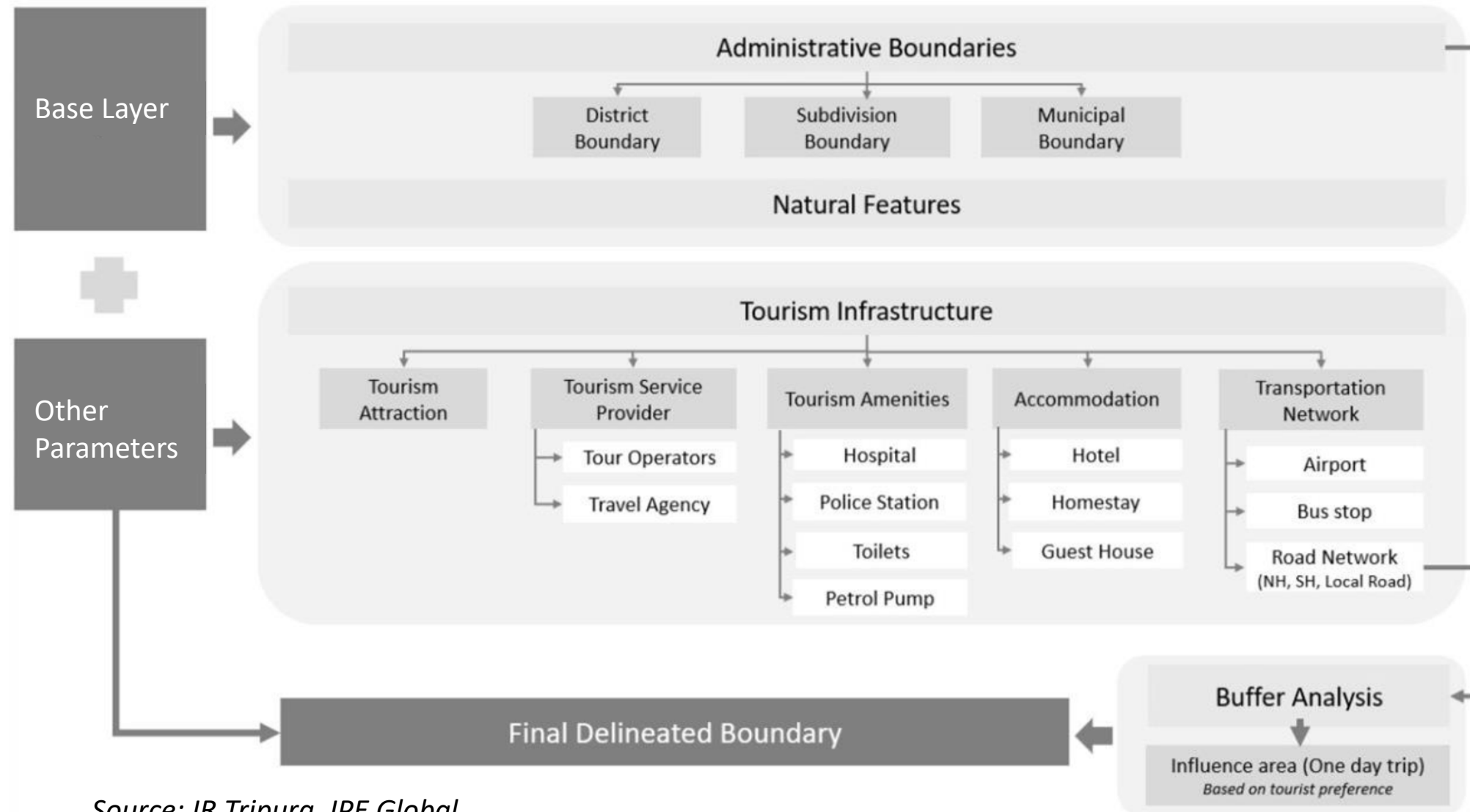
# 1. Destination Delineation

## General Observations on Inception Report

- (i) Linkage between destination assessment and delineation to be established
- (ii) Overlay analysis with mapping of considered parameter(s) to be undertaken
- (iii) Delineated study area to follow administrative boundary(s) and/or physical boundary
- (iv) Area of delineated destination to be mentioned (Sq km)
- (v) Final delineated destination study area should be mapped in GIS
- (vi) Spatial Planning may be limited to the tourist attractions in the destination study area

# 1. Destination Delineation

## Approach for destination delineation



# 1. Destination Delineation

## Approach for destination delineation

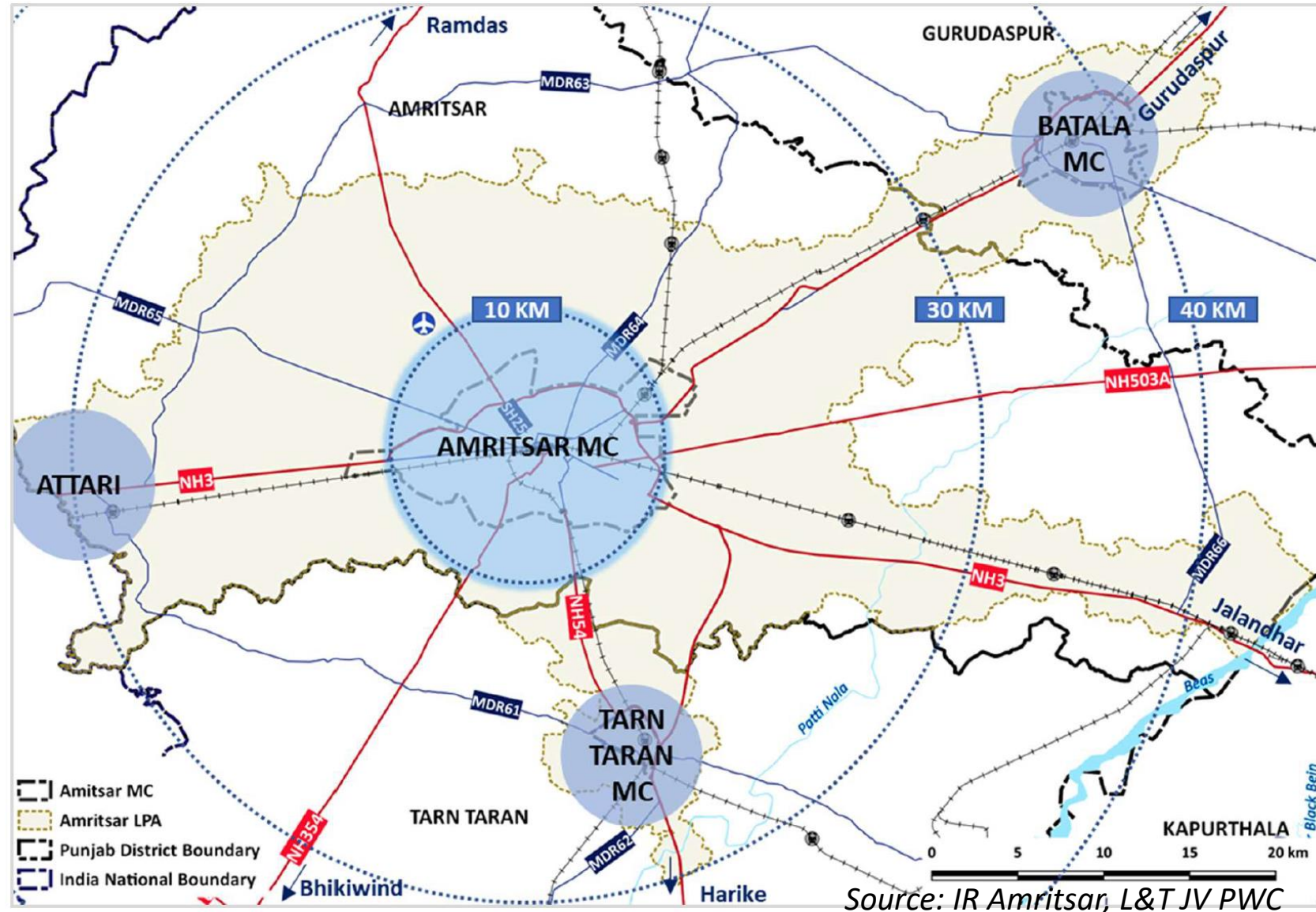
- (i) Approach and Context Setting of the destination
- (ii) Connectivity of the destination
- (iii) Administrative Boundary(s)
- (iv) Tourist Attractions / Sites
- (v) Tourist Accommodations
- (vi) Natural Boundary and Physical Features
- (vii) Overlay Analysis for destination delineation
- (viii) Destination delineation

# 1. Destination Delineation

## Approach for destination delineation

### (i) Approach and context setting

- Influence zones
- Nearby major tourist attractions
- Important connectivity nodes like railway station, airport, NH etc
- Administrative boundary(s) considered
- Legend showing attributes



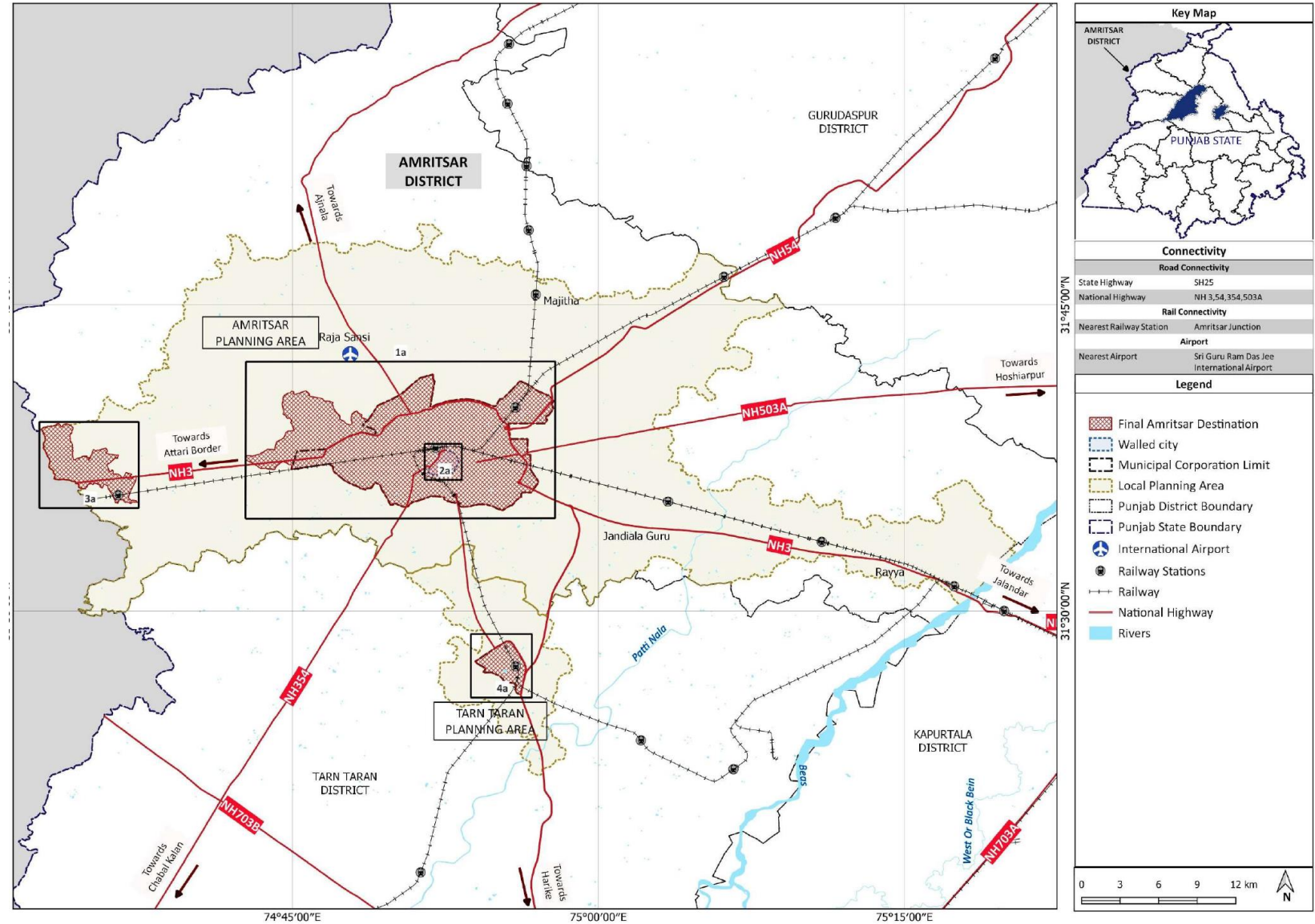
# 1. Destination Delineation

## Approach for destination delineation

Source: IR Amritsar, L&T JV PWC

### (ii) Connectivity

- Road connectivity
- Air connectivity
- Rail connectivity
- Water connectivity



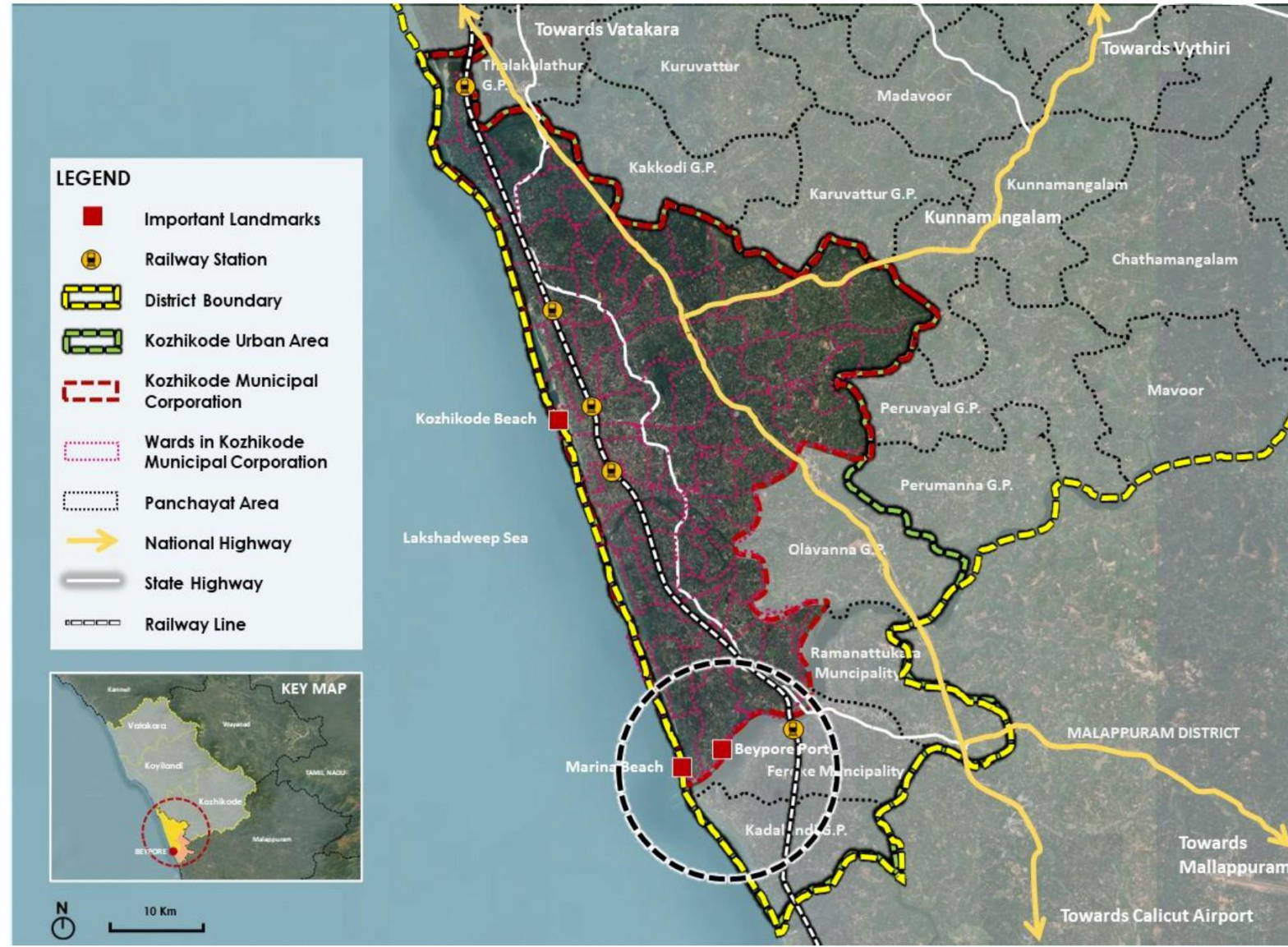
# 1. Destination Delineation

## Approach for destination delineation

### (iii) Administrative Boundary(s)

- District
- Tehsil / Blocks
- Municipal / Village
- Planning Boundary(s) (if any)
- CRZ (if applicable)

Source: IR Bepore, INI Design Studio



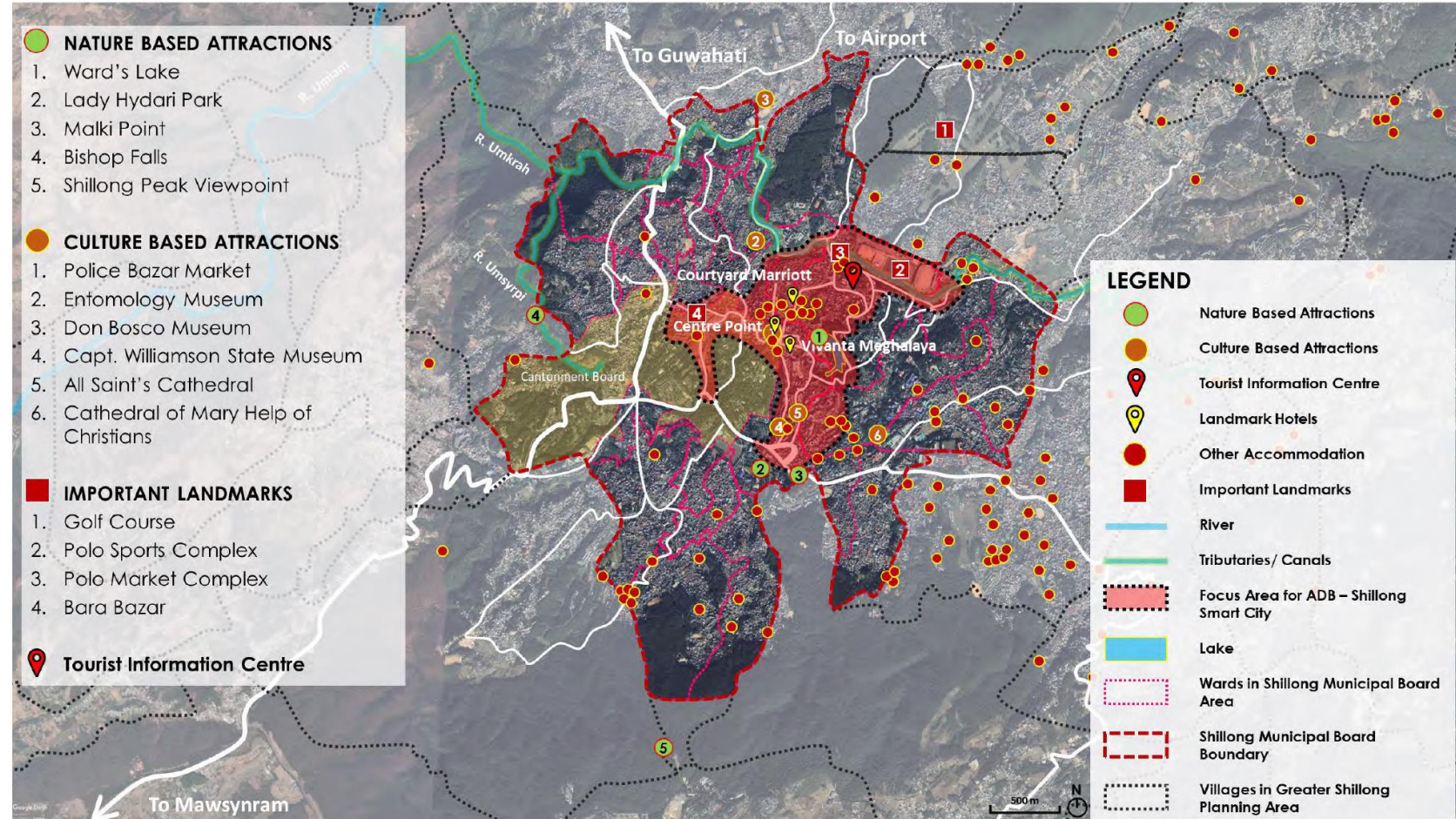


# 1. Destination Delineation

## Approach for destination delineation

### (iv) Tourist Attractions/sites

- Cultural sites
- Natural sites
- Museums / Gallery
- Markets / Plazas
- Protected area
- Archaeological sites
- Any other tourist attraction



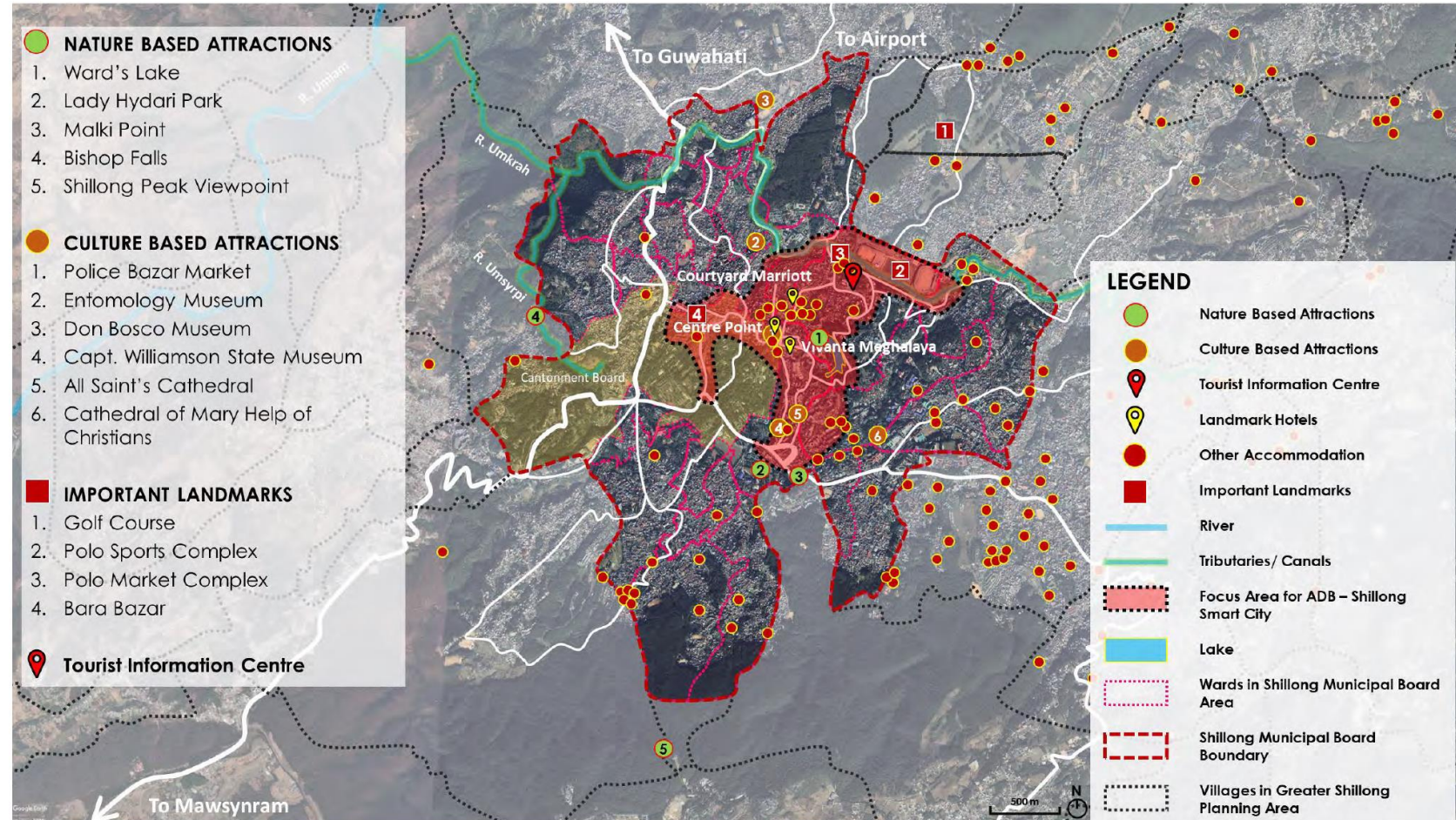
Source: IR Shillong, INI Design Studio

# 1. Destination Delineation

## Approach for destination delineation

### (v) Tourist Accommodations

- Hotels
- Resorts
- Homestays
- Hostels
- Tented Accommodations
- Others



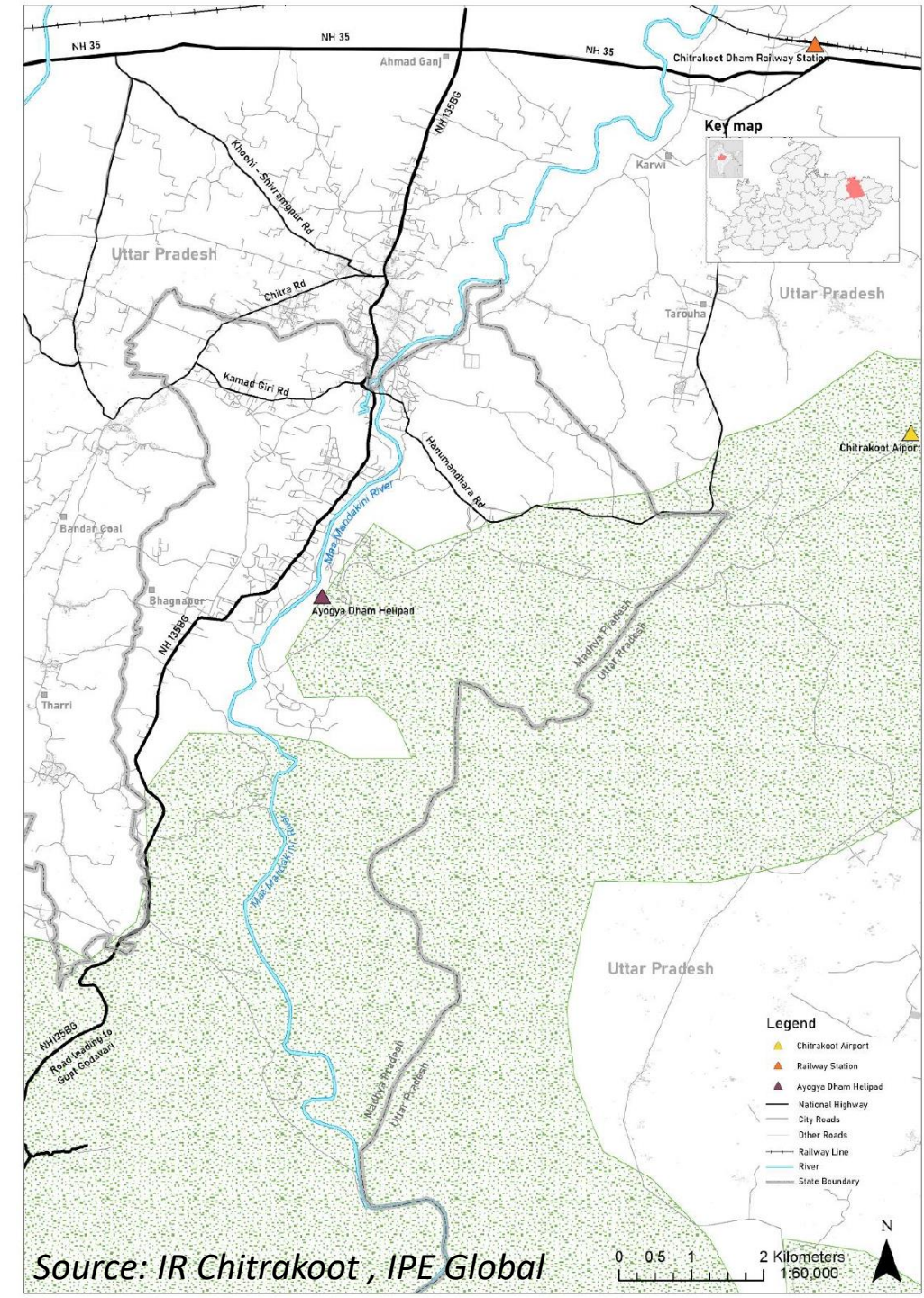
Source: IR Shillong, INI Design Studio

# 1. Destination Delineation

## # 3 Approach for destination delineation

### (vi) Natural Boundary and Physical Features

- Hills / Mountains
- Water body (rivers, lake, reservoirs, etc)
- Major roads like NH, Express ways, etc
- Others



# 1. Destination Delineation

## # 3 Approach for destination delineation

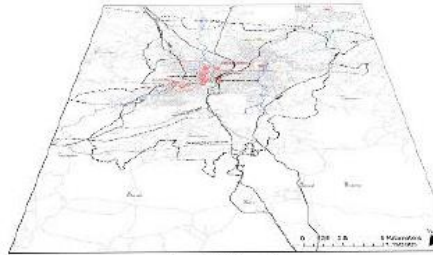
(vii) Overlay Analysis for destination delineation

### Composite Overlay Analysis



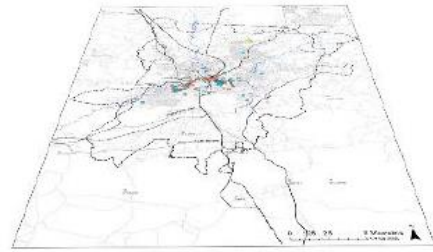
Connectivity and Transit Points

02



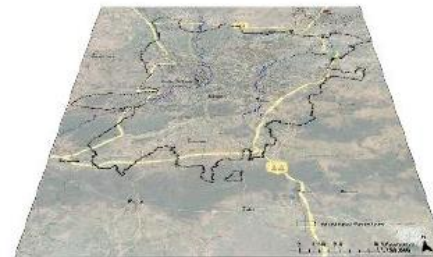
Tourist Attraction

03



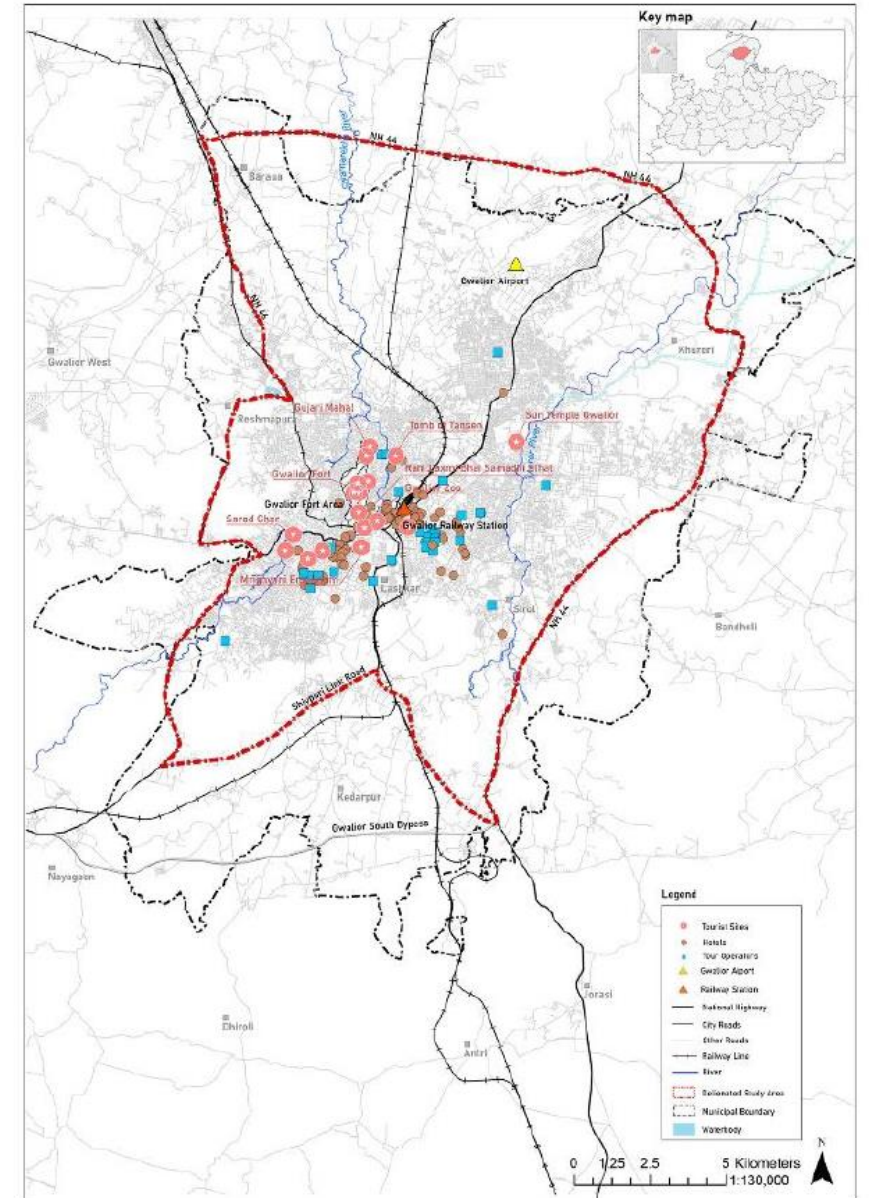
Hotels and Tour Operators

04



Administrative Boundaries and Natural and Physical Boundaries

05



Composite map with delineated study area

Source: IR Gwalior , IPE Global

# 1. Destination Delineation

## # 3 Approach for destination delineat

### (viii) Destination Delineation

It shall include all the layers of considered parameter(s)



Source: IR Dwarka, INI Design Studio

## 2. Holistic development under SD 2.0 Scheme

1. Master Plan shall not be limited to funding under Swadesh Darshan 2.0 but shall be for holistic destination development for 10 year period.
2. Funding can be allocated through State, PPP, Convergence with other Central scheme or future funding under SD.
3. Destination Master Plan shall provide equal focus on both soft and hard interventions
4. Maximum 50% exposure of current SD funding shall be allocated to Hard and Spatial Interventions
5. Soft Interventions shall be planned and implemented considering the following aspects:
  1. Destination Marketing & Promotion
  2. Skilling, Capacity Building and Entrepreneurship Development
  3. Digitisation, IT and Innovation
  4. Sustainability Initiatives
  5. Tourism Products and Experiences

A wide, multi-tiered waterfall cascading over a rocky ledge into a pool of water, with a line of trees in the background. The water is a milky, yellowish-brown color, suggesting sediment or mineral content. The foreground shows the dark, wet rocks of the waterfall's edge. The background features a dense line of green trees under a pale, overcast sky.

**Thank You**