

# **Swadesh Darshan 2.0 Scheme**

## **Destination Master Plan, Strategy and Action Plan Model Template**



**February 2023**

**Ministry of Tourism  
Government of India**

## **Model Template for Destination Master Plan, Strategy and Action Plan for Swadesh Darshan 2.0 Scheme**

*(Refer clause 4.4. of Swadesh Darshan 2.0 Guidelines)*

### **Background**

Swadesh Darshan Scheme 2.0 Guidelines stipulates planning, development and management of tourist destinations in a holistic manner under the Scheme following the destination centric approach. The focus shall be to elevate the existing tourism hotspots in the destination and integrate with nearby attractions & curate immersive experiences.

As per the SD 2.0 Guidelines, subsequent to the approval of destinations, State Implementation Agency shall submit **Destination Master Plan, Strategy and Action Plan (DMP)** via the PDMC for the selected destination for In Principle Approval by the **Central Sectioning and Monitoring Committee (CSMC)** of Ministry of Tourism. The preparation of Master Plan, Strategy and Action Plan will be an iterative process with up to four iterations of the plan. Subsequent to approved iteration, the Detailed Project Report (DPR) shall be prepared for proposed intervention leading to sanctioning of the projects while some softer interventions would be directly taken up for implementation after approval of the Plan.

The Master Plan, Strategy and Action Plan for a destination is an essential planning document for the SD 2.0 Scheme in development of Sustainable and Responsible Tourism Destinations in the country. The Plan will have a perspective period of ten years and is to be prepared carefully and with sufficient details to ensure holistic planning, clarity of action, to ensure desired impact and avoid undue risks during the implementation phase.

This document has been developed as guidance template to develop the planning document for the destination and shall be subject to revisions and improvements during the program period. The major sections covered in the Plan are as follows:

- (i). Section 1 – Introduction
- (ii). Section 2 –Review of Statutory and Tourism Plans
- (iii). Section 3 - Overview of the Destination
- (iv). Section 4 - Destination Assessment
- (v). Section 5 - Visioning and Target Outputs
- (vi). Section 6 - Proposed Strategy and Action Plan
- (vii). Section 7 - Project Operation and Maintenance Plan
- (viii). References
- (ix). Annexures

Further, the plan will be a comprehensive document for the development of destination by synergizing with other Central and State schemes/initiatives as well as aligned with existing statutory plans, if any (Master/Development Plan, Region/District Development Plan, Zonal Master Plan and its sub-zonal tourism

plan for notified Eco-Sensitive Zone Around Protected Area, etc.) and other relevant plans (City Mobility Plan, Tourism Plan, etc.)

**General Notes for use of this Template**

- i. This document is an indicative template developed to provide guidance to develop the planning documents for the destination and shall be subject to revisions from time to time during the program period.
- ii. This document provides a general reference framework for Destination Master Plan preparation; additional relevant details are to be incorporated as per the requirements of the State/UT and the PDMC preparing the plan.
- iii. The headings (the numbered section headings and sub-headings) for the DMP are to be as per this document (whichever maybe applicable). Any additional headings may be incorporated as per requirement.
- iv. The source for all tables and figures is to be mentioned.

## Document Control

<b>Name of the State</b>			
<b>Report Title</b>			
<b>This Document Comprises</b>	<b>Main Document Pages</b>	<b>No. of Annexures</b>	<b>No. of Maps</b>

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## Table of Contents

<b>1. INTRODUCTION .....</b>	<b>7</b>
1.1 Introduction.....	7
1.2 Status of Inception Report.....	7
1.3 Approval of SSC.....	7
<b>2. REVIEW OF STATUTORY AND TOURISM PLANS .....</b>	<b>8</b>
2.1 Review .....	8
<b>3. OVERVIEW OF THE DESTINATION .....</b>	<b>9</b>
3.1 Introduction of Destination .....	9
3.2 Physiography and Climate .....	9
3.3 History .....	9
3.4 Demographic Profile.....	9
3.5 Economic Profile.....	9
3.5 Key Tourism Assets .....	9
<b>4. DESTINATION ASSESSMENT .....</b>	<b>11</b>
4.1 Destination Connectivity .....	11
4.1.1 Air Connectivity .....	11
4.2 Tourist Statistics .....	12
4.3 Tourist Attractions at the Destination.....	13
4.3.1 Primary Attraction .....	13
4.3.2 Secondary Attraction(s).....	14
4.4 Basic Tourism Infrastructure at the destination.....	14
4.5 Accommodation Facilities .....	15
4.6 ICT (Information and Communications Technology) readiness .....	16
4.7 Employment & Skilling.....	17
4.8 Community Engagement .....	18
4.9 Branding, Marketing and Promotion of the destination.....	18
4.10 Tourist Carrying Capacity of Destination.....	18
4.11 Destination Institutional Structure.....	19
4.12 Stakeholder Consultation .....	19
4.13 Key Takeaways.....	20
<b>5. VISIONING AND TARGET OUTPUTS.....</b>	<b>21</b>
5.1 Vision Statement .....	21
5.2 Target Outputs.....	21

<b>6. PROPOSED STRATEGY AND ACTION PLAN .....</b>	<b>22</b>
6.1 Proposed Interventions .....	22
6.2 Pre-feasibility Assessment of identified PPP projects which will include .....	23
6.3 Layout Plan .....	23
6.4 Integration with PM Gati Shakti .....	23
6.5 Summary of Proposed Projects .....	24
6.6 Monitoring & Evaluation .....	30
<b>7. PROJECT OPERATION AND MAINTENANCE PLAN .....</b>	<b>31</b>
7.1 O&M Framework .....	31
<b>8. REFERENCES .....</b>	<b>32</b>
<b>9. ANNEXURES .....</b>	<b>33</b>

**Listing 1**  
**List of Tables**

**Listing 2**  
**List of Figures**



**Listing 3**  
**List of Maps**

**Listing 4**  
**List of Abbreviations**

## 1. INTRODUCTION

### 1.1 Introduction

1.1.1 As per the SD 2.0 Guidelines (Section 4.2), M/s <Name of PDMC> has been appointed as Project Development and Management Consultants (PDMC) vide its letter dated <date> to take up development of Destination Master Plan, Strategy & Action Plan for the destination <<Name of Destination, District, State>> besides other scope of services.

1.1.2 As per the SD 2.0 Guidelines (Section 4.2), State has set up a Destination Management Committee (DMC) for the destination under the Chairmanship of the District Collector / Magistrate. The copy of the notification of the DMC along with undertaking by the DMC is attached as **Annexure A**

1.1.3 Ministry of Tourism, Government of India, subsequent to the Central Sanctioning and Monitoring Committee (CSMC) meeting on <date> and vide its letter dated <date> provided the In-Principle Approval of destination to be developed under Swadesh Darshan 2.0 Scheme. Copy of the letter of approval / minutes of the meeting is attached as **Annexure-B**.

### 1.2 Status of Inception Report

1.2.1 Brief about Inception Report

1.2.2 Study Area of the Destination

1.2.3 Recommendation received from Ministry

### 1.3 Approval of State Steering Committee

1.3.1 State Steering Committee (SSC) constituted by Government of <state> vide letter dated <date> held their meeting on <date> wherein the Committee approved the Iteration <#> of the said Destination Master Plan, Strategy & Action Plan. The copy of the approval / minutes of the meeting is attached as **Annexure-C**.

1.3.2 <<Name of State Implementation Agency, Government of \_\_\_\_\_>>, through its State Mission Director for Swadesh Darshan 2.0 NPMU, hereby submits the Iteration <#> of the said Destination Master Plan, Strategy & Action Plan for <name of destination> for review and approval of Ministry of Tourism, Government of India.

## 2. REVIEW OF STATUTORY AND TOURISM PLANS

### 2.1 Review

Provide review of the of existing/previous Plan(s) including Master Plans prepared under the Iconic Destination Development Scheme and others, if any.

Whether Statutory Master/Development Plan has been prepared for the destination (Y/N)

- (i) Whether Statutory Region/District Development Plan has been prepared where the destination is located (Y/N)
- (ii) Whether Zonal Master Plan has been prepared for notified Eco-Sensitive Zone within the destination (Y/N)
- (iii) Whether Iconic Master Plan has been prepared for the destination (Y/N)
- (iv) Listing of other previous tourism masterplans prepared (if any)

If yes, then please provide list, dates, prepared by, approval status, etc. for such reports / documents / plans.

#### **NOTE:**

- a. Listing of Interventions/Recommendation and Shelf of Projects identified as part of the above plans to be detailed in subsequent sections of this Plan (Section 4.3, 4.4,4.5 & 4.6)
- b. In case Master Plan has already been prepared under the Iconic Destination Development Scheme. The Consultant shall be required to update the same as per current condition in the template provided.

### 3. OVERVIEW OF THE DESTINATION

#### 3.1 Introduction of Destination

Provide an introduction to the destination indicating the location of the destination within the State and District as well as its geographical/spatial area and administrative boundary. Provide brief about its regional context highlighting the predominant characteristics as well as national, regional, or local significance. (Max. 500 words)

Attach an A-3 size map showing location and study area of the destination on Goggle Earth imagery.

#### 3.2 Physiography and Climate

Provide a brief about the physiography of the destination highlighting the predominant physical features like presence of river, sea, lake, dam, mountain range, etc. Data on climate characteristics of the destination, maximum and minimum temperature and rainfall, best time to visit the destination, etc. along with supporting charts. (Max. 500 words)

#### 3.3 History

Provide a brief narrative highlighting the historical & cultural significance of the destination. Also, include its significance/role (if any) in India's freedom struggle coinciding with the ongoing "Azadi Ka Amrit Mahotsav" campaign launched by Government of India. (Max. 500 words)

#### 3.4 Demographic Profile

Provide a brief about demographic profile of the destination as per the latest official data available. This would include data from the last two decades (at least), indicating the total population, population density, sex ratio, literacy rate, etc. along with supporting charts. (Max. 500 words)

#### 3.5 Economic Profile

Provide a brief about economic profile of the destination as per the latest official data available. This would include data from the last two decades (at least), indicating the work force participation, distribution of types of workers [male, female, total] etc. along with supporting analytical charts. (Max. 500 words)

#### 3.6 Key Tourism Assets

Briefly describe the key tourist attractions (including its product offerings) as well as major festivals / fairs & events of the destination (up to maximum of 10) which are its unique selling propositions/points (USPs) supported by relevant photographs and maps.

Sn	Tourism Asset	Unique Offering
<b>Primary Tourist Attractions</b>		
1.		
...		
<b>Secondary Tourist Attractions</b>		

Sn	Tourism Asset	Unique Offering
1.		
...		
<b>Major Festivals / Fairs or Events</b>		
1.		<<theme, dates, footfalls, etc.>>
...		

## **4. DESTINATION ASSESSMENT**

### **4.1 Destination Connectivity**

Provide details of destination connectivity through Air, Rail, Road and Water. Provide an A-3 size map showing connectivity via above modes to the destination as well as the location of terminal facilities with co-ordinates (.kml) on Google Earth satellite imagery.

#### **4.1.1 Air Connectivity**

- (i). Provide assessment of the existing situation of all airports / heliports & helipads within 150 Km of the selected destination on the following parameters along with photographs if permitted, depicting actual status:
  - a. Name, Status & Distance
  - b. Types of Aircrafts catered
  - c. Flight Frequency (per week)
  - d. Annual Passenger traffic
  - e. Facilities at the terminals (parking, cab service, food outlet, toilets, information kiosk, waiting room, shops, etc.)
  - f. Hygiene & Cleanliness at the Facility
  - g. Any other parameter
  
- (ii). Provide details of the projects planned by MoCA / State / UT scheduled to be completed in next 3 years
  
- (iii). Identify gaps / issues giving reference to industry standards / best practices

#### **4.1.2 Rail Connectivity**

- (i). Provide assessment of existing situation of all railway stations within 100 Km of the proposed destination on the following parameters along with photographs if permitted, depicting actual status:
  - a. Name, Status & Distance
  - b. Train frequency (per day)
  - c. Monthly Passenger traffic
  - d. Facilities (parking, cab service, food outlet, toilets, information kiosk, waiting room, shops, etc.)
  - e. Hygiene & Cleanliness at the Facility
  - f. Any other parameter

- (ii). Provide details of the projects planned by MoR / State / UT scheduled to be completed in next 3 years
- (iii). Identify gaps / issues giving reference to industry standards / best practices

#### **4.1.3 Road Connectivity**

- (i). Provide assessment of existing situation of all National and State highways connecting the destination along with information on major Bus terminal, taxi facility and other modes of road transport available connecting the destination. Also, provide photographs if permitted, depicting actual status Highways, Bus Terminal, Taxi facility, etc.

The details to be provided on following parameters:

- a. Location & condition of road (NH/SH/District)
  - b. Location, capacity & facilities at the nearest Bus / taxi terminal
  - c. Nearest wayside amenity (Distance, facilities, etc.)
  - d. Any other parameter
- (ii). Provide details of the projects planned by MoRTH / State / UT scheduled to be completed in next 3 years
  - (iii). Identify gaps / issues giving reference to industry standards / best practices

#### **4.1.4 Waterway Connectivity**

- (i). Provide assessment of existing situation of all inland waterway and/or sea route connections to the destination on the following parameters along with photographs if permitted, depicting actual status:

- a. Location & condition of available vehicle for transport (ferry, boat, etc.)
- b. Facilities at the terminal (parking, cab service, food outlet, toilets, information kiosk, waiting room, shops, etc.)
- c. Hygiene & Cleanliness
- d. Any other parameter

- (ii). Provide details of the projects planned by Centre/ State / UT scheduled to be completed in next 3 years
- (iii). Identify gaps / issues giving reference to industry standards / best practices

#### **4.2 Tourist Statistics**

Provide assessment based on the following parameters through primary/secondary sources accompanied with analytical charts:

- a. Year wise trend of tourist arrivals from 2015-2021 [Domestic, Foreign & Total]
- b. Compound Annual Growth Rate (CAGR) of tourist arrivals 2015-2019 period



- c. Average month wise tourist arrivals (domestic and foreign) from 2015-19
- d. Number and Percentage distribution of day and overnight visitors during 2021
- e. Average stay duration of overnight visitors (No. of nights)
- f. Spending - Per capita/ per day/ per purpose expenditure
- g. Tourism Segmentation - Geography, Spending, Age, Sex, Duration
- h. Tourist Satisfaction

### 4.3 Tourist Attractions at the Destination

Provide assessment of the identified tourist attractions with supporting photographs and maps (with location co-ordinates (.kml) on Google Earth satellite imagery.

#### 4.3.1 Primary Attraction

##### (i). As-is Assessment

Provide assessment of existing situation of the primary tourist attraction of the destination on the following parameters:

- a. Name & Location
- b. Tourist arrivals: Share (No. and Percentage) of annual tourist arrivals in destination, peak season and tourist arrivals during peak season
- c. Timings, Ticketed/ Non-ticketed (Yes/No)
- d. Tourism Amenities at the attraction
- e. Tourism products/ activities / festivals & events offered at the attraction
- f. Accessibility & circulation
- g. Communication (Availability & network coverage)
- h. Health, Safety & Sanitation
- i. Availability of basic utilities (power & water supply)
- j. Any special achievement, award / accolade or certification received by the attraction
- k. Any other parameter

##### (ii). Planned Initiatives

Provide details of the projects planned by State / UT (including those funded by Central Govt.) scheduled to be completed in next 3 years including those listed in Section 2.1.

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.				

...				
-----	--	--	--	--

**(iii). Gaps/Issues**

Identify gaps / issues giving reference to industry standards / best practices

**4.3.2 Secondary Attraction(s)**

**(i). As-is Assessment**

Provide assessment of existing situation of the primary tourist attraction of the destination on the following parameters:

- a. Name & Location
- b. Peak Season and tourist arrivals during peak season
- c. Tourism Amenities at the attraction
- d. Tourism products/ activities / festivals & events offered at the attraction
- e. Accessibility & circulation
- f. Communication (Availability & network coverage)
- b. Health, Safety & Sanitation
- c. Availability of basic utilities (power & water supply)
- d. Any special achievement, award / accolade or certification received by the attraction
- e. Any other parameter

**(ii). Planned Initiatives**

Provide details of the projects planned by State / UT (including those funded by Central Govt.) scheduled to be completed in next 3 years including those listed in Section 2.1

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.				
...				

**(iii). Gaps/Issues**

Identify gaps / issues giving reference to industry standards / best practices

**4.4 Basic Tourism Infrastructure at the Destination**

**(i). General Framework Condition**

Provide details on availability of related facilities, general service levels and maintenance quality of the existing facilities at the destination on following major aspects:

- a. Healthcare Facilities
- b. Hygiene and Cleanliness (Solid waste management, Waste disposal and Swachta rank)
- c. Safety & Security Facilities (Police Booth, Police Post, Police Station, etc.)
- d. Civic Infrastructure (Roads, drainage, signages, power supply, water supply, etc.)

**(ii). Planned Initiatives**

Provide details of the projects planned by State / UT (including those funded by Central Govt.) scheduled to be completed in next 3 years including those listed in Section 2.1.

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.				
...				

**4.5 Accommodation Facilities**

**(i). As-is Assessment**

Provide an assessment of the existing situation of accommodation facilities on the following parameters along with photographs showing different accommodation facilities:

- a. Details as per type of accommodation

Sn	Type of Accommodation	Total No of Units	No of Registered Units (and % of total)	Total no of rooms available	Total available bed capacity	Average Room Rate (ARR) in last 5 yrs
1.	Hotel					
2.	Resort					
3.	Guest House					
4.	Homestay					
5.	Others					
	TOTAL					

- b. Yearly Occupancy rates for last 5 years

**(ii). Planned Initiatives**

Provide details of the projects planned in the State / UT (Govt. funded / Private sector) scheduled to be completed in next 3 years.

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.				
...				

(iii). Gaps/Issues

Identify gaps / issues giving reference to industry standards / best practices

#### 4.6 ICT (Information and Communications Technology) readiness

(i). Provide assessment of existing situation of ICT readiness on the following parameters:

Sn	Parameter	Details	Provide URL(s)
1.	Official website or webpage of the destination	Availability (Yes/No)	
2.	Dedicated mobile application	Availability (Yes/No)	
3.	Information on tourism attractions, products, activities, events		
	Tourist Attractions	No. of attractions (listed in Section 1.7): No of attractions whose information (including timings, ticketing, etc.) is available on Official website or webpage:	
	Tourist Products	No. of products (listed in Section 1.7): No of products whose information (including timings, ticketing, booking etc.) is available on Official website or webpage:	
	Tourist Activities	No. of activities (listed in Section 1.7): No of activities whose information (including timings, ticketing, booking etc.) is available on Official website or webpage:	

Sn	Parameter	Details	Provide URL(s)
	Festivals, Fairs and/or Events	No. of festivals and/or events (listed in Section 1.7): No. of festivals and/or events whose information (including timings, ticketing, booking etc.) is available on Official website or webpage:	
4.	Accommodation Booking through official website/webpage/mobile application	Total no. of accommodations (as per Section 3.4): No. of accommodations can be booked online:	
5.	Online Booking of Tourist Guides		
6.	Social media presence of the destination		Instagram: Facebook: Twitter:
7.	Grievance redressal mechanism for visitors on official website		
8.	(Any other)		

- a. Frequency of up-dation of information on digital interfaces
- b. Any other parameter

(ii). Provide details of the projects planned by State / UT scheduled to be completed in next 3 years including those listed in Section 2.1.

(iii). Identify gaps / issues giving reference to industry standards / best practices

#### 4.7 Employment and Skilling

Provide details of employment at the destination on below parameters:

- (i). Total employment at the destination
- (ii). Share of locals in total employment (in %)
- (iii). Share of women and youth in total employment (in %)
- (iv). Share of skilled resources in total employment (in %)

- (v). Tourism and Hospitality related skill-set at the destination
- (vi). Existing skill gaps and training requirements for people engaged in the sector

#### 4.8 Community Engagement

Provide details of community involvement at the destination including:

- (i). Major Industries and Private Players contributing to tourism development
- (ii). Educational Institutions offering Tourism related course
- (iii). Status of Tourism Clubs in schools, colleges and institutes at / near the destination
- (iv). Details of major NGO's associated with tourism sector
- (v). Identification of any local Celebrity / VIP related to the destination for active involvement in tourism promotion and development.

#### 4.9 Branding, Marketing and Promotion of the destination

Provide details of existing Branding, Marketing and Promotion initiatives being undertaken at the destination. The details shall include following aspects:

- (i). Details of Destination Branding undertaken (if any)
- (ii). Marketing initiatives undertaken during last 1 year
- (iii). Details of Digital Marketing Initiatives undertaken (if any)
- (iv). Assessment of impact of these campaigns undertaken (if any)

#### 4.10 Tourist Carrying Capacity of Destination

Undertake assessment of the physical carrying capacity of the destination in terms of number of visitors that can be allowed over a period of time, as per the International Union for Conservation of Nature (IUCN) methodology (Ceballos, 1992). This will provide threshold limits for tourists' inflow to the destination.

*Physical Carrying Capacity (PCC) is defined as the "maximum number of tourists that can visit from a specific destination during a given time".*

It into consideration the factors - tourist flows, the size of the area, the optimum space available for each tourist and the visiting time,

**Formula:**  $PCC = A \times V/a \times Rf$  (2)

Where,

**A** is the area of the tourism zone (m<sup>2</sup>),

**V/a** is the amount of space every tourist needs to be able to move freely (tourists/m<sup>2</sup>) and,

**Rf** is the number of permissible daily visits to a tourism zone (dividing the time of place availability by the average time of a visit) (unitless).

**NOTE:**

Consultant may also consider other natural and/or man-made factors affecting the tourism carrying capacity of destination based on significance and criticality of those factors to the said destination. Eg. Climatic limiting variables such as heavy rainfall days, heavy snowfall days, etc.

#### **4.11 Destination Institutional Structure**

Provide assessment of the Destination Level institutional structure as part of this section. Assess if the Destination Management Organisation (DMO) has been institutionalized at the destination. If the DMO exists at the destination, the PDMC would be required to assess following details of the DMO:

- (i). Institutional Structure of the DMO
- (ii). Current roles and responsibilities being undertaken by the DMO
- (iii). Details of participation by community and private industry in functioning of DMO

#### **4.12 Stakeholder Consultation**

The consultant is required to conduct consultations with all relevant stakeholders while preparing the Plan iterations. The discussions/ interactions should be aimed at validating the preliminary assessment, identification of gaps, issues and opportunities as well as the proposed interventions in the Plan.

Provide details of the Consultations as per parameters below:

- (i). Identification & listing of concerned stakeholders (names & their roles). The indicative list of stakeholders to be consulted is given below:
  - a. District Magistrate
  - b. Representative(s) from State Tourism Dept.
  - c. District Tourism Officer (if any)
  - d. Representative(s) from Local Government: Panchayats, ULBs
  - e. Representative(s) from Line Departments
  - f. Representative(s) from Local Community
  - g. Representative(s) from Guides Association
  - h. Representative(s) from Tour and Travel Operator Association
  - i. Representative(s) from Hotel & Restaurant Association
  - j. Representative(s) from NGO(s) involved in environmental conservation, livelihood, working with women & youth, etc.
  - k. Tourists
  - l. Any other
- (ii). Details of consultations undertaken including minutes of the meeting, participant list, and photographs to be provided in **Annexure-D**.

Sn	Consultation	Details
1	<b>Consultation-1</b> (For Destination Assessment & identification of issues, gaps & opportunities)	Date & Time: Venue: Agenda: Outcomes of the consultation:
2	<b>Consultation-2</b> (After preparation of draft Plan Iteration-1)	Date & Time: Venue: Agenda: Outcomes of the consultation:
..	<b>Consultation-n</b>	Date & Time: Venue: Agenda: Outcomes of the consultation:

#### 4.13 Key Takeaways

Provide summary of the key issues, gaps and opportunities/potential from the assessment and stakeholder consultations which need to be considered while identifying and proposing interventions for the following sub-heads:

- (i). Tourist Attractions
- (ii). Tourist Products
- (iii). Tourist Activities
- (iv). Festivals, Fairs and/or events
- (v). Tourist Amenities
- (vi). Employment, Skilling and Community Engagement
- (vii). Branding, Marketing and Promotion of the destination
- (viii). ICT readiness
- (ix). Tourist Carrying Capacity of Destination
- (x). Destination Institutional Structure

#### **NOTE:**

The key issues and gaps should also consider any existing negative impacts on environment as well as socio-cultural and economic impacts on local community/residents. The opportunities/potential should also consider interventions on above the sub-heads which are sustainable in nature (environmental, socio-cultural and/or economic)



## 5. VISIONING AND TARGET OUTPUTS

### 5.1 Vision Statement

Provide a vision for the destination keeping into account the current assessment and identified key challenge. It should be in alignment to the Destination Centric Approach under Swadesh Darshan 2.0 Scheme which envisages development of sustainable and responsible tourist destination.

### 5.2 Target Outputs

Define target outputs in the following aspects:

Sn	Key Performance Indicators (KPIs)	Baseline	State Average	Target (10 Yr)
1	Tourist Arrivals			
2	Average length of stay (days) of tourists			
3	Per capita spend of tourists			
4	Number of local people directly employed in tourism (WTO,2004)			
5	Total direct employment generated by tourism			
6	Tourist satisfaction (measure of visitor satisfaction rating)			

#### NOTE:

1. The target for Tourist arrivals should be as per the carrying capacity calculated in Section 4.10.
2. Additional relevant KPI can be added as found suitable to allow measurement of the impact of the investment planned to be undertaken as part of the masterplan.

## 6. PROPOSED STRATEGY AND ACTION PLAN

### 6.1 Proposed Interventions

Provide details of the proposed strategic interventions for the holistic development of the destination in the following areas:

#### A. Spatial Planning and Hard interventions

- (i). Connectivity to destination
- (ii). Destination Hygiene, Cleanliness and Waste Management Plan
- (iii). Tourist Safety Plan
- (iv). Accessibility (to the attractions) and mobility
- (v). Tourist Amenities (at destination and/ or attraction)
- (vi). Tourist Products (at destination and/ or attraction)
- (vii). Tourist Activities (at destination and/ or attraction)
- (viii). Accommodation

#### B. Digital Interventions

#### C. Employment, Skilling and Community Engagement

#### D. Branding, Marketing and Promotion

#### E. Institutional Structure

#### F. Policy & Regulatory Interventions

#### G. Any other area

The proposed interventions to provide details with respect to the following (as maybe applicable):

##### a. Concept Plan

**NOTE:**

For spatial interventions, provide layout plans and architectural design of the intervention, basic sections and elevations; to support and explain the concept / scheme

For non- spatial interventions, provide proposed plan with sufficient details for on ground implementation.

##### b. Sustainability Measures (as applicable) incorporated in the interventions addressing the economic, social and environmental impacts: (Reference: United Nations Environment Programme and World Tourism Organization, Making Tourism More Sustainable: A Guide for Policy Makers)

- i. Protection of natural asset(s) and biodiversity
- ii. Site selection, design and construction of buildings and infrastructure
- iii. Energy and resource efficiency
- iv. Waste management
- v. Transportation and mobility

- vi. Social and economic benefits to local community including community's participation in tourism
- vii. Protection of cultural heritage, traditions and assets
- viii. Visitor satisfaction and fulfilment including universal accessibility, safety and security, health and hygiene
- c. Broad Cost estimate
- d. Repair & Maintenance Cost
- e. Convergence, Partnership and Funding Plan including PPP
- f. Implementation timeline & implementation agency
- g. Associated Risks

## **6.2 Pre-feasibility Assessment of identified PPP projects**

Pre-feasibility Assessment and PPP suitability are required to be undertaken to assess preliminary cost estimates, identified resettlement and environmental issues and requirements, income generating opportunities, initial financial viability, private sector opportunities, any identified project risks. Assessment may be bifurcated in below major sections:

- a. Estimated project cost and means of financing
- b. Projected Revenue potential
- c. Projected Operational Costs
- d. Financial Viability including expectations of required Government financial support, and institutional capability analysis.
- e. Envisaged PPP mode

## **6.3 Layout Plan**

Provide A-3 size layout plans of the proposed physical interventions at site level for a) each attraction and b) at destination level

- (i). Existing development on Google Earth Satellite Imagery spatially displaying all layers of information as per current assessment.
- (ii). Proposed Layout Plan showing the conceptual design and all the physical interventions proposed above on Google Earth Satellite Imagery along with 3D walkthrough.

## **6.4 Integration with PM Gati Shakti**

Provide geo-referenced GIS database of the destination (destination boundary) and the proposed interventions which can be integrated with PM Gati Shakti National Master Plan for synchronized planning and implementation.

## 6.5 Summary of Proposed Projects

Provide summary of the proposed Interventions to be taken up for implementation as under:

Sn	Project title/ Interventions	Details (Major Features)	Built-up Area (BUA)/ quantity/ Length	Project Cost (INR Lakh)	Repair & Maintenance Cost for first 3 Yrs (INR Lakh)	Implementation Timeline (in months)	Short-Term (0-2 yr) / Medium Term (2-5 yr) / Long Term (5-10yr)	Project Funding Type (Central/State/ PPP)	Package No.
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(10)	(11)
<b>1. Primary Attraction</b>									
1.1	Project 1								
1.2	Project 2								
	<b>Sub-Total of Cost</b>								
<b>2. Secondary Attraction 1</b>									
2.1	Project 1								
2.2	Project 2								

Sn	Project title/ Interventions	Details (Major Features)	Built-up Area (BUA)/ quantity/ Length	Project Cost (INR Lakh)	Repair & Maintenance Cost for first 3 Yrs (INR Lakh)	Implementation Timeline (in months)	Short-Term (0-2 yr) / Medium Term (2-5 yr) / Long Term (5-10yr)	Project Funding Type (Central/State/ PPP)	Package No.
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(10)	(11)
	<b>Sub-Total of Cost</b>								
<b>3. Secondary Destination n</b>									
3.1	Project 1								
3.2	Project 2								
	Sub-Total of Cost								
<b>4. PAN Destination</b>									
4.1	Project 1								
4.2	Project 2								

Sn	Project title/ Interventions	Details (Major Features)	Built-up Area (BUA)/ quantity/ Length	Project Cost (INR Lakh)	Repair & Maintenance Cost for first 3 Yrs (INR Lakh)	Implementation Timeline (in months)	Short-Term (0-2 yr) / Medium Term (2-5 yr) / Long Term (5-10yr)	Project Funding Type (Central/State/ PPP)	Package No.
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(10)	(11)
	<b>Sub-Total of Cost</b>								
	Add: Professional, Administrative and Office Expenses (5%)								
	<b>TOTAL</b>								

**NOTE:**

1. Intervention Phasing may be bifurcated in three major phases: (i). Short-Term (0-2 Yr), (ii). Medium Term (2-5 Yr) and (iii). Long Term (5-10 Yr)
2. The projects to be implemented through DPR can be broken into contract packages for tendering.
3. The project packaging for spatial planning and hard interventions should be considered based on geographic proximity and should be holistic in all aspects.
4. No other package should be incorporating any additional interventions of these sites.
5. Provide the name of the Central or State scheme/initiative (in column 10) under which the project can be funded and implemented. Indicative list of Central Schemes/Initiatives which has high possibility of convergence with the Swadesh Darshan 2.0 scheme is provided below:

S No	Central Ministry/Department/Agency	Name of the Scheme/Initiative
1.	Ministry of Tourism	<p><u>Capacity Building for Service Providers (CBSP) Scheme</u>  Training includes fresh candidates, candidates for re-skilling and upskilling who are already working in the hospitality sector. This training programme is on pan-India level including the tier-II cities.</p> <p>The Ministry of Tourism had initiated the <u>Destination Based Skill Development</u> training programme w.e.f. FY 2019-20, with the objective to bring in an all-encompassing training plan at the tourist destination itself to upgrade and build capacities of all service providers to the tourists.</p> <p><u>YUVA Tourism Clubs</u> are formed in most of schools and academic institutions across country. SD 2.0 destinations may lead by example in bringing ample edutainment elements regarding the destinations tourism and heritage through this initiative.</p>
2.	Ministry of Road Transport & Highway and NHAI	<p>a. Projects related to strengthening road connectivity and way side amenities to the destination can be implemented through following:</p> <ol style="list-style-type: none"> <li>i. Declaration/conversion of state roads to National Highway</li> <li>ii. Last mile connectivity from National Highway</li> <li>iii. Development of Wayside Amenities</li> <li>iv. Development of View Points in North East Region</li> </ol> <p>b. Project related to providing connectivity via ropeways can be implemented through National Ropeways Development Programme - "Parvatmala"</p>
3.	Ministry of Housing and Urban Affairs	<p>a. Projects related to cleanliness, sanitation and solid waste management can be implemented through Swachh Bharat Mission- Urban or Swachh Bharat Mission- Grahmin</p> <p>b. Projects related to water supply, sewerage and septage management, storm water drainage, Non-motorized Urban Transport and Green space/parks can be implemented through AMRUT, Smart Cities and CITIIS</p> <p>c. Skills to the urban street vendors for accessing emerging market opportunities under DAY-NULM</p>

S No	Central Ministry/Department/Agency	Name of the Scheme/Initiative
		d. Credit lending for street vendors through PM SVNIDHI
4.	Ministry of Civil Aviation	<p>a. Project(s) for strengthening air connectivity to the destination can be implemented through following:</p> <ul style="list-style-type: none"> <li>i. Development of Helipad</li> <li>ii. Regional Connectivity Scheme - RCS UDAN</li> </ul> <p>b. Project(s) related to development of air sports at the destination can be undertaken as per the National Aerosport Policy 2022</p>
5.	Ministry of Rural Development	<p>a. Project(s) related to training, skill development, capacity building, entrepreneurship and livelihood development of rural community through Self Help Groups at the destination can be implemented through Natural Rural Livelihoods Mission (NRLM)</p> <p>b. Project(s) related to strengthening road connectivity can be implemented through Pradhan Mantri Gram Sadak Yojana (PMGSY)</p> <p>c. Rural Self Employment Training Scheme (RSET)- short-term residential training in trades that enjoy market-acceptance and extend them hand holding support in availing bank credit</p>
6.	Ministry of Culture	<p>a. Project related to development of museum at the destination can be implemented through Museum Grant Scheme</p> <p>b. Project related to promotion of significant Intangible Cultural Heritage of the destination can be implemented through Scheme for Safeguarding the Intangible Cultural Heritage</p>
7.	Ministry of Shipping	Development of Lighthouses for Tourism (Directorate General of Lighthouse and Lightships)
8.	Ministry of Tribal Affairs and Tribal Co-Operative Marketing Development Federation of India Limited (TRIFED)	<p>The Ministry of Tribal Affairs gives grants to States under Article 275(1) of the Constitution and under Special Central Assistance to Tribal sub Scheme. Proposals related to development of tourism in tribal areas for enhancing employment are applicable.</p> <p>Project(s) related to development of products for tourism in destinations inhabited by tribal communities can be implemented through</p>



S No	Central Ministry/Department/Agency	Name of the Scheme/Initiative
		a. Institutional Support for Development and Marketing of Tribal Products/Produce b. TRIFED Programs: <ul style="list-style-type: none"> <li>i. Retail Marketing</li> <li>ii. Minor Forest Produces</li> <li>iii. TRIFOOD</li> </ul>
9.	Ministry of Skill Development and Entrepreneurship	Pradhan Mantri Kaushal Vikas Yojna : Skilling programmes for tourism and hospitality job roles
10.	Ministry of Panchayati Raj	Rashtriya Gram Swaraj Abhiyan (RGSA): Under the scheme, Economic Development & Income Enhancement micro projects for GPs/ cluster of GPs are supported. Financial assistance will be provided in the form of viability gap funding for micro projects which also includes projects related to eco-tourism.
11.	Ministry of Micro, Small and Medium Enterprises	Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE): Provides collateral free loan up to a limit of Rs. 200 lakh to MSEs with a guarantee coverage ranging from 75 % to 85% for various categories of loans which can be leveraged to the benefit of MSMEs in Tourism & Hospitality.
12.	Ministry of Textiles	National Handloom Development Program The scheme supports inter alia the craft village program and the budget allocation is need based. Total 15 Craft villages have so far been identified.

## 6.6 Monitoring & Evaluation

Provide the projection for KPIs listed in Section 5.2 to ensure that the impact of the Master Plan interventions can be effectively monitored and measured.

Sn	Key Performance Indicators (KPIs)	Baseline	Y1	Y2	Y..	Y..	Y10
1	Tourist Arrivals						
2	Average length of stay (days) of tourists						
3	Per capita spend of tourists						
4	Number of local people directly employed in tourism (WTO,2004)						
5	Total direct employment generated by tourism						
6	Tourist satisfaction (measure of visitor satisfaction rating)						

In case any additional KPI has been added in section 5.2, the above section should be accordingly appended.

## 7. PROJECT OPERATION AND MAINTENANCE PLAN

Operations and maintenance play a pivotal role in defining success of the conceived project and planned impact. Project components should be combined as various **O&M Packages**, wherever necessary to ensure sustainability. The overall assessment of O&M shall be undertaken for these O&M Packages to ensure self-sustainability of each O&M Package so formulated.

### 7.1 O&M Framework

The Masterplan is to incorporate/include information relating to the following areas:

- (i). The institutions to be engaged in the on-ground O&M of the created infrastructure assets/enhanced infrastructure assets for each of these O&M Packages
- (ii). Scope for private entity/community /NGO to be involved in defined aspects of O&M for any specific/all components of the infrastructure asset
- (iii). Private entity/ community entity/NGO can participate through a variety of models for performance-based O&M (even without participating in the infrastructure construction; in this context, contract periods can be of shorter duration since capital cost has not been borne by the private entities and to prevent service delivery complacency on the part of the contracted entities)
- (iv). **Revenue Generation:** The revenue model for each asset created / combination of assets (including underlying assumptions) and forecast growth over the next 10 years.  
(For non-revenue generating assets, cross-subsidization requirements/ strategy if applicable are to be explicitly specified and addressed)
- (v). **Operational Cost:** Cost of providing service and operationalizing the asset (existing year and forecast for next 10 years)
- (vi). **Repair & Maintenance Cost:** Annual Cost of Repair and Maintenance  
(The basis, assumptions and method of calculations in regard to the above are also to be provided)

## 8. REFERENCES

*(All secondary data such as reports, policies, papers, articles etc. referred to be cited here)*

1. Ministry of Tourism Government of India (2022) Guidelines for Swadesh Darshan 2.0.  
[https://tourism.gov.in/sites/default/files/2022-05/Swadesh%20Darshan%202.0%20Guidelines\\_0.pdf](https://tourism.gov.in/sites/default/files/2022-05/Swadesh%20Darshan%202.0%20Guidelines_0.pdf)
2. Ceballos-Lascurain, H. (1992) Tourism, Ecotourism, and Protected Areas: The State of Nature-Based Tourism around the World and Guidelines for its Development; IUCN: Gland, Switzerland.
3. United Nations Environment Programme and World Tourism Organization (2005) Making Tourism More Sustainable: A Guide for Policy Makers
4. World Tourism Organization (2004) Guidebook on Indicators of Sustainable Development for Tourism Destinations. Madrid, Spain
5. Ministry of Tourism, Govt of India (April 2022) National Strategy for Sustainable Tourism  
<https://tourism.gov.in/whats-new/national-strategy-sustainable-tourism>

## 9. ANNEXURES

### Annexure-A

#### Destination Management Committee

- I. Notification Letter regarding Constitution of DMC at the district
- II. Undertaking by District Collector/District Magistrate, chairperson of the DMC as per below format

The Destination Management Committee for the Destination of \_\_\_\_\_ has been constituted vide notification no. \_\_\_\_\_ dated \_\_\_\_\_, and hereby gives the following undertaking with respect to its functions as stated in the Swadesh Darshan 2.0 guidelines:

- (i). DMC shall review the implementation of the scheme on ground and resolve the bottlenecks in the implementation.
- (ii). DMC shall provide synergy with other schemes and programs of Central and State Government at the district level particularly relating to infrastructure development, human capital development, job creation and entrepreneurship, investment promotion and marketing and other such programs to develop and promote tourism.
- (iii). DMC shall review Operation and Management arrangement particularly health, hygiene, safety and overall quality of maintenance of the destination.
- (iv). DMC shall promote skill development and local entrepreneurship for various tourism services.
- (v). DMC shall perform all other functions of a Destination Management Organization to promote the destination for domestic and international tourists.

Signature of the Chairperson with seal

Date:

**Annexure-B**

**In- Principle Approval for Selected Destination**

*(Approval by Central Sanctioning and Monitoring Committee)*

**Annexure-C**

**Recommendation by State Steering Committee for Destination Master Plan**

*(Record of Recommendation of State Steering Committee)*

- (i). Iteration No:
- (ii). Reviewed on:
- (iii). Recommended to MoT on:
- (iv). Scan of document / proceedings of State Steering Committee Meeting

## Annexure-D

### Details of Stakeholder Consultation undertaken for Preparation of Destination Master Plan

- (i). List of participants segregated by major Stakeholders
- (ii). Minutes of the Meeting

**NOTE:**

Above details to be provided for stakeholder consultations undertaken as per Section 4.9 of the Destination Master Plan

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