

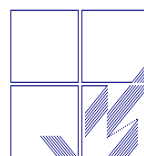
# **Twenty Years Perspective Plan of Tourism for the State of Madhya Pradesh**

## **Final Report Vol. I – Main Report**

*Submitted to:*

*The Market Research Division  
Department of Tourism  
Ministry of Tourism & Culture  
Government of India  
C-1, Hutments, Dalhousie Road  
New Delhi-110011*

**February, 2003**



**JPS ASSOCIATES  
CONSULTANTS  
NEW DELHI**

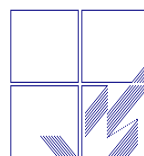
# **Twenty Years Perspective Plan of Tourism for the State of Madhya Pradesh**

## **Final Report Vol. II – Annexures**

*Submitted to:*

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## **ABSTRACT**

### ***Twenty year perspective plan for M.P. Tourism***

*This report is based on a study commissioned by the Department of Tourism, GOI, to draw up a twenty year perspective plan for development of tourism in Madhya Pradesh.*

*Madhya Pradesh has a rich past and a number of locations for heritage tourism, the most famous being Khajuraho and Sanchi. It also has a large forest area and nine wildlife sanctuaries. However, Panchmarhi is the only hill station. Madhya Pradesh suffers from poor connectivity, no direct links to many tourist locations and a road network which is in need of urgent improvement.*

*The state tourism suffers from the twin problem of low awareness and low publicity as a tourist destination and poor quality of 'tourism product'. Poor connectivity and poor infrastructure further aggravate the situation. Although MP State Tourism Development Corporation (MPSTDC) has set up hotels and facilities at all the important (fourteen) tourist locations and the state has in place a forward looking tourism policy with Eco-adventure tourism as its USP, the growth of tourism has been slow.*

*In the last decade the tourist arrivals have grown at a slow pace of 0.65% p.a, with the domestic tourists growing at 0.55% and foreign tourists growing at 7%. In 2000-2001, total tourist arrivals stand at around 11.5 lac. The number of foreign tourists is small at around one lac. Obviously, this means low economic benefits from tourism, poor hotel occupancies, lack of interest and demoralization of the tourism related organizations.*

*The report has outlined a strategy and has suggested a target for tourism department to double the tourist traffic to about 20 lac in the next decade and treble it to 33 lacs at the end of twenty year period.*

*The marketing strategy concentrates on changing the image of the state to a tourist friendly state, with aggressive plans for their comfort and entertainment, appointment of a marketing and advertising agency, building strong relations with the travel and tour related trade, reorientation of the tourist information offices as marketing offices and a better use of its computerized reservation facilities.*

*In terms of improving the tourism product, in the short term quick gains can be made by focusing the state's limited finances on a few locations with high potential, which are already well connected and have a reasonable infrastructure in place. These places which comprise mainly of Khajuraho, Gwalior, Bhopal-Sanchi, and the Kanha-Pench wildlife parks can be improved by sprucing them up, improving the environs, and offering 'value for money' experience to the tourists, thus quickly improving their utilization. Other locations can be developed in the medium and long term.*

*Domestic tourism should be stimulated by aggressive marketing in Calcutta and Gujarat. Convenience can be offered in terms of marketing package tours of high quality with all arrangements taken care of. LTC traffic of PSUs and Govt should be targeted. Places like Khajuraho and Gwalior are also well suited for marketing to corporates for their incentive tours to the trade and employees etc.*

*Several suggestions have been made for increasing the duration of a tourists stay in M.P. by adding side excursions to the main locations such as developing Panna wildlife park and nearby water falls as side attractions to Khajuraho tourists. Or by adding Gwalior and Orchha as additional itinerary for tourist en route to Khajuraho. Better quality control, better packaging and better display of the state's exquisite handicrafts and silks can increase spending of tourists. Exotic forests produce like 'Safed Musali', a Viagra like product, or oriental perfumes are other attractive items for tourists. The setting up of Bundelkhundi or Malwa restaurants for ethnic cuisine and evening entertainment can also increase tourist spend.*

*The investment required for next twenty years is estimated at Rs 978 crores, of which 532 cr is by private sector for hotels etc. required mostly in the second decade and about 446 crores by government mainly for infrastructure, marketing and setting up of recreation and entertainment facilities.*

*The economic benefit of tourism is very high with an incremental benefit estimated at Rs 9,500 crore over twenty years. The additional direct employment generation is estimated at 6 lac jobs.*

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## CHAPTER – 1

### INTRODUCTION

#### 1.1 Tourism and its Importance

Tourism has grown from the pursuit of the privileged few to mass movement of people with the urge to discover the unknown, to explore the new and strange places, to seek changes in environment and to undergo new experiences. It is a highly competitive business, dependent on many external factors over which a region or a destination has little or no control. Hence, it is often said that to satisfy tourist expectation within the constraints of a region or a destination and its environment will require both physical and human management strategies. The essence of management plans of tourist regions has to be the wise use of resources and harmonizing these with minimum conflict with the environment.

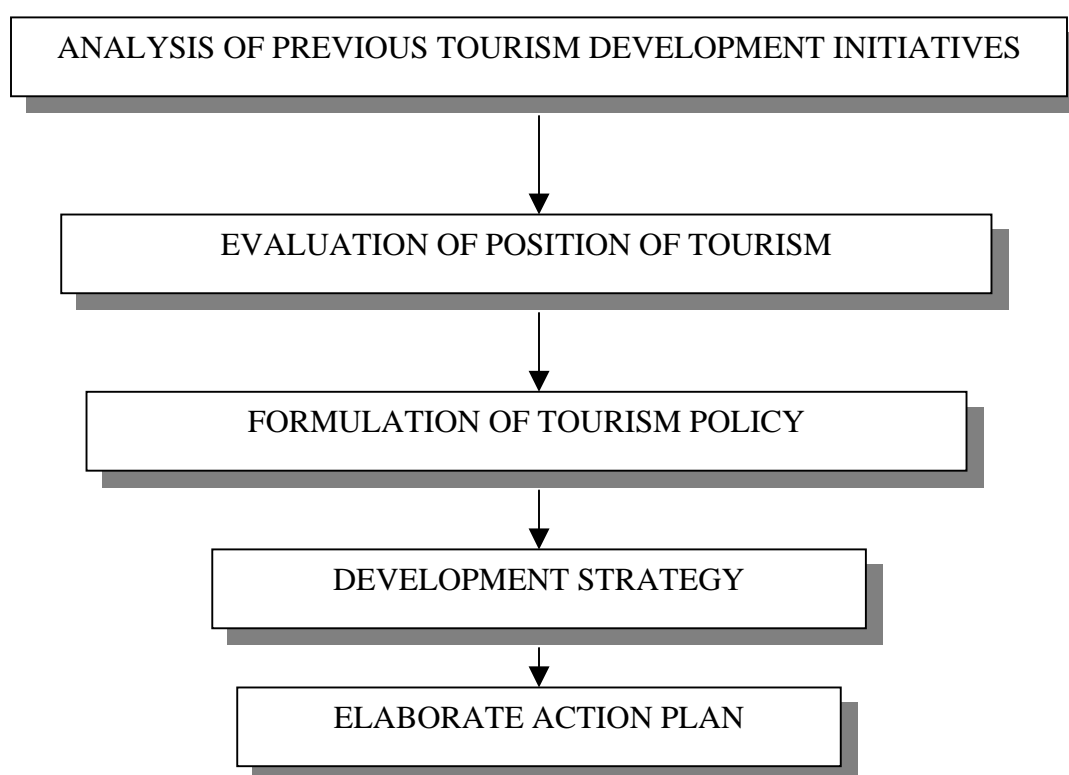
Tourism started as a social phenomenon, but within a short span of time, has grown into a significant economic activity. Of late, the social and economic consequences have raised various environmental issues affecting the ecology and the social impact of tourism on the host community.

As an economic activity, tourism is a business both for the individual entrepreneur and the community. It is based on the interrelated system of demand and supply factors. On the demand side are the international, national and local markets. The supply side involves the “tourism product” consisting of attractions, accessibility, facilities and infrastructure. It is an industry with great reliance on attraction and amenities, along with dependence on the goodwill of the local community. Therefore, the distribution of economic benefits has to be more wide spread than in the case of the traditional industry.

The approach to tourism planning should move away from the narrow precincts of physical and promotional planning. It should facilitate the growth of tourism to a



broader and more balanced approach, recognizing the needs and views of, not only, the tourists and developers but also the wider community. The strategic planning approach to tourism begins at much earlier stage than the determination of development strategy. It begins with an analysis of what has already been achieved, i.e., the critical assessment of various impacts, both positive and negative, of previous tourism development initiatives and an analysis of the political significance of tourism. The following figure depicts the basic stages of tourism planning:-



This comprehensive approach, incorporating a broader range of issues, moves away from the earlier emphasis on physical planning.



## 1.2 Need and Background of this Study

With increasing leisure and greater disposable incomes, tourism has been rising rapidly over the last decade. Improved connectivity through a spread of air travel, better roads and a reduction in travel costs brought about by opening of the skies and higher competition, has greatly stimulated tourist traffic from one country to the other. Of late the domestic tourism has also been increasing, with more and more people opting for travel to far away locations and using the holidays to have experience of different cultures and places.

The increased tourist traffic also means greater spending and a distribution of economic benefit to countries and states, which can attract more tourists. This has resulted in a competition between countries and states to woo the tourists and to market the destinations, and get a bigger share of the pie and the consequent economic benefit.

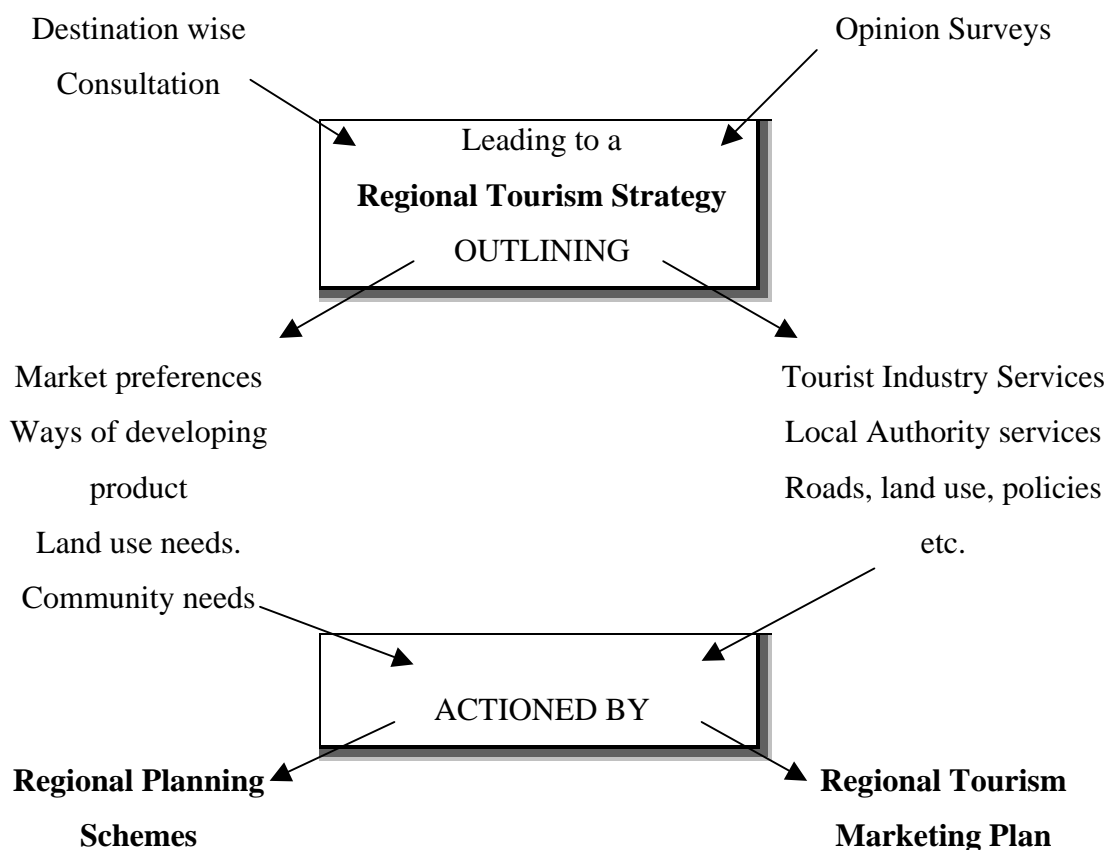
The Government of India is proposing to review the current status of tourism in the various states of the country and study the trends in tourist arrivals, obtain feedback on constraints and draw up a twenty-year perspective plan for development of tourism. It is in this background that the need for the study was felt and individual studies for each state were commissioned, which will later be merged to produce a national plan for the country.

## 1.3 Objectives and Terms of Reference (ToRs)

Based on the above need, a 20 years Perspective plan for development of Tourism in Madhya Pradesh is to be prepared.

Madhya Pradesh is the second largest state in India with rich endowment of tourist wealth. The process of planning is shown in the following figure:-





### 1.3.1 The Objectives of the Study are:

1. To highlight the issues underlying the stimulation of tourism in MP.
2. To Identify and plan infrastructure and development needs of the existing tourist destinations and the tourist circuits.
3. To identify potential tourism areas and plan for their development.
4. To introduce and enhance new tourism activities i.e. adventure tourism, eco-tourism, sports tourism, rural tourism and health tourism.
5. To identify priority development projects, their financing and management strategies.
6. To introduce broad based regional growth through tourism by generating higher economic gains and balancing socio-cultural and physical environment.



### 1.3.2 Major Aspects of the Study (Terms of Reference)

The perspective plan of 20 years for Tourism in Madhya Pradesh is being prepared to specify a strategy for future development so that it stimulates the growth in tourist arrivals, extends the period of tourist stay, injects more money into the local economy and creates awareness in the local population about the socio-economic benefits of tourism. According to these broad guidelines and the Terms of Reference of Govt. of India, the major aspects of study would be as under:

- A. Overall Approach – A Perspective Plan is to be prepared for formulating guidelines towards development of Sustainable Tourism in the state of Madhya Pradesh with a time frame of twenty years.
- B. Inventory Assessment and Evaluation – A detailed study of the existing tourism scenario is to be carried out with special reference to-
  - 1. Listing and evaluation of all tourism centres within the state of Madhya Pradesh with detail of tourist attractions at each destination.
  - 2. Inventory of natural resources both developed and with potential of development for tourism.
  - 3. Inventory of heritage and socio-cultural assets of the region that can be used for tourism development.

Evaluation of Infrastructure and Services including assessment of existing facilities at identified tourist centres in terms of quality of roads/transportation facilities, civic amenities, en-route transit facilities, boarding and lodging facilities etc. indicating break-up between various segments concerning different state departments, such as PWD, Forest, Culture, Handicrafts etc.



- C Review the status of existing development/investment plans of schemes for the development of tourism in the region.
- D Indicate actual number of domestic and foreign tourist arrivals for each destination along with postulation of projected tourist arrival figures.
- E Traffic flow assessment to identified destinations with reference to infrastructure requirements, taking into account past growth trends, suggested linkages and integration with future expected developments.
- F Analysis and categorization of existing/potential destinations and centres as a stand-alone destination, part of a circuit and / or as major attractions for special interest groups.
- G New Products/Projects-
  - 1. Identification of existing as well as new Tourism Projects including projects for expansion/augmentation.
  - 2. Up-gradation of facilities and services in destinations and centres which have potential for development.
  - 3. Product conceptualization as well as feasibility of identified projects covering topics like location evaluation, product planning, determination of individual project parameters, assessment of investment levels etc.
- H Financial Planning-
  - 1. Provide indicative cost components of infrastructure development under different heads and the priorities of investment through a phased plan covering the next twenty years.
  - 2. Finalize state tourism projects according to guidelines for recommendation to foreign financial institutions for financial assistance.



3. Suggestions for approaching other financial institutions like TFCI for funding of loans etc.
4. Outline incentives and schemes for stimulating / attracting private sector investment.
5. Strategy for privatization of tourism related properties owned by the state and the state tourism corporations.

I Employment generation-

1. Project wise estimation of employment generation with allocation for potential employment reserved for women.
2. Prioritizing schemes on the basis of employment generation and tourist arrival.

J Culture and other areas of special interest-

1. Planning of facilities for performance by local artists and troupes.
2. Establishment of cultural complexes originally with state help but eventually to become self-sustaining.
3. Suggestion for handicrafts shops at various tourist places, possibly run by women.
4. Development of other subjects of special interest like health resorts, yoga classes, nature cure and ayurvedic medicine facilities near tourist places.

K Environmental Impact-

1. Suggestions for measures to be taken for environmental rehabilitation of existing tourist places.





L Plan Implementation-

1. Demarcation of responsibilities and activities to be undertaken by various implementing agencies, clearly indicating the timeframes involved.
2. Suggestion on available institutional machinery to oversee and co-ordinate the development of tourism infrastructure.

M Formulation of carrying capacity studies, instruments of spatial and land use planning, architectural controls for restoration of old properties and construction of new ones.

N Public- Private partnership - Suggestions for community participation, awareness and local commitment to the projects.

O Project Document – Special attention has to be paid on the following aspects:

1. Plan will include short term and long term plans, targets and ground realities.
2. Plan for development should be in conformity with the policy, objectives and guidelines provided by the states/central agencies, national funding agencies and WTOs Bali declaration on tourism development.
3. An executive summary will be prepared along with the main report.



## 1.4 Consultants Approach and Methodology.

The Approach and Methodology followed by the consultants in preparing the 20 years perspective plan of tourism for the state of Madhya Pradesh was as follows:

The consultants decided to divide the study in two parts:

**Part A:** Understand and Analyse the existing tourism scenario in the state with respect to:

- Tourist wealth and destinations in the state
- Review of overall tourism scenario in the state with respect to the existing tourism policies, current institutional mechanism, outlays and five year plans
- Role of M.P. Tourism Development Corporation Limited
- Role of M.P. Financial Corporation
- Human Resource Development in Tourism in the state
- Past trends in tourist arrivals in the state vis a vis the trends of tourist arrivals in the country

An opinion survey was conducted of the following

- Foreign and domestic tourists,
- Hoteliers, agents and tour operators,
- Prominent personalities in the state and of the
- Industries Associations

and based on their views and the understanding of current tourism scenario in the state, a SWOT analysis was conducted.



The second portion of the study i.e:

**Part B** involved preparation of 20 years perspective plan of tourism for the state of Madhya Pradesh with contains the following:

- Tourism development strategy developed on the basis of short, medium and long term development plan and focus areas of development in the state
- Marketing strategy for development of tourism in the state
- Forecasts of Tourist arrivals in the state over the next 20 years
- Assessment of Tourist Accommodation & Requirements
- Improving Infrastructure facilities
- Socio-cultural and Environmental impacts
- Place wise development plan & investments required in the short, medium and long term
- Overall investment plan& role of Private and Government Sector
- Implementation Plan and Institutional Mechanism
- Economic benefits (direct & indirect) and Employment generation
- Final Action Plan

The Tasks followed by Consultants in Preparation of 20 years perspective plan for the state are as follows:

**Task 1:**The consultants visited the state capital, Bhopal and discussions were held with the senior officials in the Department of Tourism, Government of Madhya Pradesh. Discussions were held with the Principal Secretary, Tourism, Secretary, Tourism and Managing Director of Madhya Pradesh State Tourism Development Corporation and other senior officials in the Tourism Department of the state. Based on the discussions with the Government officials and initial secondary literature that was collected from the Department, an Inception Report was prepared and submitted.



**Task 2 :** Secondary data was collected from the department and analysed.

**Task 3 :** Questionnaires to solicit opinion of the following were prepared:

- Foreign Tourists & Domestic Tourists
- Prominent personalities, media persons, industry associations
- District administration officials and Prominent Persons at district/ local levels.
- Hoteliers
- Travel agents / Tour operators / Guides

**Task 4:** Travel itinerary for visit to the major destinations was prepared

**Task 5:** The major destinations were visited by the consultants and information collected.

**Task 6:** The primary data that was collected was analysed.

**Task 7:** Based on analysis of primary and secondary data and the visits made, 20 years perspective plan of tourism for the state of Madhya Pradesh was developed.

The following have been provided as Annexures:

Annexure 1 : List of places visited and people met.

Annexure 3: Questionnaires for opinion survey of:

- 3.1 Prominent persons, industry associations at Bhopal
- 3.2 Questionnaire at District Level for district/local administration, local prominent people
- 3.3 Hoteliers
- 3.4 Travel agents / tour operators/guides
- 3.5 Foreign and Domestic tourists



## CHAPTER – 2

### TOURIST WEALTH AND DESTINATIONS OF MADHYA PRADESH

Madhya Pradesh has an inherent charm and a place of its own because of its interior location, unmatched beauty and primitiveness. It is a giant state with rich endowments of land, people, history and culture. It also has its own share of negative aspects, especially the size and distances that have, in a way, hampered the growth of communication. Even a methodological appraisal of its resources would compare it more favorably with any other region in the country.

#### 2.1 Landscape and its Forms

Compatibility of the landscape with the usual life style of the tourists is a significant factor in the primary decision making process. The state has an unmatched landscape, both natural and cultivated. The configuration is mainly of a plateau with the Chattishgarh plains (now a separate state) in the east. The plateau is intersected by two major ranges of Vindhya and Satpura and is dotted with soft undulating hills. A well-planned rain fed river system and a string of lakes of different dimensions sustains the entire region. The major rivers are Tapi and Narmada which run east to west, while Chambal, Son and Betwa traverse the region from west to east. This riverine network has given numerous manmade water bodies of various sizes, which could be exploited for recreation, leisure and water sports. The tropical forests, covering approximately a third of the region, are inhabited by a large variety of wildlife. It has often been approximated with the Kipling Country for the naturalists. Because of the sheer wilderness of the countryside, the state offers a few unparalleled offbeat tourism areas.



## 2.2 Climate

The climatic conditions in the region are temperate and congenial during the major part of the year. Except during the summer months, the maximum temperature does not range beyond 30 to 35 degree Celsius, while the minimum remains within the comfortable limits of 10 to 25 degrees. The rainfall in the different regions of the state varies from 76 to 150 cms. Most of the rainfall is received during the months of July to September, when new life is ushered in and the land is clothed with green foliage.

## 2.3 People

Madhya Pradesh has a composite population of Indo-Aryans and the tribals, the latter are of two main strains, the Gonds and the Bhils. These have different beliefs and customs, which have enlivened the region with rich fabric of folk arts and crafts and the folklores. A few regional and local festivals, celebrated with gaiety and ardour, present a colorful panorama of the life style of the people. At the same time the traditional performing arts, specially the classical music, have not lagged behind in attaining its own heights. Gwalior, Indore and Maihar have their own distinctive Gharanas and styles. Probably this is the only state, which has a national level multi-arts complex, Bharat Bhavan, which has folk and traditional performing arts under one roof.

## 2.4 Access

Though the state does not have the proximity to gateway cities, which could act as supporting hinterlands, yet its centrality makes it accessible from the major ports of entry and the tourist generating areas of country. The rapid expansion of railway has connected the state with, more or less, every corner by faster trains. The air services, though limited to five places, have also helped in facilitating travel. Major number of roads entering the state boundary from different directions are either national highways or well-maintained state highways. Hence, the accessibility by air, rail and road does not pose such grave problems compared to the travel within the state. Railways do not connect all the tourist



places, except a few, as many of them are located in the rural environs. The condition of state highways in general and the roads, between the tourist centers and from the nearest railheads, are at present most unsatisfactory. Coupled with this problem is the erratic and sub-standard road transport system, slow and tiring with no time sense. The air linkages within the state are next to nothing. Yet, these problems are not insurmountable. Given sincere efforts and deft planning, the travel within the state could well be improved because the basic infrastructure of roads and transport are in existence.

## 2.5 Tourist Resource

The state is unparalleled in the wealth of history and folk arts. A long and chequered history has bequeathed it a rich heritage. Dating from prehistory, the events of time have left indelible impressions in the form of rock and cave shelters with prehistoric paintings, massive stupas, temples, palaces and mosques with exquisite carvings, sculptures and wall paintings. These conjure up the vision of great empires and kingdoms, warriors and builders, poets and musicians, saints and philosophers of a golden past.

The undulating landscape and the network of rivers and water bodies have provided numerous spots of virgin scenic beauty. A few high altitude areas and the mineral water springs have recreational and curative qualities. The forest areas have 9 national parks and 25 game sanctuaries out of which four are important Tiger Reserves. For the devout there are a number of places sanctified by faith. The sacred rivers of Narmada, Tapti, Son and Kshipra have a string of religious places located on their banks.

According to a general survey, this mammoth state has more than 379 tourist attractions of different categories. Every district has some attraction to offer to the visitor. As it is not possible to develop all the attractions simultaneously the Govt. initially identified 14 major centers for concentrated development. These were selected on the basis of (a) resource potential and (b) the figures of tourist arrivals. It is a judicious mix of archaeological wealth, scenic beauty, wildlife and pilgrimage. These centers are Khajuraho, Bhopal-Sanchi, Mandu, Ujjain, Gwalior, Shivpuri, Panchmarhi, Marble



rocks, Kanha National Park, Bandhavgarh, Amarkantak, Omkareswar-Maheshwar, Orchha and Chitrakoot. For planning purpose the hyphenated centers have been separated. Thus the number has gone upto 16.

The classification and brief details about the circuits are as under

### **a) HERITAGE CENTERS**

#### **Khajuraho**

Temples of mediaeval period built by Chandela dynasty. It is said to be the hallmark of Indian temple architecture and sculpture. 22 temples are divided into Western, Eastern, Southern groups respectively.

#### **Sanchi-Bhopal**

One of the most well preserved Buddhist monuments of 3<sup>rd</sup> century BC. It has stupas and gateways with stone carvings of Jataka Kathas. The place is associated with two of the five disciples of Buddha. Bhopal is the capital of the state and a place of scenic beauty with hills and lakes. It has one of the biggest mosques of Asia and also has the multi-arts center of Bharat Bhavan, Museum of man and other museums.

#### **Mandu**

Known as the "City of Joy", it has massive Afghan Monuments of medieval period. The plateau is studded with monuments of different shapes and sizes.





**Gwalior**

It has a towering citadel with mediaeval Rajput monuments and palaces of 14<sup>th</sup> century AD. It also has two of the World's biggest Chandeliers in the Darbar Hall of Jaivilas palace, crystal mini train in the dining hall and a palace museum.

**Orchha**

The seat of Bundela Rajput kings of Mughal period. Located in the banks of river Betwa, it has the best specimen of Bundelkhand architecture and painting of later medieval period.

**b) WILDLIFE**

**Kanha National Park**

Located in the Kipling country, it was one of the 9 parks initially selected for Project Tiger Scheme. This park is known for Central Indian Swamp Deer, the Barasingha, a rare species. Tiger Safari is a high point of the visit to this park.

**Bandhavgarh**

An old forest preserve of Rewa rulers, it is a veritable tiger land. The other wild-life species to be found are bison, sambhar, barking deer, nilgai and a large variety of avifauna.

**Shivpuri**

This place was the summer capital and tiger hunting area of rulers of Gwalior. The national park is surrounded on one



side with a huge lake with a sailing club. The cenotaphs of the former ruler in marble with inlay work, similar to Taj Mahal, is very attractive.

### **c) SCENIC BEAUTY**

#### **Pachmarhi**

A hill-girdled plateau located on the Satpura Hills, it is 1067 meters high. It has a bracing climate all the year round and has 45 attractive points for nature based tourist activities.

#### **Marbel Rocks (Bhedaghat)**

A place of extraordinary beauty. It has the river Narmada passing through a gorge with towering rocks of marble on either side. These rocks are of various colors and hues, which reflect on the water. Boating in the moonlit nights is a pleasant experience.

### **d) PILGRIM CENTERS**

#### **Ujjain**

The city of Mahakal Temple with one of the twelve Jyotirlingas of Shiva. It is a temple town on the banks of river Kshipra. It is also the land of poet laureate Kalidasa who wrote the immortal Meghdootam.

#### **Omkareshwar**

Another religious town having Jyotirlinga, it is located in the confluence of Narmada and Kaveri. It is an Om



shaped island having the famous temple of Omkar Mandhata.

**Maheshwar**

A town located on the bank of river Narmada, it was the seat of Devi Ahilyabai of Holkar Dynasty. It has a number of temples and sprawling ghats and is also known for the handloom sarees.

**Amarkantak**

It is the place of origin of Narmada and Son rivers, it is a holy city and a hill retreat. It has more than dozen beautiful falls and viewpoints.

**Chitrakoot**

The land hallowed by the name of Lord Rama, who spent a part of his 14 years exile at Chitrakoot. All the scenic places are associated with Rama, Sita and Laxmana. Saint Tulsidas is supposed to have written a major part of Ramayana here.

Full details of each of these places and the tourist facilities available therein are given in Annexure 4.

## **2.6 Travel Circuits**

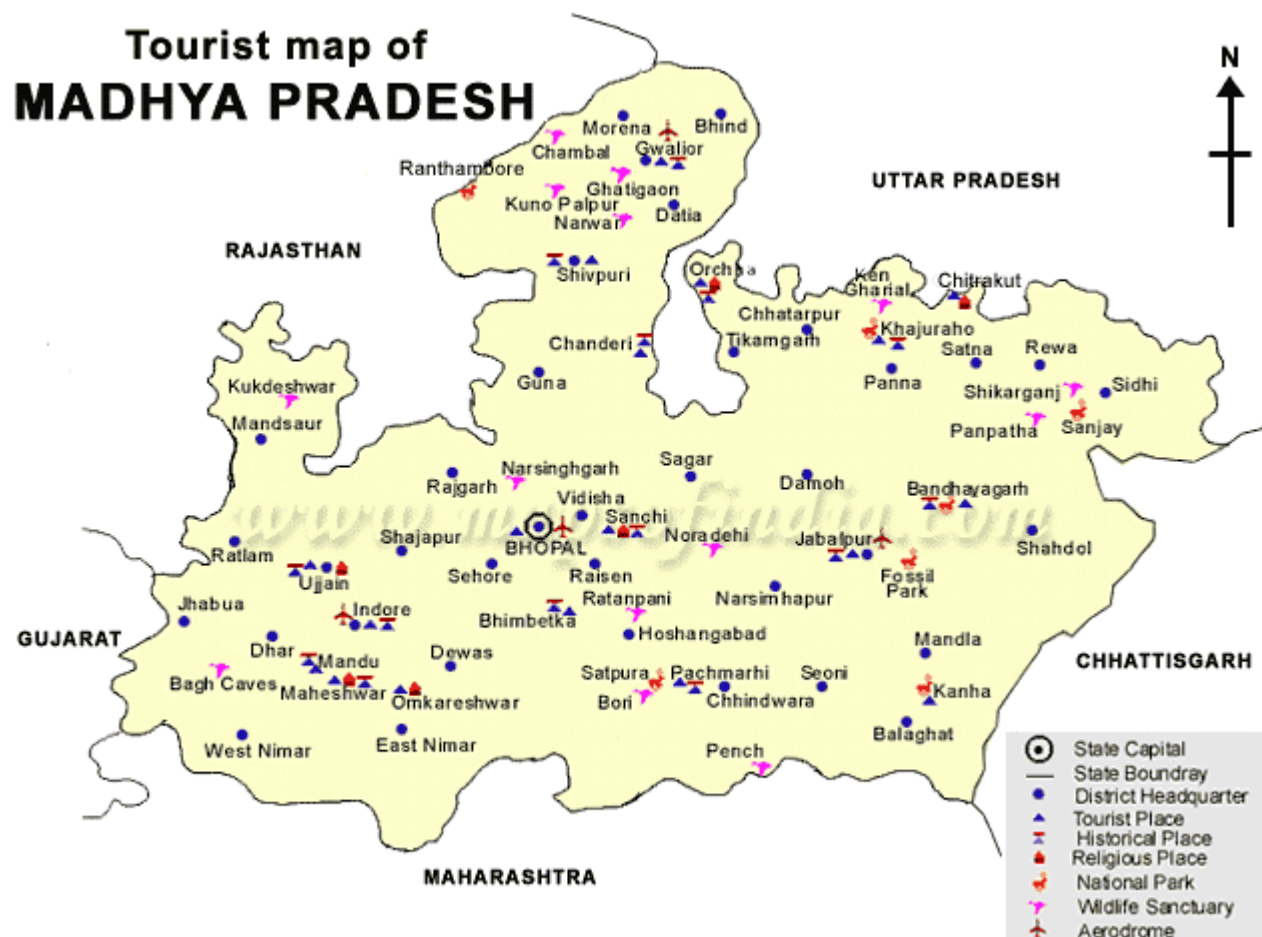
The development of tourism is normally focused around travel circuits, which are a collection of tourist spots/locations adjacent to one another, so that once a tourist comes to the starting point of a circuit, it is only natural for him to proceed from one location to the next on the circuit.

### **MAJOR TOURIST CIRCUITS IN THE STATE OF MADHYA PRADESH**

*20 years Perspective Plan of Tourism for the State of Madhya Pradesh*



## Tourist map of MADHYA PRADESH



Approved Circuits

Circuits yet to be approved



The following four tourist circuits have been identified in the state of Madhya Pradesh.

- a. Gwalior – Shivpuri - Orchha - Khajuraho
- b. Indore - Ujjain – Maheshwar – Omkareshware - Mandu
- c. Jabalpur – Bhedaghat – Mandla – Kanha - Bandhavgarh
- d. Sanchi - Bhopal – Bhojpur – Bhimbetka - Panchmarhi

Circuits a. and b. have already been approved by the Department of Tourism, and form a part of the nine national circuits selected by the Government of India for intensive development. Circuits c and d are awaiting approval.

### **Travel Circuits**

The details on the travel circuits indicated above are given below.

#### **a) Gwalior-Shivpuri-Orchha-Khajuraho**

This circuit has a mix of heritage and wildlife. The take-off point for this circuit is Gwalior, which is connected by air and has very convenient rail and road connections. The tourist train Taj Express and the Shatabdi Express are popular with the tourists coming from Delhi and Agra.

**Gwalior-** Gwalior is a historic town having one of the impregnable forts of India. It was also called "the pearl in the necklace of castles of Hind" by the Mughal chroniclers. It is also associated with the romantic episode of Raja Mansingh and Gujar, a village belle. The fort precincts have Manmandir Palace, Gujar Mahal, Sas-Bahu temple, Teli temple and the colossal statues of Jain Trithankaras. The other attractions are the royal heritage of Jaivilas Palace, a Durbar hall having two of the biggest chandeliers, dinning hall with crystal mini train for service and the Palace museum.



**Shivpuri-** Shivpuri was the summer capital and shikar preserve of Scindias, the rulers of Gwalior. Madhav National Park has a variety of wildlife and avifauna. It is surrounded on one side by Sakhya Sagar lake with a stately sailing club. The cenotaphs of Scindia rulers in marble with inlay work, on the pattern of Taj Mahal, are the other attractions. Some of the excursions near about Shivpuri are Narwar Fort, Kuno Lion Safari park and the ruins of ancient temples of Surwaya. Shivpuri is well located on national Highway No. 3.

**Orchha-** Located 100 kms from Shivpuri, it is a medieval laid back town on the banks of river Betwa. It was the seat of warrior Bundela king Bir Singdeo. It is probably the only place, which represents the best of Bundela architecture and paintings. Jehangir Mahal, Laxmi Mandir, Rai Praveen Mahal, Chaturbhuj temple, Ram Raja Mandir and Chhatris (Cenotaphs) of Bundela kings on the banks of the river are a few of the monuments. The star attraction of Orchha is Ram Raja Mandir where the idol of Rama was brought from Ayodhya for installation by one of the queens. This palace is located 20 kms away from Jhansi, which is an important railway station and also the alighting point for Khajuraho. By road Orcha is connected to Gwalior and Khajuraho.

**Khajuraho-** Khajuraho is a famous medieval temple town of Central India. It has 22 temples divided in western, eastern, and southern groups built by the kings of Chandela Dynasty. The western group has the largest number of temples, which include the towering Kandaria Mahadev temple, Laxman temple and Devi Jagadamba temple. The plastic art and finesse of the medieval temple architecture are at their pinnacle in these temples. The eastern group has the Jain temples, named because of the Thirthankara statues installed in the sanctum sanctorum. The southern group, which is at a little distance, has two temples, Dulahdeo and Chaturbhuj. Though both eastern and southern groups of temples are later constructions, yet the architectural lines are superb. The ancillary attractions around Khajuraho are Panna Tiger Reserve, the sanctuary for tiger and crocodiles and the Gharial (of alligator family) sanctuary at Raneh falls. Khajuraho is connected by air from Delhi, Agra and Varanasi and by road from Jhansi.



## b) Indore-Ujjain-Maheswar-Omkareswar-Mandu

**Indore-** Indore is the take-off point for this travel circuit. It is a bustling commercial town, which was the seat of Holkar rulers. It is well connected by air, rail and road from Delhi and Mumbai. It has a few interesting features, the Rajwada, Palace and the cenotaphs of Holkar rulers. It is called the " Mini Mumbai" because of its importance of commercial activities.

**Ujjain-** Ujjain is said to be the second holiest town after Varanasi. A Sinhasta mela is also organized every 12 years on the lines of Kumbha mela. The town has a number of temples and ashrams, the most famous being the Mahakal temple having one of the 12 Jyotirlingas. The other temples are Chintamani Ganesh, Gopal Mandir, Kal bhairav and Mangalnath. It is said that Sudama, the childhood friend of lord Krishna, stayed in Sandipani Ashram. Ujjain is 54 kms from Indore and is well connected by rail.

**Maheswar-** Located on the bank of river Narmada, it was the seat of the Holkar dynasty, prior to Indore. It has temples and ghats which have stone carvings. The prime deity worshiped by the Rani Ahilyabai Holkar, the religious and the *servicing* utensils made of pure gold are displayed in the temple. Boating on river Narmada is a pleasant experience. It is located 85 kms from Indore on the National Highway No3.

**Mandu-** A small town bordering the plains of Nimar has the massive Afgan monuments of various shapes and sizes, e.g. the Jahaz Mahal (the Ship Palace). The romantic tales of Bazbahadur, the last Afgan king, and Roopmati, a Rajput princess, are still sung by balladeers of Mandu. The Mughal monarch Jaghangir was fascinated by this place and named it the " City of Joy". It is 100 kms from Indore by road.



### c) **Jabalpur-Bhedaghat-Kanha-Bandhavgarh**

**Jabalpur-** Situated on the Howrah-Mumbai line (via Allahabad) of Central Railways, it is the take-off point for this travel circuit. Jabalpur has the palace of Gond kings, the Madan Mahal and a museum of archeological finds in the vicinity.

**Bhedaghat-** Here the river Narmada passes through a gorge of towering marble rocks on both sides. The rocks are of different shades and hues, which are reflected on the water. Boating on the river during moonlit nights is an unfogettable experience. A little distance away Narmada falls in the gorge, with foaming waters creating a mist. Hence, the falls are known as Dhuandhar. The other attraction is Chausathyogini temple, housing 64 idols of the goddesses.

**Kanha National Park-** In the heart of 'kipling country', it is one of the first National Parks selected for Project Tiger for conservation and intensive breeding of Tigers. It is also known for the Central Indian Swamp Deer, the Barasingha. The other species are a variety of herbivores and avifauna. It is 185 kms from Jabalpur via Narmada.

**Bandhavgarh-** The forest preserve of the former rulers of Rewa where the first white tiger was found. It is now a Project Tiger area and is the ideal place for viewing tigers in their natural habitat. The park area has a backdrop of the fort of Bandhavesh, which has a few archeological remains. Along with the tiger it abounds in herbivore species and bird life.

### d) **Bhopal-Sanchi-Bhopur-Bhimbaithka**

**Bhopal-** The capital of Madhya Pradesh, is well connected by air, rail and road. It has tremendous scenic wealth with lakes and hillocks. It has one of the biggest mosques in Asia, the Tajul Masajid, Van Vihar National Park, the museum of Man, multiart center of Bharat Bhawan and archaeological museums. Boating and water sports in the Upper Lake are a pleasant evening activities.





**Sanchi-** The Buddhist Stupas at Sanchi, date back to 3<sup>rd</sup> century B.C. The gateways around the stupas have stone carvings of Jataka Kathas. The relics of two of the disciples of Buddha were found in one of the stupas. From here Emperor Ashoka deputed his son to Srilanka to propogate Buddhism. The archeological museum houses the finds collected from the area around. The ancient town of Vidisha is only 10 kms where the 5<sup>th</sup> Century caves with rock cut sculptures can be seen in Udaigiri caves.

**Bhojpur-** Raja Bhoja, the king and architect, built a colossal temple dedicated to Lord Shiva. Due to onslaughts in other parts of his kingdom, the temple was left half built but the design, drawings and stone sections are still visible around the temple. It has a massive shiva linga at the center. It is 17 kms from Bhopal by road in way to Hoshangabad.

**Bhimbetka-** The rock shelters of Bhimbetka have prehistoric paintings on the walls, which date back to 10,000 years. The conglomerate has 640 shelters where the paintings of different ages of prehistoric man can be seen. It is 50 kms by road from Bhopal.

## 2.7 Eco & Adventure Tourism

The State has also identified areas suitable for promotion of eco and adventure tourism. The activities included in these forms of tourism and the areas identified are:-

### A Camping & trekking and Elephant Safari

Areas adjacent to

1. Satupura National Park - Pachmarhi
2. Panna National Park – Panna.
3. Pench National Park - Seoni



**B Water Sports:- Sailing, Kayaking, Water skiing, regatta**

- 1 Tawa Project, District Hoshangabad
- 2 Kaliasot Project, District Bhopal
- 3 Halali Project, District Raisen
- 4 Barna Project, District Raisen
- 5 Gandhi Sagar Project, District Mandour
- 6 Tigra Project, District Gwalior.
- 7 Harsi Project, District Gwalior.
- 8 Mohini Sagar Project, District Shivpuri
- 9 Kolar Project, District Sehore.
- 10 Avanti Bai Project, Distt Jabalpur.

**C Canoeing Safari / White Water Rafting**

1. River Narmada
- 2 River Chambal
- 3 River Ken
- 4 River Son

**D Rock Climbing & Mountaineering**

- 1 Pachmarhi Escarpment, District Hoshangabad.
- 2 Raisen Fort
- 3 Gwalior Fort
- 4 Narwar Fort
- 5 Asirgarh Fort

**E Para Sailing / Para Gliding / Hot Air Balloning.**

1. Pachmarhi Escarpment, District Hoshangabad.
- 2 Tamia to Patakot, District Chhindwara.
- 3 Mandu, District Dhar
- 4 Wanchu Point, District Indore
- 5 Raisen Fort, District Raisen



According to the policy guideline these areas would be open for private sector to take on long lease and build necessary infrastructure and facilities.

## **2.8 Tourist Festivals**

The rich cultural heritage and the variety of folk and performing arts are displayed in a series of Tourist Festivals organized annually at Khajuraho, Orchha, Pachmarhi, Indore-Ujjain (Malwa) and Bhopal. Among these Khajuraho and Bhopal have made a mark in the tourist markets and have become important supplements to the tourists resource.

In short Madhya Pradesh has all the resources, except snow and surf, to ensure its place as a major tourist region in the country. Its product profile is mainly heritage oriented with pilgrim and wildlife tourism as important ad-ons. It also has more than adequate potential for development of sports, adventure, youth and eco tourism.



## CHAPTER - 3

### OVERVIEW OF EXISTING TOURISM SCENARIO IN THE STATE OF MADHYA PRADESH

#### 3.1 Tourism Policies of MP

The State Government declared its TOURISM POLICY in the year 1995. The main thrust of the Policy is the creation of an environment conducive to attracting increased private sector investment on tourism, and a more meaningful role for the govt. The strategy for the development will focus on the following.

1. Creation and improvement of basic infrastructure.
2. Up gradation and augmentation of tourist facilities.
3. Marketing of destinations.
4. Human Resource Development.
5. Promotion of arts and crafts of the State.

The destinations and activities have been categorized into - Cultural Tourism (Heritage sites), Wildlife Adventure Tourism (Wildlife Parks, lakes rivers and hill stations), Leisure and Business tourism (Metros and major tourist centers) and Pilgrim Tourism (Places of religious importance).

The policy clearly delineates the role of the State and of Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC) while recognizing the importance of Joint Venture companies. It has presented a package of incentives for the private sector whereby land would be made available to hoteliers along with a set of tax concessions and fiscal benefits.

##### 3.1.1 Eco & Adventure Tourism Policy

To create a positioning platform different from other states and to take advantage of its vast natural beauty the Government of Madhya Pradesh has identified “Ecological and Adventure Tourism” as the unique selling proposition (USP) for the State. The State has announced an investor friendly Eco-Adventure Tourism Policy 2001-02, which facilitates private sector participation in developing MP as a center for Eco-Adventure



Tourism. Eco-Tourism is that form of tourism in which the tourist is able to enjoy nature and see wildlife in its natural habitat, in quiet and serene surroundings.

The policy has identified places and areas for the following activities:-

- Camping tracking
- Elephant safari
- Water sports
- Canoeing Safari
- White water rafting
- Rock climbing and mountaineering.
- Para sailing, Para gliding.
- Hot Air Ballooning

The State Government has decided to open up this sector for private participation and has finalized simplified guidelines to make it easy for entrepreneurs to conform with.

### **3.1.2 Highlights of the Tourism Policy of 1995**

The govt. of Madhya Pradesh declared a tourism policy in 1995 which identifies the thrust areas for tourism and includes a package for incentives for private sector. The main aspects of this policy are:-

#### **Tourism in Madhya Pradesh – Looking Ahead**

The Madhya Pradesh Department of Tourism has, to date, sought to develop the tourism potential of the State by involving itself in three major activities: providing decent accommodation in areas of tourist interest, operating a transport fleet of coaches, cars and Gypsies, and organizing package tours. Publicity and marketing of tourist destinations and facilities has also been a major thrust activity.

Apart from these efforts undertaken by the Government, the private sector has also contributed by way of investment in hotels, transport, and marketing of some important tourist destinations in the State. However, the efforts of the Government and the private sector have not been dovetailed into common developmental programmes, with the



result that there has been over-emphasis at certain venues, while some other important places and activities have been neglected.

The New Tourism Policy envisages creation of an environment conducive to attracting increased private investment in the tourism sector, and a more meaningful role for the Government.

### Strategy For Development

The Department of Tourism will focus on the following areas:

- i) Improvement and creation of adequate basic infrastructure – land, road, water, electricity etc.
- ii) Up gradation and augmentation of accommodation, catering and recreational facilities.
- iii) Augmentation of transport facilities.
- iv) Marketing of destinations to ensure optimal use of infrastructure.
- v) Establishing and strengthening institutions for the development of human resources.
- vi) Evolving suitable policies for increasing foreign exchange earnings.
- vii) Promotion of the arts and crafts of the State.

### Destinations And Activities

These may be classified in the following categories for setting up various facilities:-

	Places of importance	Facilities
<u>Cultural Tourism:</u> Heritage Sites	Gwalior, Datia, Orchha, Khajuraho, Bhopal, Sanchi, Mandu, Burhanpur etc.	Heritage Hotels, Up-market and budget accommodation, Museums, Shilpgrams, Cultural shows, Exhibition facilities, etc.
<u>Wildlife &amp; Adventure Tourism:</u> Wildlife parks, lakes, rivers and hill stations	Pachmarhi, Amarkantak, Kanha, Bandhavgarh, Panna, Satpura, and Pench Valley National Parks: Tigr Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsuar), etc.	Log huts, Camping grounds, Dormitories, Trekking, Water-Sports, Aero-Sports, Angling, Cruises, Caravans, Tents, etc.



	Places of importance	Facilities
<u>Leisure &amp; Business Tourism:</u> Metros and major tourism centers	Pachmarhi, Mainpat, Khajuraho, Tamia, Bhopal, Gwalior, Indore, Raipur, Jabalpur etc.	Convention centers, Exhibition grounds, Shopping, Evening entertainment, Golf courses, Country clubs, Weekend getaways, etc.
<u>Pilgrim Tourism:</u>	Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Bhopal, Sanchi, Orchha, Amarkantak, Rajim, etc.	Budget accommodation, Day shelters, Cafeterias, etc.

### **Monumental Splendour – Cultural Tourism**

The Government of Madhya Pradesh is keen to develop 'Heritage Sites', turning them into hotels where tourists will be given an opportunity to experience the legacy of the past by living in Heritage Hotels, set up in properties owned by the State Government or by Princely houses. The State Government is willing to set up Joint Venture Companies, and offer these properties, as equity participation on its behalf, to be managed by the private sector. Where the Government owns properties, all care will be taken to ensure that the archaeological value of the monuments and their environs is not disturbed in any way. The princely houses will also be encouraged to convert their properties into hotels. Efforts shall be made to link these properties with international and national marketing agencies and hotel chains. However, archaeological monuments protected by the State Government or the Archaeological Survey of India will not be converted into Heritage Hotels without duly ensuring their preservation and protection.

### **Tryst With Adventure – Wildlife and Adventure Tourism**

To open up wildlife territories to more tourist traffic, the State Government has undertaken the up gradation of air strips at Kanha and Bandhavgarh on an urgent basis. Pachmarhi, the gateway to the Bori Wildlife Sanctuary, has a serviceable airstrip, which will also be upgraded.

The Government would also like to encourage private sector participation in air taxi services to link these locations with major metros. There is also tremendous potential for investment in accommodation in these areas.



The rivers, and hill resorts of Madhya Pradesh offer exciting opportunities for setting up adventure-tourism facilities for trekking, water-sports, aero-sports, angling, and camping. This is a largely unexplored area, which offers immense scope for private participation.

Trekking routes with necessary infrastructural facilities will be developed in and around Pachmarhi, Tamia and Amarkantak. The immense potential of the Upper Lake at Bhopal for developing water sports facilities such as boating, sailing, kayaking, canoeing, etc. will be fully exploited. It will be developed as a venue for holding national level water sports festivals and regattas. Efforts will be made to establish links between tourism and environmental education. Interpretative services/facilities in National Parks and Wildlife Sanctuaries will be upgraded towards this end.

### **Stay A Day Longer – Leisure And Business Tourism**

Booming business centers of the State such as Bhopal, Indore, Raipur, Jabalpur and Gwalior are in the midst of an industrial revolution, but still retain their charm and unspoiled environment, ideal for business conventions and leisure tourism. The Government of Madhya Pradesh has identified land in these places, which could be used for setting up hotels, convention centers and leisure resorts comprising country clubs, golf courses and other recreational facilities. The Government is willing to offer this land as equity participation on its behalf, along with a package of incentives for private sector investors. Land for these activities is available at Gwalior, Bhopal, Raipur, Khajuraho, Orchha, Pachmarhi, Tamia and Seoni (Pench Valley).

Bhopal's Central location and easy accessibility by air and rail makes it the ideal location for developing it as a venue for holding national and international level conventions. An eighteen-hole golf courses will also be developed at Bhopal. At Khajuraho, a Craft Village will be set up to promote the handicrafts at work in this village, and also watch cultural programs in the evenings. A Safari Park will be developed at Panna National Park which is at a short distance from Khajuraho. The Ken river which is nearby offers excellent opportunities for angling.





### **Fortunate Moments – Recreation Centers**

With the twin objectives of providing evening entertainment to the visitor and boosting foreign exchange earnings, the Government of Madhya Pradesh proposes to license Recreation Centers with games of skill and slot machines, at prime tourist locations in the State.

Such centers shall be set up in areas notified by the State Government, and private sector investment shall be invited for operating them.

These centers are aimed at a select clientele who will be willing to pay in foreign currency. It will be ensured that such establishments do not in any way spoil or endanger the cultural ethos and traditions of India or pose a threat to the social fabric of the area. It is expected that substantial local employment opportunities shall be forthcoming. Revenue earned by the Government through taxes and license fees shall be fully utilized in developmental activities.

### **Sanctuary of a Hundred Gods – Pilgrim Tourism**

Madhya Pradesh has a large number of religious centers, which draw the devout of all faiths. Places such as Chitrakoot, Amarkantak, Ujjain, Maheshwar, Omkareshwar, Bhojpur, Orchha, Sonagiri, Bawangaja and Muktagiri, are well known pilgrim centers, Ujjain is one of the holiest of Indian cities, and the ‘Simhastha’ (Kumbh Mela) held at Ujjain every twelve years draws millions of pilgrims from all over the country. The Mahakal Temple at Ujjain and the Shri Omkar Mandhata Temple at Omkareshwar house two of the twelve ‘Jyotirlingas’. Chitrakoot where Ram and Sita spent eleven of their fourteen years of exile, and where the principal Trinity of the Hindu pantheon, Bramha, Vishnu, and Mahesh, were incarnated, is another holy center. Orchha is also well known for its Ramraja Temple, where Lord Ram is worshiped as a King, Bhopal’s Taj-ul-Masjid, one of the largest mosques in Asia, is the venue of the annual ‘Ijtima’ which draws mammoth crowds. The followers of the faith also venerate the many Jain pilgrim centers spread all over the State.

The Department of Tourism shall provide basic infrastructural facilities like Dharamshalas, rest houses, approach roads and wayside amenities at places of religious



importance. It shall also ensure that basic health care facilities, public toilets and other such amenities are provided in these areas. Apart from the Department of Tourism's own contribution, private sources shall be tapped for achieving these objectives.

### **Let's Get Together – Joint Venture Companies**

The Government of Madhya Pradesh has decided to set up Joint Venture Companies for the development of tourism-related projects in Madhya Pradesh by way of five-star and other reasonably priced hotels at locations of tourist interest. The Government approves in principle the formation of Joint Venture Department/MPSTDC and private sector hotel chains and their associates. Essentially, the Government will be willing to offer land and built-up facilities, wherever they are available, as equity participation on its behalf.

### **State's Role**

The State Government will confine its efforts to infrastructural development, ensuring uninterrupted electricity, water supply, and provision of basic medical facilities. It will also be responsible for dissemination of information, organization of festivals and inter-departmental coordination to create conditions for attracting private sector investment in the tourism sector. For this, it will provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development.

The State will continue to provide funds to the State Tourism Department/MPSTDC as the State's contribution to centrally-aided projects, or in certain areas where private sector investment may not be desirable due to ecological or safety considerations. It will continue to fund facilities for adventure tourism, Craft Villages, and other unconventional and environmentally friendly ventures. In addition, the State may invest in remote areas through the Department of Tourism, where private sector investment is not readily forthcoming but where initiative is necessary.

The Government will set up or assist in setting up training institutions and suitable systems for ensuring quality control to tourism services. It will encourage more active participation of voluntary groups and the associations of the hoteliers; travel and tour operators in ensuring a fair deal to tourists.



## **Role of MPSTDC**

It has been realized that the primary task of the M.P. State Tourism Development Corporation is not to operate hotels and transport services. Its primary objectives shall be to set up infrastructural facilities in untapped areas of tourist interest, once these areas are developed, the facilities can be privatized. The Corporations can then move on to set up similar facilities in other undeveloped areas. The Corporation shall concentrate more on promotional activities through national and international marketing to attract more tourists to places of tourist interest like Gwalior, Shivpuri, Khajuraho, Kanha, Bandhavgarh, Pachmarhi, Bhopal, Sanchi and Mandu. It shall also continue its efforts to operate tour packages from the major metros covering prominent centers of tourist interest in the State.

The MPSTDC shall redefine its role, to be the nodal administrative agency in addition to the State Tourism Development for facilitating private sector investment, formation of Joint Venture Companies, preparation of master plans for selected areas, etc. It shall also coordinate with other State Departments for necessary infrastructural development. The MPSTDC will gradually disinvest in its properties and form Joint Venture Companies with the private sector. The existing staff of the MPSTDC will be suitably trained and equipped with skills to carry out their new functions.

In the long run, MPSTDC will reduce its commercial activities and by merging the activities of the Directorate of Tourism and MPSTDC it shall form a Tourism Development Board.

## **Incentives**

A special package of incentives for the tourism industry has been prepared. The incentives are available only to new tourism projects, and to expansion of the existing projects. To be eligible for the incentives, the tourism projects should have a minimum of ten rooms, and an investment of not less than Rs. 50 lakh. For expansion, the minimum number of additional rooms should be five. In the case of other activities, the minimum investment for new projects should also not be less than Rs. 50 Lakhs. Incentives will be available only once. These incentives will be available for private entrepreneurs as well as the MPSTDC for any of the following activities: -



- i) Hotels, Motels, and Restaurants.
- ii) Heritage, Hotels, Health Farms, Recreation Centers, Rope Ways, Museums, Amusement Parks, Craft Villages, Convention Centers and all other bona fide tourism-related activities recognized by the Government.
- iii) A/C Luxury Coaches, A/C Mini Buses, and imported limousines purchased by registered tour operators for tourist transport.
- iv) Activities connected with adventure tourism, such as hang-gliding, para-sailing, river-rafting, boating, trekking, rock-climbing, etc.

The specific incentives are:

**(A) Land**

- i) Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value, for setting up Joint Ventures.
- ii) The companies thus formed who are given any kind of Government land will be expected to complete the project within a period of three years from the date of transfer of land, failing which the land will revert to the Government. The company will not be allowed to transfer the land to anybody else, or use it for any purpose other than that for which it is allotted.
- iii) For construction of approved category hotels, etc. in the urban areas, exemption under Section 20 of the Urban Land Ceiling Act will be made available on a case-to-case basis as decided by the Empowered Committee.

**(B) Luxury Tax**

New projects shall be exempt from Luxury Tax for ten years from the date of commencement of commercial operations.

**(C) Sales Tax**

New projects will be exempt from Sales Tax for ten years from the date of commencement of commercial operations.



**(D) Entertainment Tax**

Entertainment Centers will be exempt from Entertainment Tax for ten years from the date of commencement of commercial operations.

**Administrative Machinery**

A Tourism Advisory Council with experts from a wide cross-section will be constituted to advise the Government on various coordination points with the Central Government agencies, and the tourism and travel trade. District-level committees will be formed under the chairmanship of District Collectors for districts identified as Special Tourism Areas to coordinate activities at the district level.

For implementation of the Tourism Policy, an Empowered Committee, comprising the Secretary (Tourism), Secretary (Revenue), Secretary (Housing and Environment), Secretary (Finance), Secretary (Commercial Taxes), Secretary (Forests), Commissioner (Tourism), and M.D., MPSTDC has been constituted. Other concerned Secretaries shall be co-opted whenever required. The Committee will also take decisions regarding the incentives described above on a case-to-case basis.

**3.1.3 Policy of Eco/Adventure Tourism In Madhya Pradesh**

The Government of Madhya Pradesh had announced its Tourism Policy in 1995, which had, as one of its major objectives, the promotion of Eco and Adventure Tourism.

The importance of tourism and the benefits derived from it are well known. With changing times, interests of tourists have also changed requiring development of newer varied forms of tourism.

Today's tourist is not content with cultural or religious tourism along – the tourist today looks for some thrill, fun, adventure and something other than the routine.

In keeping with this change in attitude of tourists, the State Government has decided to actively promote Eco-Tourism and Adventure Tourism. In order to popularize and develop these forms of tourism, Government is, for the first time, seeking participation of private investors.



It would be appropriate to mention here that Eco-Tourism is that form of tourism in which the tourist is able to enjoy nature and see wildlife in its natural habitat in quiet and serene surroundings.

Adventure tourism provides the tourist with a special thrill and feeling of adventure whilst participating in sporting activities in rivers, water bodies and hills and mountains. Madhya Pradesh with its richly endowed natural environment, unexploited so far, has immense potential for such sports.

Instead of depending on its limited resources, the State Government has decided to open up this sector for private participation for optimum utilization of these natural resources.

While on the one hand, with these efforts, Government hopes to attract tourists in larger numbers, on the other hand, it is expected that it would help in generating greater demand for local products, and creating new employment avenues for the local communities.

In order to attract private participation, the State Government has finalized a set of simplified guidelines, which are hassle free and would make it easy for an entrepreneur to conform with.

### **Salient Features**

1. The main activities connected with Eco and Adventure Tourism which are to be promoted with private participation are listed in Annexure-5.
2. The locations, identified for launching Eco and Adventure Tourism activities initially on a trial basis, are listed in Annexure-6. Apart from these locations, the entrepreneur is free to come up with his own sites, subjected to Government approval.
3. The locations determined initially for Eco and Adventure Tourism activities have been classified in three categories A, B and C, depending on their accessibility and potential viability, and are given in Annexure-7.
4. The procedure for issue of Letter of Intent & the procedure for private sector participation is seen in Annexure 8.



### 3.2 Current Institutional Mechanism

The current institutional mechanism for promotion of tourism in the state consists of the following: -

#### **DEPARTMENT OF TOURISM**

The Department of Tourism is responsible for formulating the Tourism policy, its planning and coordination, giving financial approvals. It also replies to the Assembly questions falling within the jurisdiction of the State Department of Tourism. The department is assisted by the Office of Commissioner for Tourism, which is also attached to the secretariat.

#### **Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC)**

At the field level, the MP State Tourism Development Corporation deals with the following activities:

- Preparation of five year and annual tourism development plans of the state.
- Maintaining constant liaison with Tourism Development Corp. of India for obtaining funds from Central Sector Plan.
- Implementation of Central and State Sector plan schemes.
- Promotion, Development and management of eco-adventure and sports tourism activities
- Maintenance and analysis of tourist arrival figures at different tourist centers.
- Operation and management of tourist accommodation and transport facilities.
- Marketing and operation of package tours.
- Managing the Computerized Central Reservation System.
- Publicity, promotion and marketing of tourist centers.



- Tourist Information Centers.
- Alliance Air Ticketing.
- Liaison with private sector for provision of tourist facilities.

### **NEW THRUST**

Realizing the important role the private sector can play in tourism development, the Govt. has endeavored to create a conducive environment for their participation. To remove the bottlenecks, to ensure strong and sustained policy implementation and to encourage public-private partnership, the government has set up an efficient institutional mechanism. It comprises of the following bodies/committees:

#### **Cabinet Sub Committee**

To spearhead the development of tourism in MP and to ensure focused attention on this sector a high-powered cabinet sub-committee, headed by the Chief Minister with powers of the CABINET has been constituted.

The role of the Cabinet Sub-Committee has been envisaged as follows:

- It will be the apex body for policy formulation in the tourism sector.
- It will also ensure inter -departmental cooperation for the development of tourism in the state.

#### **Empowered Committee**

To support and assist the Cabinet Sub-Committee, an Empowered Committee headed by the Chief Secretary, has been constituted. It has provision for representation from the hotel and tours & travel industry.

The Empowered Committee will assist the Cabinet Sub-Committee in policy formulation and will be responsible for policy implementation. It has the following roles:

- To ensure the speedy implementation of tourism programs.
- To set up working committees on a need basis for eco-tourism, water sports etc.
- To deal with other tourism related matters.





### **MP Heritage Development Trust**

To ensure sustained heritage conservation efforts as well as to involve all stakeholders in the conservation process, the MP Heritage Development Trust has been constituted. It is headed by the Chief Minister and includes, as members, eminent people in the field of conservation and heritage.

The Trust will also liaison for central financial assistance in developing ancient and heritage cities like Ujjain. It has already identified 42 villages around Khajuraho which could gain from tourism by developing self help groups and cottage industries.

### **Role of the Private Sector in Development of Tourism**

Given the resource crunch in the government, the state envisages its role as that of facilitator, leaving the main thrust of development to the private sector.

The study in question is especially timely given the strong political commitment and attention to overall reforms across all sectors including tourism in the state of Madhya Pradesh. The government has declared Tourism as an industry.

The State believes that in today's scenario, the role of the government will be that of a facilitator, a catalyst and co-coordinator. However in the short term, the government shall play a proactive role to leverage private sector in the development of tourism in the State. It has planned to do the same through.

- Creating an Enabling Institutional Mechanism.
- Involving the private sector in policy formulation &
- Ensuring a level playing field.

The state has also been involving the Private Sector in Policy Formulation. Some examples are as under:

- The private sector has been involved in the preparation of the Eco-Adventure Tourism Policy.



- It was also involved in the process of rationalization of tax structures.
- There is provision for the representation of the hospitality industry in the Empowered Committee set up under the chairmanship of the Chief Secretary.

### 3.3 Area Planning of Tourist Centers

Of the 14 centers identified for development 9 are located in un-spoilt rural environs, two are in smaller towns and 3 are in major towns respectively. The centers located in and around the villages and small towns are still in the process of development and are yet untouched by the impact of urban growth. It is only at Khajuraho that one finds traces of urbanization and substantial growth in resident population, because of the increase in tourist service staff and self employed venders.

Fortunately, at an early stage the state could foresee the onslaught of urban growth because of impending mass tourism and the need for area planning. Preparation of Land-use and Area Development Master Plans of a few sensitive centers with 20 years perspective, were initiated. To start with, the Master Plans of Khajuraho, Sanchi, Chitrkoot and Amarkanta were taken up, along with the urban centers of Gwalior, Shivpuri and Ujjain. While planning the latter, the requirements of additional hotels and civic amenities were kept in view.

Simultaneously, The Deptt. Of Housing and Environment, as per the Town and Country Planning Act, set-up the Special Area Development Authorities (SADA) at the major tourist centers, with adequate delegation of powers to implement the Master Plans. SADA, as the local body, superceded the Notified Area Committees and Municipal Committees, to avoid duplication of authority. The SADA's were headed by experienced administrators and only a limited number of members were associated for swift implementation and coordination. The effectiveness of these bodies could be gauged from the planned development of the areas undertaken by them at Khajuraho and Chitrakoot during the first few years of their existence.



The Special Area Development Authorities have since been abolished, except at Pachmarhi. These areas are now administered by the elected Nagar Panchayats. The present position of the Area Development Master Plans is given below:-

1. Master Plans approved and handed over to local bodies:

Bhopal	-	Bhopal Development Authority
Ujjain	-	Ujjain Development Authority
Jabalpur	-	Jabalpur Development Authority
Gwalior	-	Gwalior Development Authority
Khajuraho-		Nagar Panchayat
Shivpuri	-	Municipal Corporation
Chitrakoot-		Nagar Panchayat
Sanchi	-	Municipal Corporation
Mandla	-	Nagar Panchayat
Orchha	-	Nagar Panchayat
Pachmarhi-		Special Area Development Authority

Out of these places the Master Plans of Bhopal, Khajuraho, Gwalior and Jabalpur have recently undergone revision in view of the changing trends of urban demands.

2. Master Plans under preparation

Amarkantak  
Bhedaghat  
Maheshwar  
Omkareshwar

3. Kanha and Bandhavgarh, being forest areas managed by the National Park Authorities, have not been included in the scheme



### 3.4 Outlays & Five Year Plan for MP Tourism

The planning for tourism in the state started in a modest way from the third plan period. The outlays of successive five year plans continued to remain meager with no policy guidelines till the sixth plan period, when the MP State Tourism Development Corporation was set up. The main idea was to inject more funds through bankable schemes with the equity and the guarantee provided by the Govt. This was the time when 14 major centers were identified for planned development. These were selected on the basis of the tourist resource and arrival figure. The plan outlays were also measured so that the Corporation, with its construction cell, could expedite the implementation of schemes. But the objective of bankable schemes could not be achieved because of the seasonal nature of tourist arrivals, inadequate connectivity and in-sufficient marketing efforts without the support of market research.

During the 7<sup>th</sup> and 8<sup>th</sup> plan period the budget allocations for the plan periods were Rs 1094.85 lacs and Rs 1895.45 lacs respectively.

The 9<sup>th</sup> Five Year Plan (1997-2002) has just completed its tenure in March 2002. The State has embarked upon an ambitious tourism plan for the 10<sup>th</sup> Five Year Plan (2002-07) based on the Tourism Policy, The Adventure and Eco-tourism Policy and the experiences gained during last plan period. The plan provisions, budget allocations and the actual expenditures during the last three Five Year Plans are given below:-

(In Rs Lacs)			
Plan	Plan allocation	Budget provision	Actual expenditure
7 <sup>th</sup> Five year plan	1099.00	1094.58	913.99
8 <sup>th</sup> Five year plan	2308.00	1896.45	1507.69
9 <sup>th</sup> Five year plan	1472.00	2307.07	1575.90

The Tourism Policy in the state was introduced on 31-01-95 during the 8<sup>th</sup> plan period. This Policy had an in built incentive package for attracting private sector. Subsequently, during 9<sup>th</sup> Plan period the state govt. decided to privatize the accommodation units operated by M.P. State Tourism Development Corporation.



However, this scheme did not receive suitable response from the private sector. The reasons behind the lack of interest from the prospective bidders were, (a) the under developed infrastructure and (b) the lack of publicity of the state as an important tourist destination. The scheme of privatization was abandoned and it was decided that the MP State Tourism Development Cooperation would continue to operate the accommodation and transport units.

While formulating the 10<sup>th</sup> Five Year Plan proposals for the identified tourist center, following issues were kept in view: -

1. Development of infrastructure at the major tourist centers by preparing Master Plans with the help of experts in the field.
2. Publicity and promotion of tourist wealth of Madhya Pradesh at the international and national levels. This is proposed to be achieved through:
  - Publicity campaigns in print media.
  - Marketing and promotion at national and international seminars, workshops, conferences and tourism fairs.
  - Publicity and marketing through the Tourist Offices of the Govt. of India, located abroad.
  - Road shows and exhibition on wheels at the major domestic tourism markets.
3. Provision of medium and low priced tourist facilities through the central and state sector schemes, till the infrastructure is suitably developed.
4. Development of approved travel circuits.
5. Promotion of Youth and Adventure Tourism as per the guidelines laid out in the Adventure and Eco-tourism Policy.
6. Promotion of 'tourist festivals' and 'traditional fairs and festivals'.
7. Promotion of Heritage Hotels in the State by providing interest subsidy on loans.

For the above-mentioned schemes and activities the 10<sup>th</sup> five year plan has a provision of Rs. 2815.00 lacs.



The Eleventh Finance Commission of Govt. of India had sanctioned a sum of Rs. 45 crores, during 9<sup>th</sup> Five Year Plan period, for undertaking up gradation and improvement of facilities at Kanha, Bandhavgarh, and Pench National Parks; Bhedaghat, Lametaghat and Burmanghat in Jabalpur Division.; and Satna, Chitrakoot, Maihar, Katni, and Mandla. In the year 2000-01 an allotment of Rs. 1055.55 lacs was sanctioned while in the year 2001-02 an amount of Rs. 900.00 lacs were sanctioned. The balance amount of Rs. 2545.00 lacs is proposed to be allotted during the 10<sup>th</sup> Five Year Plan.

### 3.5 Central Sector Schemes

During the 9<sup>th</sup> five year plan the Deptt. of Tourism, Govt. of India has sanctioned 65 schemes amounting to Rs. 2224.31 lacs. The details are given below:

<b>Central Sector Projects Sanctioned during 9th Five year plan (1997-1998 to 2001-02)</b>		
S.No.	Name of Project	Total Project Cost (Rs Lacs)
1	Son-E-Lumiere, Show, Orchha	82.00
2	Way Side Amenity, Mandla	17.95
3	Mid Way Facility, Babai	17.95
4	Tourist Complex, Pachmarhi	64.97
5	Orchha & Pachmarhi Festival	3.77
6	Audio Cassettes for Khajuraho, Bhimbetka, Mandu, Sanchi, Bhoal	22.59
7	Water Supply, Pachmarhi	3.04
8	Water Supply, Khajuraho	4.25
9	Up gradation of Upper Lake Bhopal	4.96
10	Tourist Complex, Omakareshwar	56.83
11	Tourist Complex, Tamia	56.83
12	Tourist Complex, Chanderi	43.78
13	Heritage Interpretation Centre cum TRC Raja Mahal Complex at Orchha	20.90
14	Was Side Amenity, Mohana	22.53
15	Tourist Complex, Pench	59.30
16	Tourist Information Centre at Shivpuri	22.53
17	Tourist Reception Centre at Sanchi	22.52
18	Conference Hall Hotel Tansen, Gwalior	37.75
19	Refurbishment of Monument of Orchha	26.46
20	Tourist Reception Centre at Ujjain	60.00
21	SEL Show, Khajuraho	143.90
22	Fair & Festival, Orchha	6.00
23	Khajuraho Millenium Festival Publicity	16.00
24	Khajuraho Millenium Festival Publicity Opening Ceremony	14.00
25	Flood Lighting of Monument, Mandu	120.23
26	Up gradation of Technology/Computerization	26.00



<b>Central Sector Projects Sanctioned during 9th Five year plan (1997-1998 to 2001-02)</b>		
S.No.	Name of Project	Total Project Cost (Rs Lacs)
27	Tourist Bungalow, Katni	75.00
28	Renovation of Suman Bungalow, Pachmarhi	50.00
29	Water Sport Facility at Bargi Dam	35.00
30	Tourist Complex, Khalghat	45.00
31	Holiday Resorts, Jhabua	55.00
32	Refurbishment of Monument of Mandu	39.00
33	Refurbishment of Monument of Bhimbetika	21.00
34	Refurbishment of Monument of Khajuraho	50.00
35	Expansion of Boat Club, Pachmarhi	20.47
36	Dev. of Boat Club (Upper Lake, Bhopal)	26.49
37	Sports & Recreation Center at Bhopal	55.00
38	Fair & Festival, Orchha	5.00
39	Fair & Festival, Pachmarhi	5.00
40	Construction of By-pass Road, Orchha	25.00
41	Tourist Complex, Burhanpur	61.50
42	Day Shelter/Public Facilities at Burmanghat	30.00
43	Additional dormitory in H.H. Pachmarhi	25.00
44	Conference Hall Hotel Shipra, Ujjain (60 Seater)	14.00
45	W/S Facility Sakhya Sagar Lake Boat Club, Shivpuri	20.00
46	W/S Facility at Dhubela Dist., Chhatarpur	2.58
47	W/S Facility at Orchha	14.91
48	W/S Facility at Chambal National Park (Riverline Century)	25.00
49	Fair & Festival, Orchha	10.00
50	Khajuraho Millenium Festival Closing Ceremony	10.00
51	Dashhara Festival (Bastar)	10.00
52	Refurbishment of Monument at Chanderi	43.00
53	Refurbishment of Monument at Rani Jhansi-ki-Samadhi, Gwalior	18.00
54	Refurbishment of Monument Gwalior Fort	73.50
55	TRC Bhopal	98.00
56	Tourist Cottage Exp., Palash Bhopal	76.00
57	Exp. Of Bhedaghat	23.00
58	TC Neemuch	76.40
59	DeoKothar, Rewa	28.32
60	Upgradation of Information Technology	28.00
61	National Folk Festival	25.00
62	Water Sport Facility at Bhopal	12.77
63	W/S Facility Pachmarhi	7.39
64	Water Sport Facility at Jabalpur	3.72
65	Water Sport Facility at Bandhavgarh	4.22
	<b>TOTAL</b>	<b>2224.31</b>



### 3.6 Facilities of M.P. Tourism Development Corporation

As explained in the chapter on 'Current Institutional Mechanism' the M.P. State Tourism Development Corporation was formed to stimulate and promote tourism in the state. It also took upon itself the role of being the main provider of facilities and basic tourist infrastructure, which is a pre-requisite for development of tourism.

Thus some of the facilities provided by the Corporation are listed below:

1. Hotels, Lodges and Dormitories for providing accommodation to tourists
2. Transport facilities by way of cars, coaches and Jeeps
3. Tourist Information Centers, both within and outside the state
4. Operation and maintenance of the 'Computerized Central Reservation System'
5. Marketing and operation of package tours

The salient features of these facilities are given below:

#### Hotels, Lodges and Tourist Bungalows

- a. Accommodation at twenty two tourist centers
- b. A total of 40 hotels, lodges, Tourist Bungalows of various kinds
- c. A total of 472 rooms comprising of AC Deluxe and Suites, AC Rooms, Non-AC rooms and Dormitories
- d. Three Cafeterias and Way-Side Amenities

It can be seen from the above description that the MP STDC has got a very wide and extensive network covering almost all important tourist centers and offering a variety of accommodation to suit all pockets.

However, with such a widespread network and many of the hotels and bungalows being quite small i.e.4-8 rooms, it is very difficult to manage and the overheads etc are very high. Similarly the controls are difficult and with a centralized control system, bureaucracy is bound to creep in, adversely affecting the efficiency and quality of





service, even though the management has taken several steps to develop independence and entrepreneurial qualities in its local managers.

The problem faced by the corporation today, with many of its properties run-down and requiring extensive refurbishing, low occupancy due to low tourist arrivals and their inability to compete with private competition, wherever it exists. This is despite the properties being located in the best of locations and many of them having great potential as heritage sites.

The hotels division of the corporation is thus caught in a vicious cycle, with poor image, low occupancy, high overheads all of them adding to losses and thereby resulting in a resource crunch. The financial crunch does not allow refurbishing and upgrading of the properties, which in turn further affects its image, resulting in lower occupancy and higher losses.

The decision of the Government to disinvest from the hotel operation and for privatization/leasing of the same was correct and timely, but did not succeed. While the reasons for failure to attract sufficient bids are many, it has resulted in a feeling of insecurity in the minds of both the workers of the hotels division of the corporation and it has also adversely affected both the morale and the investment decisions of the corporation.

### **Computerized Reservation System**

The department has recently commissioned a Computerized Reservation System, which is a very welcome development and the department deserves all the praise for it. However, in order to get full benefit from the facility, it is advisable to connect the system to the travel agents and airlines system as well, so that a large number of travel related persons could access the centralized reservation system.

Also to get maximum mileage, this facility should be widely publicized, both through the press medium and through the internet.



Transport:

The MPSTDC operates a fleet of six coaches and seventeen cars. The fleet may appear small compared to the tourist center's but MP has a well developed system of private transport and tourist coaches who run special coaches to these destinations.

### 3.6.1 Consultant's Recommendations

1. **The role of MPSTDC:** There is a need to change the role definition of the Tourism Development Corporation as envisaged in the tourism policy. It should concentrate on marketing and on promotion of tourism, together with their policy-making role.
2. **Marketing Orientation:** The need of the hour is aggressive marketing, and the MPSTDC should fully concentrate on it, with accountability for achieving the tourist arrival figures. This would mean a change in the role of tourist information offices from one of dispensing information to aggressive marketing.
3. **Disinvestments from hotels:** The past attempts at disinvestments were not successful because the hotel chains invited by the corporation did not feel that the investments required were justified by the tourist traffic projections. It is suggested that the disinvestments be attempted once again. It may be advisable to engage some expert consultants to assist the department in the process of privatization, and devise a plan after taking the ground realities into account.

While there may be several changes possible in the new approach to privatization, the consultants suggest that the following changes in approach may be considered:

- a. There should not be any insistence on selling a block of properties comprising of both good and poor properties. The bidders may be allowed to choose any property.



- b. The operation of those properties, which have a lot of potential but are not running well today, should be improved both by improved maintenance and by improved marketing. They may then become attractive to prospective bidders in a year or two.
- c. Since many properties are located in remote locations with a room strength of less than ten, it may not be viable for a chain to acquire them and run them profitably because of high central overheads. Such properties may be sold or leased to local operators.
- d. There should be an offer to link all the properties through the centralized computerized reservation system and also arrange/help in tying up with some professional chains for marketing.
- e. Arrangements should also be made for the same chain to also provide training and management inputs to improve/professionalize the management of such small properties.

If parties are not coming forth with outright sale or long lease with upfront payments, the corporation may also consider handing over the management only, with a percentage of turnover. This will allow private parties low on finances but high on resolve and intent to enter the field of tourism and infuse the much needed freshness. Hotel Management Graduates and other professionals could be specially targeted for such an exercise.



### 3.7 Madhya Pradesh Financial Corporation

Madhya Pradesh Tourism Financial Corporation has, in the 2001, introduced the scheme for financing tourism related activities to promote tourism industry in the State. The salient aspects are-

#### Introduction

In order to promote tourism the State of Madhya Pradesh, the corporation has introduced scheme of finance for tourism related activities.

#### Eligibility

Financial assistance shall be provided to all the individuals/partnership firm Pvt/Public Limited Companies who :

- Propose to set up their project in the State of Madhya Pradesh.
- Propose to take up any tourism related activities for tourists or undertake tours in Madhya Pradesh.

#### Purpose

Financial assistance under the scheme shall be provided for meeting the investment required on:

- Acquisition of land, purchases of capital equipment, civil construction and allied cost items essential for the envisaged project.

#### Eligible Activities

- Hotels including heritage hotels.
- Tourism resorts.
- Amusement parks, water parks, convention centers, rope ways, clubs.
- Restaurants, fast food centers, open-air fun parks. Tourist service agencies, specialized tourist consultancy etc.
- Tourist vehicles which includes luxury coaches, taxies, air conditioned sleeper coaches etc.
- Specialized packaged tours for international tourists.
- Organization of special events, shows, exhibition etc.
- Construction of road on toll basis to tourist destination.

Any other project or activity based on the specialized skills and training of the promoters.



**Promoter's contribution**

The expected promoter's contribution shall be in the range of 25% to 50% of the total cost of the project, which is to be raised before first disbursement of the loan installment.

**Margin**

The expected margin on the loans for tourism activity including hotel projects shall be in the range of 25% to 50% depending upon the merit of the case.

**Security**

- The primary security for the loan shall be a first charge on land, building, plant & equipment etc., and other assets acquired/proposed to be acquired for the project.
- In case of loans, under consortium arrangements, Pari-pasu charge is accepted along with other participating institutions.
- In addition to the above, the corporation may insist for additional security in the form of any tangible assets or other property of sufficient worth, to the satisfaction of the corporation depending upon merit of the case.

**Repayment**

- The period of repayment of loan shall be decided on the merit of each case. Generally for tourism for tourism related activities.
- The repayment period may extend upto 15 years.
- The initial off period may be allowed upto 4 years from the documentation of the loan.

(The above shall depend upon the nature of the project in which longer gestation period is required).

**Quantum**

The corporation may provide financial assistance to the extent of Rs. 90.00 lakh in case of loans to non-corporate sector and Rs. 240.00 lakh in case of corporate sector (These limits will soon be revised upwards).

**Interest**

Interest as per the prevailing rate of interest shall be payable on quarterly or half yearly basis. The prevailing rates are 15.5% per annum.



### 3.8 Handicrafts

Madhya Pradesh is a variegated tapestry of enchanting handicraft and handlooms. Because of its central location, it has witnessed, through the ages, the currents and cross currents of culture, which is today reflected in the works of artisans and weavers of the state. The diversity of the people living here has lead to an interesting co-existence of the primeval forms and the most sophisticated expressions of art.

Among the handicrafts, the bell metal and iron works of Betul, soapstone miniatures of Bhedaghat, stone work of Gwalior, lacquer works of Sheopur and Malwa region, brass and white metal artifacts of Tikamgarh, life like leather toys of Indore, rag dolls of Jhabua, gold and enamel “Thewa” works of Mandsuar, terracotta toys and vessals of Sagar and Betul and the zari and bead purses of Bhopal, have their district identity at the national level.

It is, however, the handlooms, which occupy the pride of place in the cultural heritage of the State. The diaphanous sarees of chanderi with delicate shades and embellishment in Zari varies from subdued glitter to total brilliance. The sarees of Maheshwar have a distinct texture and looks, with brighter shades and the Zari work. Bagh prints on cotton cloth; block printing, batik and screen printing on fabrics at Bhairogarh near Ujjain and the tie and die block printing of Indore, are already in popular demand in the craft melas.

Madhya Pradesh is also known for its carpets woven in and Gwalior, Morena and Rewa. The Punja durries of Jobat by the Bhil tribe are sturdy and attractive.

The handloom and handicraft products are marketed through the emporia named “Mrignayani”. These emporia are located at 11 important towns of India including Delhi, Mumbai, Chennai and Kolkata. Within the state, there are 8 emporia, out of these 5 are located at the important tourist centers. Hastha Shilpa Vikas Nigam also participates at national and international Craft Melas and Festivals for promotion and marketing.



### 3.8.1 Future Development

The Madhya Pradesh Hastha Shilpa Vikas Nigam (MPHSVN), set up to promote the handicraft and handlooms, have been actively engaged in training the artisans through a number of training- cum- production centers setup in areas where the different handicraft/handloom material are produced in traditional ways. A few of these centers have been setup in collaboration with the Development Commissioner (Handicraft), Govt. of India. These training-cum-production centers have justified their existence by rejuvenating the crafts through introduction of new designs and better craftsmanship. Self-employment opportunities have been generated for a large number of unemployed youth and women in the rural areas, specially, those belonging scheduled castes and tribes.

In the sphere of handloom products the MP Handloom Weavers Cooperative Society (MPHWCS), Jabalpur, is also putting in its might in promotion and marketing. The outlets of this Society display and sell hand woven bedspreads, pillow covers, towels and a variety of handloom material along with Chanderi and Mahaeshwari sarees and the printed cotton sarees. The Society also has its training cum designing centers for introducing latest designs and better craftsmanship.

Both of these organizations, MPHSVN and MPHWCS had been organizing Handicraft/Handloom fairs at important towns of the State. They also participate in the all India level exhibitions and fairs from time to time. The crafts of the state are now winning international and national acclaim.

MPHSVN had been maintaining a close liaison with the Development Commissioner (Handicraft), Govt. of India, and had been availing of the facilities through their array of schemes, such as, the training schemes, apprentice training schemes, exhibition scheme, marketing scheme and the loans, pension and insurance schemes for the artisans.



### 3.8.2 Recommendations by Consultants

1. A large number of respondents to the opinion survey conducted by the Consultants, did not have a good opinion about the emporia. They felt that display of material was poor and the sales persons were indifferent. MPHSVN should consider employing an interior decorator consultant, on contract basis, to give facelift to the emporia and its display.
2. If possible each item should have a brand name for display. At the same time packaging the sold items in proper form as per the requirement of the customer, such as gift packing or packing for long transport etc., is an essential part of marketing.
3. The sales personnel should be selected with due care and proper training should be imparted to them for sales promotion.
4. A Crafts Museum should be set up to display the articles of excellence. This will help in propagation and preservation of the crafts.
5. Development and financial assistance to cooperative societies for handicraft artisans should get top on priority. While Integrated Rural Development Program could be major vehicle for assistance to handicraft sector, a separate Handicraft Finance Corporation should also be considered.
6. A handicraft village in the vicinity of a major tourist center, such as Sanchi, Mandu or Orchha should be identified and developed as a craft village. It should have proper facilities for tourist visits.
7. Efforts should be made to create export market by using a internationally renowned opinion leader in the field to launch a handicraft/handloom line. This will help in wider exposition and awareness about the latest designs.





### 3.9 Tour Operators & Travel Agents

The interior location of the state does not give it the benefit of having national level tour operators and travel agents. Hence, there are only 4 travel agents, approved by the Department of Tourism, Govt. of India, who have branch office at Khajuraho, Gwalior, Bhopal and Indore.

The local based agencies, which are in large number, could be classified into handling/excursion agents and ticket booking agents. The handling agents are located in Bhopal, Indore, Gwalior and Khajuraho. The number of such agents are limited and their main activity is to handle foreign tourists and domestic commercial traffic, sponsored by the travel agents located at the ports of entry. As a supplement they also undertake hotel, air and rail bookings.

A large number of big and small local agencies depend upon air ticket sales of national and international airlines and railway reservations. These agencies are located at the major towns of the State, which are frequented more by the commercial traffic, than by tourists.

Neither the handling/excursion agencies nor the ticket booking agencies participate in promoting package or conducted tours within the State. These agencies do not have approval of either the Govt. of India or the State Government. Criteria for the approval and recognition of Tourist Transport Operators is given in Annexure 9.

#### **Tourist transport**

In the sphere of Tourist transport operations the State Govt. has recently exempted the Tourist Vehicles from taxes for a specific period provided the operators are recognized and they operate vehicles on the specified tourist circuits mentioned below:-

#### **3.9.1 SPECIFIED TOURIST CIRCUITS**

**BHOPAL:**

1. Bhopal-Darshan
2. Bhopal-Islamnagar-Sanchi-Udaigiri-Gyaraspur-Bhopal



3. Bhopal-Bhojpur-Bhimbetka-Pachmarhi-Bhopal
4. Bhopal-Ujjain-Indore-Omkareshwar-Maheshwar-Mandu-Bhopal
5. Bhopal-Khajuraho-Satna-Bhopal (Via Sagar)
6. Bhopal-Pachmarhi-Bhedaghat-Jabalpur-Kanha-Bandhavgarh-Bhopal.
7. Bhopal-Bhedaghat-Jabalpur-Bhopal.
8. Bhopal-Shivpuri-Gwalior-Bhopal

#### GWALIOR

1. Gwalior Darshan-Tighra Fort-Museum
2. Gwalior-Shivpuri-Chenderi-Orchha-Khajuraho-Panna-Chitrakoot-Satna-Bhandhavgarh-Amarkantak-Jabalpur-Gwalior.
3. Gwalior-Morena-Chambal-Ghadiyal-Sanctuary-Gwalior.
4. Gwalior-Shivpuri-Ujjain-Indore-Mandu-Omkareshwar-Maheshwar-Indore-Ujjain-Gwalior.

#### JABALPUR:

1. Jabalpur-Bhedaghat-Jabalpur.
2. Jabalpur-Bhedaghat-Kisli-Amarkantak-Bhandhavgarh-Jabalpur.
3. Jabalpur-Seoni-Chhindwara-Pachmarhi-Jabalpur.
4. Jabalpur-Seoni-Pench National Park-Jabalpur.

#### SATNA

1. Satna-Chitrakoot-Satna-Panna-Khajuraho-Dhubela-Orchha-Gwalior.
2. Satna-Chitrakoot-Bandhavgarh-Amarkantak-Kanha-Pachmarhi-Jabalpur.
3. Satna-Khajuraho-Sneh Falls-Panna-Satna.

#### INDORE

1. Indore Darshan.
2. Indore-Mandu-Indore.
3. Indore-Omkareshwar-Burhanpur-Indore.



4. Indore-Omkareshwar-Maheshwar-Indore.
5. Indore-Dhar-Bagh caves-Bawangaja-Khalghat-Maheshwar-Indore.

The norms and criteria for the approval and recognition of Tourist Transport Operators are given in Annexure 9.

### 3.10 Fairs & Festivals

The composite population of Indo-Aryans and Tribals have given Madhya Pradesh a host of religious festivals and fairs. A few of these have national importance while majority are of regional and local interest. The festivals of Shivratri, Makar Sankranti, Dussehera, Diwali have their own socio-religious significance, but are not necessarily tourist oriented. The fairs and festivals of the tribal groups are still at primitive stages and have no facilities for the tourists.

The State Development of Tourism, in collaboration with the Department of Culture, has been organizing tourist festivals at a few major centres. Khajuraho festival of classical dances is the foremost of its kind. This annual festival has since been handed over to the Department of Culture which organizes it under joint sponsorship of private sector. Though the festival has gained popularity and its dates are announced much in advance with due publicity, yet it has not yet aroused the tourist curiosity as is the case with Edinburgh and Balbeck festivals. The consultants understand that with the responsibility of the festival with the Department of culture, the Department of Tourism is not involved in the promotion of the festival or in its concept and hence the initial enthusiasm and spirit has reduced.

During the subsequent years the festivals at Pachmarhi, Malwa region (Indore/Ujjain) and Orchha could also not live up to the expectations and have been abandoned due to paucity of funds.

This year (2002) the Department of Culture organized a seven day Bhopal festival with the sole objective of projecting Bhopal as the centre-point of tourist promotion in the State. In addition to Khajuraho and Bhopal festivals, different semi-govt. bodies related to folk and performing arts of Department of Culture organize the following festivals:-



- Music festival – Khajuraho – 7 days – classical music
- Tansen festival – Gwalior – 4 days – classical music
- Allauddin Khan music festival – Maihar – 2 days – classical music
- Kumar Gandhrava Festival – Dewas – 2 days – classical music
- Amir Khan festival – Indore – classical music
- Lokrang – Bhopal – 4 days – Folk dances and theatre and craft mela.
- Bharat Bhavan Annual day – Bhopal – 7 days – Dance, Drama, Classical Music and art exhibition.
- Kalidas festival – Ujjain – 7 days – Sanskrit plays and drama, seminar and lecture series.
- Vindhya festival – Sidhi – 3 days – Folk performances.

These festivals are organized to promote folk and classical performing arts and not for tourism promotion.

### 3.11 Human Resource Development in Tourism

To introduce professionalism in tourism development the education and training has to be introduced at following levels:

1. Hotel Management and Catering.
2. Travel trade management – Travel agencies tour operators, transport operation and airlines.
3. Information outlets, guides and interpreters.

The state has not lagged behind in this field when tourism education of Post Graduate Diploma Course was limited to a few universities of Delhi, Rajasthan, Marathawada and Mumbai. A similar course was started by Bhopal University in 1981. Thereafter, a Food Craft Institute with one-year diploma course in Hotel Management and Catering was set up at Bhopal with the assistance of Govt. of India. Since then it has traveled a long way and the present position is as under:-



- a) Two Institute of Hotel Management, Catering and Applied Nutrition, with three years degree course, are in operation at Bhopal and Gwalior respectively. The Food Craft Institutes, with one-year diploma course, is also attached to each of these.
- b) Universities at Bhopal, Indore, Gwalior, Ujjain and Rewa have one year Post Graduate Diploma in Tourism and Hotel Management.
- c) Devi Ahilya University at Indore is also operating the course on Master of Tourism Administration.
- d) Indian Institute of Travel & Tourism Management, the parent body set up by the Ministry of Tourism, Govt. of India, has its headquarters at Gwalior and is organizing a variety of long and short term courses on tourism and travel trade.



## CHAPTER - 4

### PAST TRENDS OF TOURIST ARRIVALS IN MADHYA PRADESH

#### 4.1 The Global Scenario

At the global level, the world tourist arrivals in 1999 were 650.4 million. The provisional figure for the year 2000 as provided by the Department of Tourism, Government of India is 698.8 million. Europe and America continued to be the most important tourist receiving regions accounting for about 77.2 % of the world tourist arrivals in 1999. India received a miniscule 0.38% of the world tourist arrivals. The following table gives the summary of international tourist arrivals in different regions for the year 1999.

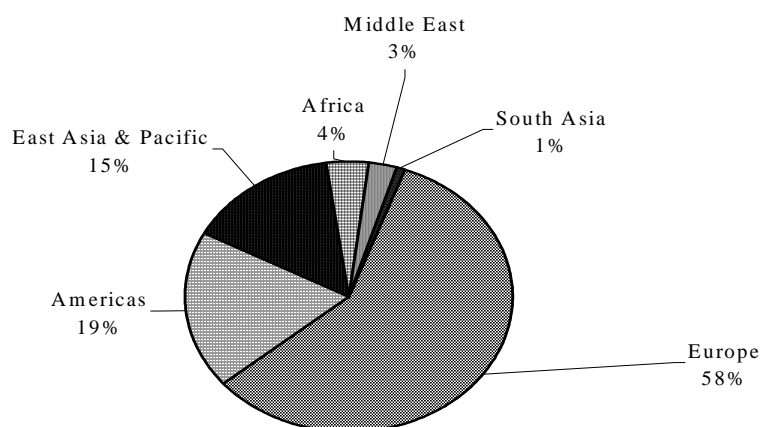
**Table 4.1 : Tourist arrivals in different parts of the World –1999**

<b>Region</b>	<b>No. of Tourists (in Million)</b>	<b>% share</b>
Europe	380.2	58.4
America	122.2	18.8
East Asia & Pacific	97.6	15.0
Africa	26.5	4.1
Middle East	18.2	2.8
South Asia	5.8	0.9
World Total	650.4	100
<b>Share of India</b>	<b>2.48</b>	<b>0.38</b>

*Source : Tourist Statistics 2000, Department of Tourism, Government of India*



**Figure 4.1 below shows percentage wise break-ups of tourist arrival in different parts of the World in 1999.**



## 4.2 Tourist Arrivals in India

Tourist arrivals in India have increased from 1.67 million in 1991 to 2.64 million in 2000, the Compounded Annual Growth Rate in the last decade being 4.7%.

The following table gives the summary of International tourist traffic to India during the years 1951 to 2000



**Table 4.2 : Summary of International tourist traffic to India during the years 1951 to 2000**

Year	Number	Annual growth rate( %)
1951	16829	--
1960	123095	24.7
1970	280821	8.6
1980	1253694	16.1
1990	1707158	3.1
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2358629	-0.7
1999	2481928	5.2
2000	2641157	6.4

#### 4.2.1 Region wise Arrival of Tourists in India

In the year 2000, maximum number of foreign tourists came to India from Western Europe (38.7%), followed by North America at around 19%.

Table 4.3 below shows region wise arrivals of tourist in India in the year 2000.

**Table 4.3: Region wise tourist arrival in India in 2000.**

Region	Tourist Arrival	% of share
Western Europe	810139	38.65
North America	407741	19.45
South Asia	175350	8.37
South East Asia	147166	7.02
Africa	143771	6.86

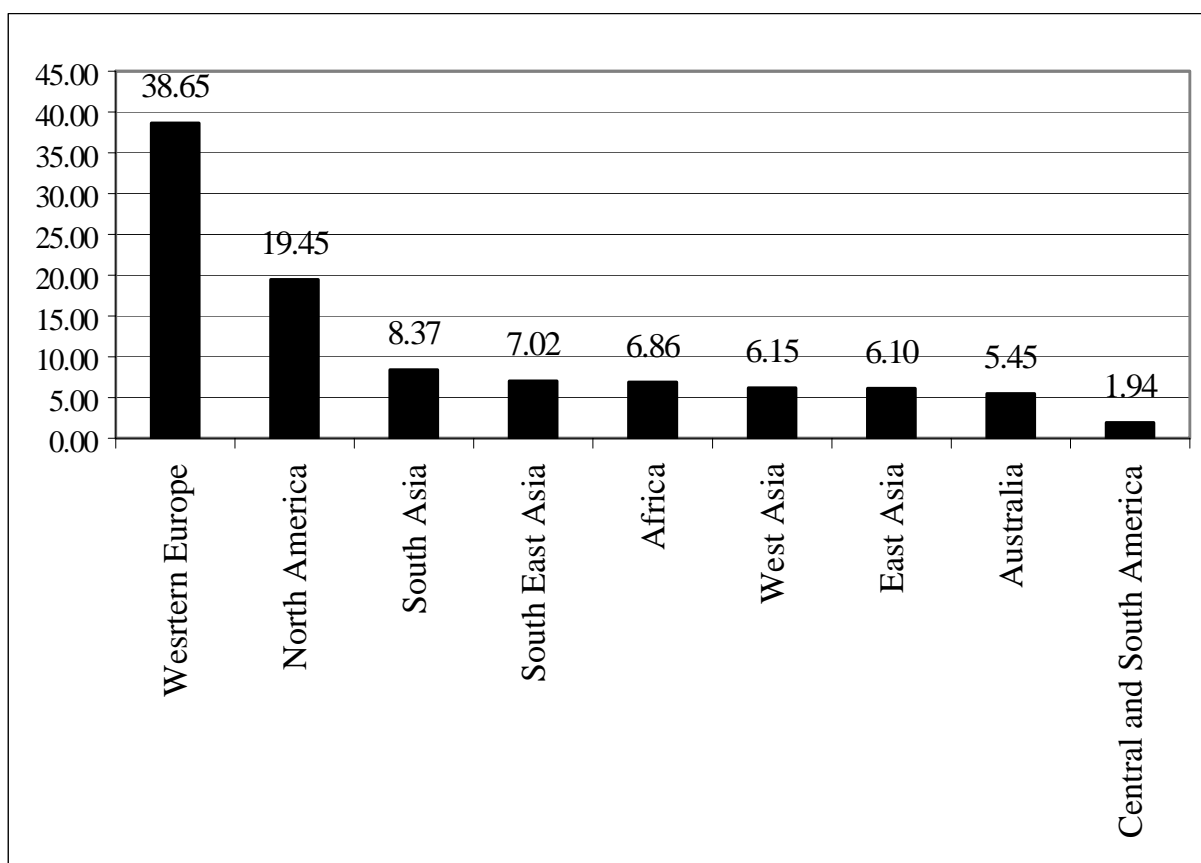




Region	Tourist Arrival	% of share
West Asia	128995	6.15
East Asia	127825	6.10
Australia	114291	5.45
Central and South America	40600	1.94
<b>Total</b>	<b>2095878</b>	<b>100</b>

*Source : Tourist Statistics 2000, Department of Tourism, Government of India*

**Fig. 4.2 : Tourist arrivals from different regions of the World in India in 2000**



### 4.2.2 Nationality wise Arrival of Tourists in India

Nationality wise, United Kingdom accounted for the maximum number of Tourist arrivals in India (16.49%), followed by USA at 14.4%.

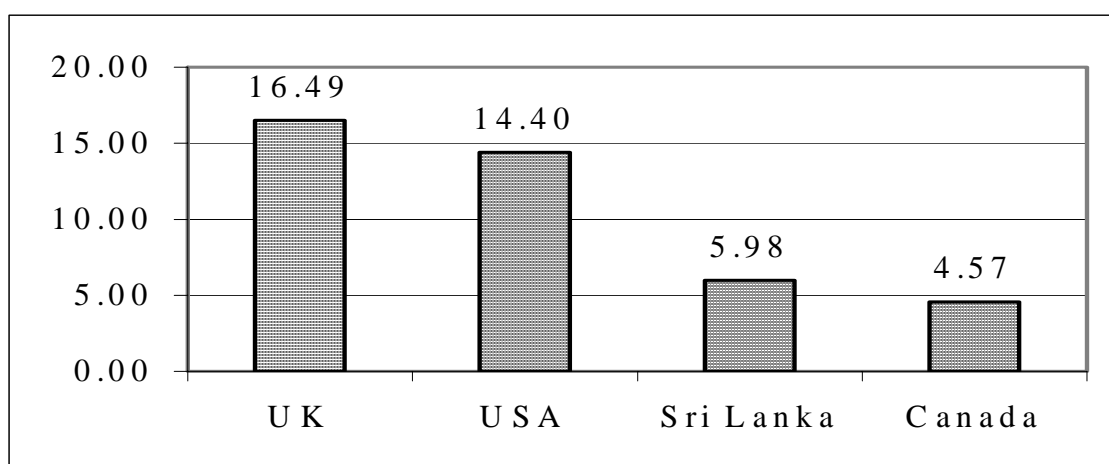
**Table 4.4: Foreign Tourist arrival from major countries of the World**

Nationality	No. of Tourist	% of share
UK	354217	16.49
USA	309309	14.40
Sri Lanka	128444	5.98
Canada	98259	4.57
Others*	1257750	58.56
<b>Total</b>	<b>2147979</b>	<b>100</b>

*Source : Tourist Statistics 2000, Department of Tourism,  
Government of India*

\* Australia, France, Germany, Japan, Malaysia and Italy each accounted between 4.2% and 2.4% of total tourist arrival.

**Fig. 4.3: Foreign Tourist arrival from different countries**



### 4.2.3 Major Ports of Entry

In the year 2000, Delhi continued to remain the major port of entry with 823, 362 (38.2%) tourists disembarking followed by Mumbai with 731282 arrivals (34%).

### 4.3 Trend of Tourist Arrivals in the state of Madhya Pradesh

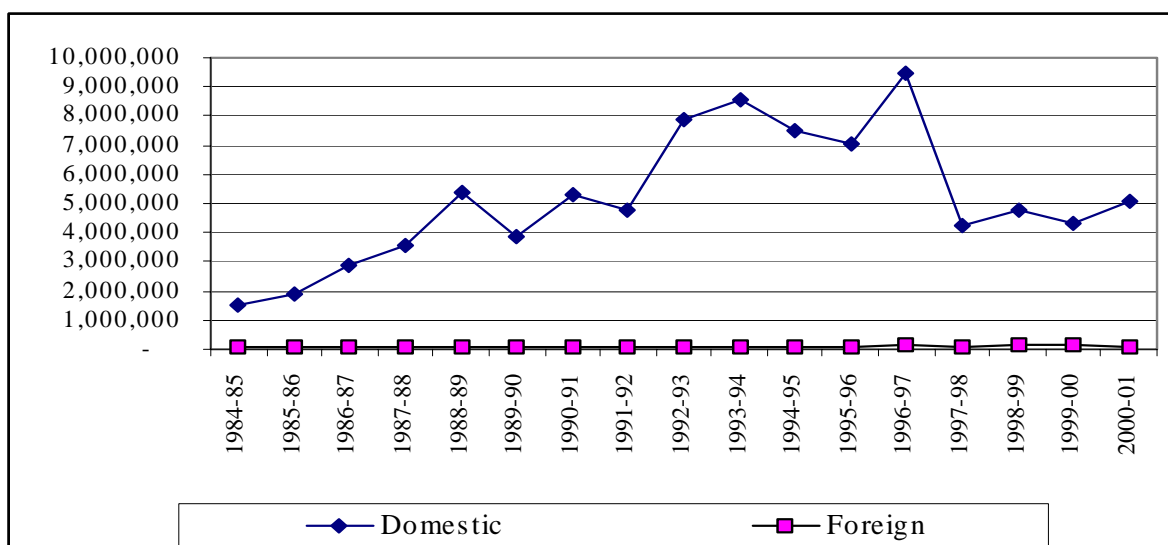
Tourist arrivals in the state have increased from 15,60,400 in 1984-85 to 38,86,548 in 1990-91 and to 51,80,444 in 2000-2001. Of this, the share of domestic tourist has been very high to the order of 98%. Foreign and Domestic Tourist arrivals in the state of Madhya Pradesh are given in the following Table.

**Table 4.5: Tourist arrival in the state of Madhya Pradesh (1984-85 to 2000-01)**

Year	Domestic	Foreign	Total	Share of Domestic Tourist	Share of Foreign Tourist
1984-85	1,509,473	50,927	1,560,400	96.74	3.26
1985-86	1,904,478	55,802	1,960,280	97.15	2.85
1986-87	2,895,848	72,256	2,968,104	97.57	2.43
1987-88	3,562,700	59,058	3,621,758	98.37	1.63
1988-89	5,359,056	68,463	5,427,519	98.74	1.26
1989-90	3,836,145	50,403	3,886,548	98.70	1.30
1990-91	5,309,158	53,200	5,362,358	99.01	0.99
1991-92	4,798,100	56,199	4,854,299	98.84	1.16
1992-93	7,867,081	61,563	7,928,644	99.22	0.78
1993-94	8,537,614	63,513	8,601,127	99.26	0.74
1994-95	7,524,317	69,133	7,593,450	99.09	0.91
1995-96	7,040,793	109,266	7,150,059	98.47	1.53
1996-97	9,500,629	116,689	9,617,318	98.79	1.21
1997-98	4,243,085	110,255	4,353,340	97.47	2.53
1998-99	4,736,169	120,119	4,856,288	97.53	2.47
1999-00	4,312,939	117,784	4,430,723	97.34	2.66
2000-01	5,069,894	110,550	5,180,444	97.87	2.13

*Source: Madhya Pradesh Tourism Development Corporation, Govt. of Madhya Pradesh*



**Fig. 4.4: Trend of Tourist arrivals in the state of Madhya Pradesh**

The Compounded Annual Growth Rate (CAGR) of tourist arrivals in Madhya Pradesh for the period 1991-92 to 2000-2001 is 0.65%. During the same period the CAGR for Domestic Tourists is 0.55% and for the foreign tourists is 7%. The absolute arrival figures for foreign tourists may be very low compared to the domestic tourists but the compounded annual growth rate of the foreign tourists is much higher compared to that of domestic tourists. The arrival figures of domestic tourists as seen in the graph above is very erratic and is not seen to be rising over the years.

Table 4.6 shows the Share of the States in the Total domestic and Foreign Tourist arrivals in India for the year 2000. As we can see, Madhya Pradesh ranks far below with regard to the tourist arrivals. Uttar Pradesh receives the maximum number of domestic tourists followed by Andhra Pradesh whereas Maharashtra receives the maximum number of Foreign Tourists followed by Uttar Pradesh.



**Table 4.6: Share of the States in the Total domestic and Foreign Tourist arrivals in India for the year 2000**

States	Share of the state as percentage of total	
	Domestic	Foreign
Madhya Pradesh	2.20	2.00
Uttar Pradesh	23.90	14.10
Andhra Pradesh	22.90	1.30
Tamil Nadu	10.90	13.00
Karnataka	8.60	3.40
Gujarat	5.40	0.50
Bihar	4.70	1.30
Maharashtra	3.90	17.70
Rajasthan	3.50	10.30
Jammu & Kashmir	2.60	0.30
Kerala	2.40	3.50
West Bengal	2.30	3.20
Himachal Pradesh	2.20	1.80
Others	4.50	27.60
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

*Source: Tourist Statistics 2000, Department of Tourism, Government of India*

#### **4.3.1 Flow of Tourists to the Major Centres and Pilgrim Centres in the State of Madhya Pradesh**

There are nine major tourist centers and five pilgrim centers identified by the Department of Tourism, Government of Madhya Pradesh. Their share of tourist traffic in the year 2000-01 is given as follows:



**Table 4.7 : Share of Tourist traffic of the Major Centres and Pilgrim Centres in the state of Madhya Pradesh ( 2000-01)**

	Domestic	Foreign	Total	% share to Total
<b>Major Centres</b>				
Bandhavgarh	11136	2338	13474	0.26
Gwalior	117524	13975	131499	2.54
Kanha	43960	2688	46648	0.90
Khajuraho	173071	49825	222896	4.30
Mandu	157283	2457	159740	3.08
Orchha	573600	22545	596145	11.51
Pachmarhi	357000	321	357321	6.90
Shivpuri	11810	150	11960	0.23
Sanchi	78342	7053	85395	1.65
<b>Sub Total</b>	<b>1523726</b>	<b>101352</b>	<b>1625078</b>	<b>31.37</b>
<b>Pilgrim Centres</b>				
Amarkantak	1289000	22	1289022	24.88
Bhedaghat	233484	2440	235924	4.55
Chitrakoot	541304	59	541363	10.45
Maheshwar	38190	1063	39253	0.76
Omkareshwar	1444190	5614	1449804	27.99
<b>Sub Total</b>	<b>3546168</b>	<b>9198</b>	<b>3555366</b>	<b>68.63</b>
<b>Total</b>	<b>5069894</b>	<b>110550</b>	<b>5180444</b>	

*Source: Madhya Pradesh Tourism Development Corporation, Govt. of Madhya Pradesh*

We see from the above that Pilgrim Centres account for the major portion of the Domestic Tourist Traffic whereas places like Khajurao, Orchha and Gwalior attract a maximum number of foreign tourists.

Figures of arrival of foreign and domestic tourist to the major tourist center and pilgrim centers in the state of Madhya Pradesh for the period 1984-85 to 2000-01 is given in Annexure 10.

The Table below shows the Compounded Annual Growth Rate of Tourist traffic of the Major Centres and Pilgrim Centres in the state of Madhya Pradesh (1990-91 to 2000-01)



**Table 4.8 : Compounded Annual Growth Rate of Tourist traffic of the Major Centres and Pilgrim Centres in the state of Madhya Pradesh (1990-91 to 2000-01)**

Major Centres	% CAGR (1990-91 to 2000-01)		
	Domestic	Foreign	Total
Bandhavgarh	-0.66	14.84	0.77
Gwalior	-0.35	7.58	0.23
Kanha	4.47	2.02	4.31
Khajuraho	5.22	4.71	5.10
Mandu	3.83	9.23	3.89
Orchha	-1.68	14.52	-1.38
Pachmarhi	23.80	0.35	23.72
Shivpuri	-10.28	2.60	-10.20
Sanchi	2.06	23.99	2.81
<b>Sub Total</b>	<b>2.46</b>	<b>7.53</b>	<b>2.71</b>
<b>Pilgrim Centres</b>			
Amarkantak	10.27	2.61	10.27
Bhedaghat	-4.96	0.68	-4.91
Chitrakoot	-14.06	16.33	-14.06
Maheshwar	11.05	6.54	10.90
Omkareshwar	6.55	15.82	6.57
<b>Sub Total</b>	<b>-1.48</b>	<b>8.24</b>	<b>-1.46</b>
<b>Total</b>	<b>-0.46</b>	<b>7.59</b>	<b>-0.34</b>

#### 4.3.2 Tourist Traffic Circuit wise

As we have discussed earlier, the following are the 4 tourist circuits identified in the state of Madhya Pradesh

- Gwalior – Shivpuri – Orchha – Khajurao
- Indore – Ujjain – Maheshwar – Omkareshwar - Mandu
- Jabalpur – Bhedaghat – Mandla – Kanha – Bandhavgarh



d. Sanchi – Bhopal – Bhojpur – Bhimbetka – Panchmarhi

Circuits a. and b. have already been approved by the Department of Tourism, Government of India whereas the latter two circuits c. and d. are yet to be approved.

The table below shows tourist arrival circuit wise:

**Table 4.9 : Tourist arrivals circuit wise (2000-01)**

	Year (2000-01)			% share
	Domestic	Foreign	Total	
<b>Circuit 1</b>				
Chitrakoot	541304	59	541363	10.45
Gwalior	117524	13975	131499	2.54
Khajuraho	173071	49825	222896	4.30
Orchha	573600	22545	596145	11.51
Shivpuri	11810	150	11960	0.23
<b>Sub total 1</b>	<b>1417309</b>	<b>86554</b>	<b>1503863</b>	<b>29.03</b>
<b>% share to Total</b>	<b>27.96</b>	<b>78.29</b>	<b>29.03</b>	
<b>Circuit 2</b>				
Maheswar	38190	1063	39253	0.76
Mandu	157283	2457	159740	3.08
Omkareswar	1444190	5614	1449804	27.99
<b>Sub total 2</b>	<b>1639663</b>	<b>9134</b>	<b>1648797</b>	<b>31.83</b>
<b>% share to Total</b>	<b>32.34</b>	<b>8.26</b>	<b>31.83</b>	
<b>Circuit 3</b>				
Bandhavgarh	11136	2338	13474	0.26
Bhedaghat	233484	2440	235924	4.55





	Year (2000-01)			% share
	Domestic	Foreign	Total	
Kanha	43960	2688	46648	0.90
<b>Sub total 3</b>	<b>288580</b>	<b>7466</b>	<b>296046</b>	<b>5.71</b>
<b>% share to Total</b>	<b>5.69</b>	<b>6.75</b>	<b>5.71</b>	
<b>Circuit 4</b>				
Panchmarhi	357000	321	357321	6.90
Sanchi	78342	7053	85395	1.65
<b>Sub total 4</b>	<b>435342</b>	<b>7374</b>	<b>442716</b>	<b>8.55</b>
<b>% share to Total</b>	<b>8.59</b>	<b>6.67</b>	<b>8.55</b>	
<b>Others</b>				
Amarkantak	1289000	22	1289022	24.88
<b>Sub total 5</b>	<b>1289000</b>	<b>22</b>	<b>1289022</b>	<b>24.88</b>
<b>% share to Total</b>	<b>25.42</b>	<b>0.02</b>	<b>24.88</b>	
<b>Grand Total</b>	<b>5069894</b>	<b>110550</b>	<b>5180444</b>	

*Source: Ministry of Tourism, Govt. of Madhya Pradesh*

We can thus conclude that domestic tourists visit the pilgrim centers the most whereas foreign tourists visit Circuit 1 the most which constitutes places like Khajurao, Gwalior and Orchha.

In a nut-shell, analysing the trend of domestic and foreign tourist arrivals in the state, we find the following:

- The trend in the arrival of domestic tourist in the state is very erratic.
- Share of domestic tourist arrivals to the total tourist arrivals in the state is very high-to the order of 98%.



- The Compounded Annual Growth Rate (CAGR) of tourist arrivals in Madhya Pradesh for the period 1991-92 to 2000-2001 is 0.65%. During the same period the CAGR for Domestic Tourists is 0.55% and for the foreign tourists is 7%. The absolute arrival figures for foreign tourists may be very low compared to the domestic tourists but the compounded annual growth rate of the foreign tourists is much higher compared to that of domestic tourists.
- Madhya Pradesh ranks far below with regard to the tourist arrivals in comparison with the other states. Uttar Pradesh receives the maximum number of domestic tourists followed by Andhra Pradesh whereas Maharashtra receives the maximum number of Foreign Tourists followed by Uttar Pradesh.
- Pilgrim Centres account for the major portion of the Domestic Tourist Traffic whereas places like Khajurao, Orchha and Gwalior attract a maximum number of foreign tourists. These places constitute the Gwalior – Shivpuri – Orchha – Khajurao circuit.



## CHAPTER – 5

### OPINION SURVEY

Within this short span of time the Consultants had organized an opinion survey at 16 tourist places. The survey covered the following ‘stakeholders’ of tourism industry.

1. Prominent persons, media establishment, industrial associations etc. at state level.
2. Prominent people, media representatives, local administration at district level/tourist centers.
- 3 Travel agents/tour operators/guides at the tourist centers.
- 4 Hoteliers at the tourist centers.
- 5 Foreign and domestic tourists.

The questionnaire covered a range of issues at the state and ‘tourist center’ levels which could be classified under the following sub heads:-

1. Existing tourist facilities and infrastructure.
2. Potential areas for further development.
3. Requirement of infrastructure, types and standard of facilities and the role of the govt.
4. Factors holding back private sector participation
5. Existing publicity and future marketing.
6. Impact of tourist festivals.
7. Opinion about handicraft and souvenirs.
8. Involvement of host population.
9. Views and suggestions on USP (Unique Selling Proposition)
10. Existing tax structures on hotels and transport.
11. Maintenance of the monuments.



The following gives the types of surveys conducted and the output recorded.

<b>SURVEY</b>	<b>OUTPUT</b>
Opinion of prominent persons	Views on existing tourist facilities and infrastructure. Views on constraints of development and private sector participation. Views on potential areas of further development. Type and standards of facilities and infrastructure. Views on existing publicity and marketing. Impact of tourist festivals. Opinion about handicraft marketing and outlets. Suggestions on involvement of local population. Unique Selling Proposition (USP) compared to other states.
Opinion survey of facilities	Average occupancy rate. Occupancy ratios during peak and secondary peak periods. Suggestions for increasing the arrivals and extend the period of stay. Views on the govt. role on promotion and marketing of tourism. Views on tourist festivals, handicraft and handloom outlets. Views on tax structure on hotels and catering.
Tours and Travel agents/guides survey	Peak and secondary reasons of tourist monument. Operation of domestic tourist packages. Operation of tourist cars and coaches. Views about tourist facilities and promotional efforts. Suggestions for attracting more tourists and new activities. Impact of tourist festivals. Tax structure on tourist vehicles. Maintenance of monuments.
Tourist opinion survey	Place of origin. Purpose of visit. Travel arrangements and mode of travel. Average expenditure Choice of tourist attraction Accommodation preferences Tourist facilities, recreation and shopping preferences. Suggestions for improvement.



The survey covered the following aspects-

- Existing Tourist Facilities
- Infrastructure
- Publicity/Promotion Efforts

The results of the survey indicated the following:

### 1. Tourist Facilities and Infrastructure

- a. Nearly all the respondents felt that the state offers unmatched tourist wealth with good locations, exclusive and virgin areas.
- b. Out of 101 respondents 85% felt that the existing tourist accommodation is good. While 16% felt it to be substandard. 5% of respondents felt that the accommodation units of MP State Tourism Development Corporation should be improved in maintenance.
- c. About the other tourist facilities the respondent's reactions were:
  - Lack of local transport facilities 70%
  - Lack of excursion facilities 30%
  - Lack of reservation facilities 35%.
  - Absence of recreation facilities 30%.
- d. Infrastructure
  - Lack of connectivity, specially the bad condition of roads connecting to tourist centers 90%.
  - Substandard internal approach roads 35%.
  - Poor sanitation and hygiene, (mostly foreign tourist) 40%.
- e. Publicity and marketing  
Out of 79 respondents
  - Satisfied - 47%
  - Not Satisfied - 53%



The Suggestions on the print media are:

- Print material is good, but it needs to be more informative.
- More video films should be made on tourist centers.
- There should be more media coverage on T.V and in quality magazines.
- Proper distribution of print material through Tourist Information Offices.
- Hotelier and Travel Trade feel that:-
  - (a) More familiarization tours of travel agent and travel writers to the places of tourist interest should be organized.
  - (b) The State tourism Department and other representatives should take active part in exhibitions and tourism fairs in the country.
  - (c) There should be serious participation by the tourism department in International Travel Marts.
  - (d) Steps should be taken towards marketing of specific travel circuits.

## **2. Potential for Development of Tourism and Development of New Areas**

- a) MP has a big potential for tourism, if proper connectivity and infrastructure could be made available.
- b) Tourism should be managed like an “Industry” and not as a govt. department.
- c) New areas for development of tourism:
  - Rich heritage area of Bundelkhand.
  - Satpuda National Park, Pachmarhi.
  - Gwalior, Bhopal, Pachmarhi heritage circuit.
  - Special circuit train on the lines of “Palace on Wheels” but with affordable charges.



- Proper development of adjoining attractions to the main center for brief excursions, such as, Udaypur, Gyaraspur near Sanchi; Panna National Park and falls near Khajuraho.
- Development of wildlife areas near Bhopal.
- Forest areas of Seoni, Chhindwara, Betul, Sagar and Damoh.
- Excursions to tribal and wilderness areas.

### 3. Constraints for Development of Tourism

- a) Most of the respondents complained about poor condition of connecting road and frequent load shedding of power, which can be as much as 20 hours per day in the interior places
- b) Non-availability of local transport at reasonable rates at most of the tourist centers.
- c) Absence of recreation/entertainment facilities.
- d) Non-existence of basic facilities of public conveniences and poor standards of sanitation and cleanliness.
- e) Tourism is not treated as priority sector, despite such intentions.
- f) There is the absence of single window system of clearing of private sector proposals.
- g) Lack of coordination with the developing departments for provision of infrastructure, such as, water supply, roads, uninterrupted power supply.
- h) Heavy taxation on hotels.
- i) Lack of political will to develop tourism.
- j) Lack of people's awareness and cooperation in development of tourist facilities.
- k) Marketing efforts are yet to pick up and should be much more aggressive.



#### 4. Suggestions for Improving the Role of the Government

- a) A Tourism Advisory Board should be set up for the state with representatives from state and central govts., airlines, transport authority and private sector for recommending tourism development and promotion.
- b) Undertake development of infrastructure facilities, such as roads, rail, air connection, communication, electricity, water supply and public conveniences.
- c) Provide funds to MPSTDC and build up professional expertise in management and operation of facilities.
- d) Attract private enterprise by creating single-window clearance system and by developing proper infrastructure.
- e) Disinvest the properties of MP State Tourism Development Corporation.
- f) Formulate aggressive sales and marketing strategy to reach the identified markets.
- g) Create awareness in the people and local bodies for provision of better civic facilities, public conveniences, maintenance of cleanliness, sanitation and hygiene at the tourist centers.

#### 5. Other Suggestions

- a) Ideas for development of tourist activities
  - Exchange of culture and youth groups.
  - Promotion of Satpura range, Pachmarhi and its surroundings, Narmada River and valley areas for nature tourists.
  - Promotion of adventure tourism
  - Water sports
  - Golf courses
- b) Types of events/fairs/festivals to be promoted.
  - Sound and light shows.
  - Folk cultural programs e.g. Malwi, Bundelkhandi.
  - Tribal dance and handicraft festivals.





- c) Socio-Cultural impact on local people and steps to be taken for their participation.
- General response of the respondents is that tourism has a positive impact, degree of impact is dependent upon tourism activity.
  - Responses to the questionnaire from Khajuraho indicate a negative impact in the form of cultural pollution, increased incidences of cheating, begging and touting.
  - Community participation and cooperation can be ensured through genuine, perceptive and sensitive extension services.
  - There is a need for wider consultation with people and of explaining linkage between revenue to the state and self-development of the communities.
  - Publicity, lectures, slide and video shows at educational and cultural centers.
  - Promotion of heritage tourism by converting Havelis and forts as Hotels will bring people of small towns and villages closer to tourism.
- d) Promotion of Handicraft & Souvenirs
- Promotion of handicraft and souvenirs should be an essential part of any comprehensive plan.
  - Most of the respondents are not satisfied with the display of products in govt. emporia.
  - Respondents felt there was a lack of promotion of local handicrafts.
  - On site display of craftsmanship would improve the sale of handicrafts and souvenirs.
  - Private handicraft and souvenir shops are unreliable having no fixed prices.



- e) Tax structure on transport and hotels.
- Tax structure on interstate movement of vehicles is very high.
  - Hotels have multi-layered taxes.
  - Bar license fees are very high.
  - Uniform tax structure for hotels.

(Taxation on tourist transport has been revised by the government in 2001 in consultation with the tour operators)

## 6. Tourist Opinions Survey

The opinion survey of foreign and domestic tourist indicated following preferences:-

Preferences	Foreign	Domestic
Expenditure other than food and stay	Rs. 1000 – Rs. 8000 On shopping & drinks.	Rs. 500 – Rs. 5000 On internal travel and food.
Types of Hotels	Budget Hotels High class hotels	Budget Hotels High class hotels
Types of cuisine	Indian Chinese	Indian Continental
Shopping	Craft Bazar Local shopping	Shopping plaza Craft Bazar
Entertainment	Cultural events Amusement parks	Amusement parks Cultural Events
Transport	AC Mini coaches AC Cars	AC/Non-AC Mini coaches AC/Non-AC Cars
Maintenance of monuments/national parks)	Good Reasonable	Good Poor
Visit Again	Yes – most of them	Yes – most of them



**Special comments:**

**Foreign Tourists**

1. Towns are very busy but very alive.
2. Heritage centers like Orchha – a pleasant small town to soak up the local atmosphere without artificial entertainment.
3. Take advantage of surrounding country side.
4. No hawkers please.
5. Promote Panna National Park (near Khajuraho).
6. All foreigners are not rich – elephant ride cost high.
7. Too much disturbance within Bandhavgarh Park with people on foot and cycles for road and building repairs.
8. Keep Kanha Park simple, do not develop it further, too many tourists will spoil it.
9. Tigers are wonderful, with all the inconveniences.
10. To see the tigers was my dream come true.

**Domestic Tourists**

1. The fact that Narmada and Son rivers originate in Amarkantak should be highlighted in international and national markets.
2. Swimming pools and herbal message centers.
3. Amarkantak – suitable for eco-tourism for foreigners.
4. Provision of escalators or dandi for old and physically handicapped at Pachmarhi and Amarkantak.
5. Visitors Center complete with information, entertainment and café.
6. Khajuraho – This place is really good. Some good guides should be available.
7. Please show case Khajuraho more humanely.
8. Should improve heritage monuments.



## 5.1 Views Of Confederation of Indian Industries, Madhya Pradesh Chapter

### 5.1.1 Madhya Pradesh Tourism – The Initiatives and Achievements

Madhya Pradesh has enormous potential and resources in tourism that can make considerable impact on the economic prosperity of the State.

Realizing Madhya Pradesh's tremendous potential in tourism, Confederation of Indian Industry – Madhya Pradesh took initiative and organized Mystique Madhya Pradesh last year to Project State's capabilities and draw an agenda for development of tourism in the State.

On the lines of recommendations from CII, the Government of Madhya Pradesh has put tourism on priority list and constituted a tourism committee to address problems of tourism sector in Madhya Pradesh. Government had also announced separate Eco & Adventure Tourism Policy for the State to popularize and promote these forms of tourism and seeking participation of private investors. In order to improve connectivity, specific road projects have also been initiated for different tourist destinations in Madhya Pradesh.

### 5.1.2 Action plan to streamline rules & regulations for tourism industry

#### 1. National Parks

- a) Entry points to national parks to be increased so as to reduce the pressure of tourists in any one particular area.
- b) Rules and regulation of tourism management such a tourist movement in the park (that also include day of closer of the park) should be clearly formulated well before the state of the season and should stand for atleast 2 years (for example if week of July for the season starting from 1<sup>st</sup> November and it should remain so for at least two seasons.)



## 2. Transport

- a) Ways to differentiate genuine tour operators from the others; From the eligible tour operators the department may ask to submit the certificate that they have earned foreign exchange to that tune of around Rs. 2,00,000/- or more and only after they submit this certificate the necessary ALL MP TOURIST PERMIT may be issued.
- b) Taxes on 9 sector Sumo and Toyota Qualis be reduced to around Rs. 500/- per month on ALL MP TOURIST PERMIT.
- c) All those vehicles which are already registered as a private vehicle but are running as taxies illegally be allowed to be registered as a TAXI and the life time tax that they have paid on getting the vehicle registered as a private vehicle be adjusted in the monthly taxes so that they are not again pay the taxes.
- d) With regard to the 35 SEATER COACHES the ALL MP TOURIST PERMIT be issued and monthly taxes should be within a maximum of Rs. 6500/-. This is because the inflow of tourists is very low and if the taxes on coaches are not reduced then it will not be viable for the tour operators to maintain the TOURIST COACHES and in their absence the flow of tourists will go down further.
- e) That a guide training course be conducted immediately because for Bhopal/Indore there are only two guides available at present.
- f) That action should be taken immediately to implement the above as tourist season is just round the corner.



- g) That some loan for the purchase of tourist vehicles on reduced rate of interest should be given to upgrade our fleet of transport. The incentive may be linked with prompt payment etc. This scheme was implemented by the Govt. of India, Deptt. Of Tourist for recognition tourist car operators.

### 3. Heritage Hotels

- a) Old buildings, which come under heritage category, but are not protected or heritage sites, should be allowed to be developed as heritage hotels by private entrepreneurs.
- b) Checks should be in place to ensure only experienced entrepreneur who will restore the property with some authenticity are given permission.

### 4. New Concepts

River stretches of 10 to 14 kms may be given to private entrepreneur exclusively for sport fishing for Masher and camping purposes.

- a) **Sportfishing Rights:** Sportfishing implies angling with artificial plugs, spoons, spinners. Also with live baits. Most of these fish caught are put back in the river and only few may be taken out for the table. This stretch of river will be protected from dynamiting, poisoning or using any other methods of poaching, and the services of the local villagers may be used for the protection of this stretch of river. These old fishing families would make good gullies and also help manage fishing trips for the clients.
- b) **Camping rights for Sportfishing: rafting, kayaking, cycling etc.. :** Two or three camping sites should be allowed in this stretch so as to rotate the fishing areas or at times accommodate more guests. Camps must adhere to basic Eco-friendly norms. Size of each camp should not exceed 12 paxs. Apart from protecting the river the entrepreneur will be responsible for keeping the banks and the river clean.



- c) **Rafting, Kayaking and other river sports:** Same rules for exclusive rights and camping will apply as for fishing rights above.

Camping sites for cycling trips should be permitted within protected or reserved forests. Information to the forest department should be provided 15 days prior to the date of camping. The information must contain sites of camping; number of rights of camping; number of persons camping; nationality (It should only be information to the dept. and a permit should not be required).

Para sailing and hang-gliding should have similar freedom to operate.

## 5. Air Service

MP is a huge State and trying to connect it with roads which have deteriorated to an extent that to bring them back to even fairly acceptable state would take time. The present state of affairs gives us a chance to think futuristically in terms of connectivity.

- a) Revenue land may be allotted to private entrepreneurs at minimum cost for use of air strips. (Comes to about 10 hectares per strip).
- b) Development of these airstrips could be taken up by the private entrepreneur.
- c) Long-term lease will be required for development of these airstrips.
- d) Existing airstrips could be given to private entrepreneur to maintain and operate.
- e) State could help in terms of maintenance, by spending at least 75% of the money already being spent on such airstrips.
- f) Government to recommend to the central government for reduction of import duties on such aircraft.



Small aircraft service should be considered on certain well-established tourist sectors like:

- a) Khajuraho-Bandhavgarh-Kanha-Nagpur (This is a very well stabilized circuit and further this route will open to traffic from Mumbai).
- b) Bhopal-Ujjain-Indore-Dhar-Onto Gujrat (This will open up traffic from Gujrat up to Bhopal which in then would be the base for destinations like Sanchi, Bhimbetika; Bhojpur;
- c) Bhopal-Pachmarhi-Jabalpur-Kanha & return.

## 6. PWD Road

Important destinations need to be linked with good roads. These destinations to be identified and should be looked at as circuits.

Some important road:

- a) Orchha-Khajuraho-Bandhavgarh-Jabalpur-Kanha-Nagpur.
- b) Bandhavgarh-Jaisingnagar-Amarkantak.
- c) Jaisinghnagar-Beohari-Sidhi-Haumana to Varanasi.
- d) Indore-Khandwa-Bhuranpur to Maharashtra (this will also link Maheshwar and Onkareshwar).
- e) Indore-Dhar-Mandu.
- f) Bhopal-Sanchi
- g) Bhopal-Pachmarhi
  - Proper signs should be used.
  - Speed breakers should be done away with.
  - Don't need very wide roads but need good surface.





**7. Hotels**

- a) Industrial power tariff should be applicable instead of commercial.
- b) Pollution board considers hotels as industry (factory) which are suppose to be spilling out waste and thus demand inventory of assets like cutlery, crockery, linen, furniture, upholstery, curtains etc. which is totally irrelevant exercise.
- c) Once permissions have been given for any particular hotel for x no. of beds then the water supply must be ensured in proportion.

**8. Taxes**

- a) Reduced state taxes as Luxury Tax, should be looked at for projects which come up in rural areas. (Taj Hotel in Indore does not pay luxury tax while a tented camp in Bandhavgarh with 12 double room capacity and with 6 months operation pays over 45,000/- luxury tax.)
- b) Relief from luxury tax for at least first five years for new projects.

**9. Bar Licensing**

- a) An option for Six months Bar license should be considered for hotels, lodges and camps which operate only for six months in a year (like those operating around National Parks) and also those which may come up for fishing and rafting.
  - License for Six months.
  - Fee should be half of annual fee.
  - Renewal to be yearly.



## 10. Heritage Sites

### Facilities for Tourism

Tourism must be a responsible industry if it is to sustain growth and development in the long term.

In every contract that gives licenses for tourism projects and activities, there must be an inbuilt responsibility to 'give back' to the site either by adoption of an area for greening with indigenous species or conservation of a heritage property, or contribution to the local community through development of education and health facilities, building and maintaining toilet. According to the size and in direct ratio of the proposed investment the complementary project must be initiated.

Licensing of tourism projects and forest recreation schemes on degraded land in order to protect the already scarce natural resources and to encourage the tourism industry to regenerate waste-lands with plantation of indigenous species and cultivating the site.

## 11. Marketing & Finance

- 11.1 Marketing:** Allot funds to a state level organization which covers all aspects of tourism (Hotel, Tour operators, travel agents), Transporters, wildlife, camps, Adventure Camps like biking, trekking, canoeing, rafting etc.) to attend and set up booth for marketing MP in atleast two International Travel Marts Attitude change necessary to achieve word of mouth publicity through highlighting the positive instead of perpetually dwelling on short-coming.



**11.2 Finance:** The charm of MP is its remoteness and to promote new ventures in such areas will require incentive in terms of

- Relief in pay back of loans
- Reduced interest rates
- Giving importance to small and medium projects like wildlife camps, fishing camps, rafting camps along with small eco-friendly resorts and health spas should also be looked at (5, 10, 15 or 20 lakhs projects).
- Special emphasis should be laid on marketing strategies and a separate financial head under marketing should be built in to the project.
- MPFC (MP Finance Corporation) came up with well thought out plans for broadening its support to the tourism industry. Previously the provision for loans was restricted to hotels only but now tourism resorts, amusement parks, ropeways, convention centers, restaurants, travel agencies, package tours, organization of special events and construction of road on toll basis for tourist centers have been included in the schemes eligible for obtaining loans.



## CHAPTER – 6

### SWOT ANALYSIS

(Strength, Weaknesses, Opportunities & Threats)

Discussions and consultations with the prominent people, private sector hotels and travel representatives, concerning development departments and visits to the tourist center have brought forth an analysis of Strengths. Weaknesses, Opportunities and Threats of the development of tourism in Madhya Pradesh. These are as under:

#### 6.1 Strengths

1. Madhya Pradesh is centrally located and is accessible from different parts of the country.
2. It has long and rich history dating back from the prehistoric period. The currents and cross currents of history have left indelible and landmark evidences in the entire terra firma of the state.
3. It has a rich inventory of natural and manmade tourism resources which could be well compared with top tourist destinations. These include:
  - i) Picturesque landscape, major mountain ranges (Satpura and Vindhya) dotted with soft undulating hills and a network of major rivers (Narmada, Chambal, Tapti, Son and Betwa).
  - ii) The string of rivers have given numerous man made water bodies which are tranquil and sprawling, suitable for adventure and sports.
  - iii) Heritage monuments dating back from prehistory. The prehistoric rock shelters, Buddhist stupas, temples, palaces and mosques have exquisite drawings, sculptures and paintings. The temples of Khajuraho a World Heritage Site, is the third most important tourist attraction in the country. The most well preserved Buddhist stupas at Sanchi is another World Heritage Site. While Mandu has one of the earliest Marble monuments which was visited by the architects of Shahjahan before designing the Taj.



- iv) Pilgrim canters of national importance, Ujjain, Chitrakoot and Amarkantak, which are thronged by millions of devotees every year.
  - v) Wildlife national parks and sanctuaries, especially, Kanha, Bandhavgarh and Pench, which are Tiger Reserves with a variety of fauna and avifauna.
  - vi) Vast untrammled areas of wilderness and forests, which are still unpolluted and virgin, waiting to be exploited for nature and adventure tours.
  - vii) Composite population of Indo-Aryans and tribals, who are colorful, peace loving and hospitable.
  - viii) Rich socio-religious fabric of fairs, festivals, folk and tribal arts and craft. The religious festivals of Hindus, Muslims, Christians and Sikhs give a multiple hue to the society.
  - ix) Pleasant and temperate climate for most part of the year with sunny winters and rainfall bubbling with life and green foliage.
- 
- 4. A network of well located 40 units of tourist accommodation having 1117 beds of budget/economy class, managed by MP State Tourism Development Corporation.
  - 5. An attractive package of tourist publicity literature with colorful print material, CD, Films and an informative website.
  - 6. The Tourist Information cum Reservation Offices within the state and Satellite Offices at important locations in the country.
  - 7. Computerized reservation system for booking of accommodation, transport and package tours.
  - 8. A Tourism Policy and an Adventure Eco- Tourism policy with Tourism declared is an “industry”.



9. Placement of tourism as a major economic activity in the Policy Thrust for Economic Development of Madhya Pradesh.
10. The new Policy Thrust would ensure the following:
  - Improve connectivity to lowest centers by constructing super highways.
  - Create a favorable climate for private sector participation by:
    - (a) Associating them in the policy making process.
    - (b) By providing concessions and exemptions.
    - (c) By clearance through single window system.
  - Marketing and promoting the destinations by:
    - (a) Increased publicity, promotion and publication of tourist literature
    - (b) Participating in national and international travel marts and trade fairs
    - (c) By organizing familiarization tours of travel agents, travel writers and tour operators.

## 6.2 Weaknesses

1. A vast state with long distances between the tourist centers, making travel time consuming and costly.
2. MP is a developing state, requiring more attention towards development of priority sectors and general welfare activities. Hence tourism did not get the required priority.
3. MP is not located near the major ports of tourist entry such as Rajasthan or Goa. Hence, it does not receive the hinterland benefits.
4. Poor connectivity and infrastructure facilities for the tourist centers.
5. Lack of comprehensive plan for long-term development despite its economic potential.
6. Absence of cooperation from concerning development departments of govt. for provision of basic infrastructure.



7. Lack of coordination with private sector and absence of level playing field, which has resulted into poor participation in hotel, transport and travel agency business.
8. The incentive to private sector built into the Tourism Policy and declaration of tourism as an “Industry” are yet to show signs of efficacy.
9. Inadequate marketing of tourism product and lack of a comprehensive marketing plan.
10. The awareness of economic social and cultural benefits of tourism is lacking among the local residents. Host population is indifferent to tourism activity.
11. Lack of adequate professional training facilities for human resource development and quality of service.

### 6.3 Opportunities

Given the variety of identified tourist resources, the virgin wildernesses, rivers and sporting water bodies, peaceful and serene areas, Madhya Pradesh has tremendous opportunities for development of following types of tourism:

#### a) Heritage tourism

- i) The long history has given the state a variety of monuments of different ages and faiths. The tourists are already attracted towards these monuments. A well-planned product development could further enhance these attractions and draw a larger number of arrivals. Here, the Heritage Development Trust set up, as per the new policy thrust, could play effective role by supplementing the efforts of ASI and State Archaeology. It can identify and protect those monuments, which are not under the conservation of these two departments.
- ii) A substantial area of the state had princely states, prior to independence, which have palaces forts and fortresses, mansions, hunting lodges etc. These could be renovated and opened up for tourism.



- iii) The star attraction, Khajuraho is the probably the only heritage center in India, which has Panna Natural Park cum Tiger reserve in its vicinity. A Temple Tiger Trail could be an attractive product for international market.

**b) Wildlife Tourism**

National parks and sanctuaries abound in the state. Better connectivity and tourist facilities would make these more popular in foreign and domestic markets

**c) Pilgrim Tourism**

Nearly half a dozen pilgrim centers of the state are of national repute, drawing devotees from far and near. The religious fairs and rituals related to these centers, such as, Sinhashta fair and Bhasma Arti at Ujjain, could be marketed after providing tourist facilities in high class tented accommodation and good coaches.

**d) Nature/Eco-tourism**

The sprawling virgin wilderness and the forest areas provide abundant scope for nature based tourism and eco-tourism, the latter should not be restricted to wildlife areas only.

**e) Adventure/Sports Tourism**

The rivers, lakes, manmade water bodies, mountain ranges and undulating hills should have due share of adventure and sports tourism, as per the new policy.

**f) Resort tourism**

Madhya Pradesh does not have snow and surf, but has quite a few mega water bodies. One or two of these could be identified for development of lake resorts which could be popular in both national and international markets.





**g) Health tourism**

The warm water natural springs in the districts of Chhindwara and Hoshangabad could be developed as mini-health resorts. This could be supplemented by the herbal treatment of medicinal plants grown in Pachmarhi and adjoining areas.

**h) Cultural/Festival tourism**

A few important folk and tribal festivals/fairs, such as Bhagoria in Jhabna, could be identified and a festival travel circuit could be developed.

**i) Business tourism**

Conference and convention centers, with modern facilities, could be set up at Bhopal and Gwalior because of their easy connectivity and available infrastructure. The national level conventions of various branches of medical science, social service organisations like Rotary Club, Lions Club; etc., all India working Journalists, National Women Association etc. could be attracted to these places.

**6.4 Threats**

1. Madhya Pradesh is already facing stiff competition from the neighboring states & Rajasthan, Uttar Pradesh and eastern part of Maharashtra. It has to take steps for faster positioning and aggressive marketing to lure the tourists from identified markets.
2. It will need planned and careful handling to negotiate the present adverse image and bring it upto a positive positioning.
3. Infrastructure, if not improved within a time frame, might create problems in future.
4. Cleanliness of the areas improved sanitation, elimination of beggars and touts should be given priority.



## CHAPTER - 7

### STRATEGY FOR DEVELOPMENT OF TOURISM IN MADHYA PRADESH

#### 7.1 The Current Status

The current status of MP Tourism, as explained in the earlier part of the report, can be summarized as follows:

- a) The Foreign tourist traffic of Madhya Pradesh has been growing at a healthy 7% p.a. over the last decade, although in overall terms the numbers are small. Khajuraho is one of the main destinations of the foreign tourists and accounts for nearly 50% of the foreign tourist traffic.
- b) The domestic tourism has been growing at a much slower pace of less than 1%, with many destinations showing a negative growth. This is a cause of concern and is indicative of a negative image of Madhya Pradesh in the mind of the Domestic Tourist. Rectifying this situation has to be one of the main tasks of the Tourism Mangers of Madhya Pradesh.
- c) Heritage sites such as Khajuraho, Orcha, Mandu, Omkareshwar etc. are the main tourist attractions of Madhya Pradesh and account for a substantial number of Domestic and Foreign tourists.
- d) The State announced a new tourism policy with a thrust on Eco-Adventure Tourism, but the same has yet to take off. Further, the success of this policy is largely dependant upon investments by the private sector, which looking at the poor growth figures of domestic tourism so far, is likely to shy away from such investments.



- e) Poor connectivity and time required to reach destinations, inadequate infrastructure coupled with poor state of many roads in MP are the major disincentives to the growth of tourism. This is amply brought out by the opinion survey.
- f) Since tourists have to make choices of destinations, the adjacent states are the competitors of Madhya Pradesh for the tourist traffic. It would appear that many of the adjoining states notably Rajasthan has been more successful and their tourist traffic has been growing at a much faster pace. An aggressive marketing thrust and a vibrant tourism development corporation are the need of the hour and form the cornerstones of the strategy that follows.

## 7.2 Key Elements of the 20-Year Tourism Plan

In order to alter the somewhat static and slow growth of tourism in the last decade and for the state to get full economic benefit from tourism activity, the key elements of the proposed tourism plan are as follows:

- a) **Building a tourism friendly image:** This would draw tourists to the attractions of the state and also make the host population aware of the benefits of tourism. This is a key step in starting the change process, as it requires a change in the perception of tourism related stakeholders both within MP and outside MP, and to the priority and encouragement accorded to tourism.
- b) **Increasing the number of tourist arrivals per year:** Increase the number of yearly tourist arrivals by better connectivity and developing the product and its environs. This element is self-explanatory and a result of the various steps to be taken to stimulate tourism. The strategy should clearly identify methods and steps to be taken to achieve a maximum increase in the number of tourists coming to MP in a year.



- c) **Increasing the average stay of the tourist (days/tourist):** This is also important because the greater the time spent by a tourist in MP, the greater his spending and greater the economic benefit to the state. Presently the average stay of foreign tourist is one day and the domestic tourist is two days. These stay durations have to increase by one more day by organizing excursion tours to adjoining attractions and creating additional activities of the center. Hence tourism plan should take into account ancillary places around the main place so that a tourist is tempted to spend more time at a place.
- d) **Increasing the average spending of tourists (Rs/day):** Along with the increase in tourist spending because of extension of stay by one day, the spending of the tourist can be increased by creating attractions at tourist centers, where the tourist has more avenues to spend money, either by way of entertainment or by way of shopping or by offering exotic cuisine etc.

### 7.3 Twenty year Objective

The consultants have tried to define the target of tourist arrivals over the next twenty years, split over the short term, the medium term and the long term. These are based on what is considered achievable objectives if the strategy outlined below is adopted and actioned.

This study has revealed that the tourist arrivals increased in the last decade from 10 lac tourists to 11.5 lac tourists i.e. an increase of just 1.5 lac tourists in ten years. The consultants recommend fixing of the following targets for the next twenty years:

- a) **Long term target:** The tourist arrivals to increase threefold to 33 lac tourists in 2021 from the figure of 11 lac tourists in 2001
- b) **Medium term target:** In the medium term, the tourist arrivals to nearly double from 11 lac tourists to 20 lac tourists by 2011.
- c) **Short term target:** In the next five years the tourist arrivals to increase to 15 lac tourists from the current 11 lac tourists.



## 7.4 Strategy for Achieving the above Objectives

- a) **Focus:** In order to achieve good results with limited financial resources, we should focus on a few locations for development.
- b) **Improving the product:** Currently the tourist products in MP are not very attractive. It is desirable to increase the potential of the tourist centers by providing quality standard facilities.
- c) **Improving the environs:** The environment around the current places of tourist attraction is not very good. It is desirable to have lots of well-manicured parks, lawns, fountains and other beautification and also by providing evening activities.
- d) **Focus on increasing domestic tourist:** The maximum growth is possible by tapping the growing domestic tourists. This can be done by building facilities of different categories and improving the infrastructure. This will help in attracting domestic tourists in future.
- e) **Increase private sector participation:** Because of meager financial resources and also because the tourism activities are best undertaken by private operators, it is desirable to have good private sector participation. However, the private sector participation so far is low. It is advisable to enhance this by attracting private sector through building of a tourism friendly image, by provision of attractive incentives and by giving subsidies.

## 7.5 Action Plan

Based on the strategy and objectives defined above, a perspective plan can be drawn up. The plan can be divided into three parts viz:

- Short term plan for the next five years (2001-02 to 2006-07)
- Medium term plan covering the next ten years i.e. (2010-02 to 2011-12)
- Long term plan: Covering the period for the next 20 years (2000-01 to 2021-22)



### 7.5.1 Focused Development of Locations

As mentioned above, a few locations will be chosen for intensive development so that those are developed to a high quality. The criterion for selection of tourist centers/tourist circles is:

- Short term - Tourist centers or travel circuits having high potential, good connectivity and available infrastructure, Which can be developed quickly.
- Medium term - Tourist centers and travel circuits having potential and possibility for achieving better connectivity.
- Long term - Areas and locations identified for eco-advertise tourism development, mega projects for resort development and human resource development.

## 7.6 Selected Centres and Travel Circuits

Based on the above criteria in relation to selection of tourist centers and travel circuits, the following have been selected for development in the short, medium and long term:

### 7.6.1 Identification of Locations for Intensive Development in the Short Term

- Two travel circuits
  - Bhopal – Sanchi, which can be developed for the Buddhist centres.
  - Jabalpur – Bhedaghat, Kanha, Bandhavgarh & Pench wildlife circuit.
- Two stand-alone destinations
  - Khajuraho, the heritage centre
  - Pachmarhi, the hill station
- Provision of wayside amenities at the above two travel circuits



### 7.6.2 Locations for Medium Term Development

- Two travel circuits
  - Indore – Ujjain – Mandu - Maheshwar  
(Pilgrim cum heritage circuit)
  - Gwalior – Shivpuri - Orchha  
(Heritage cum wildlife circuit)
- Two stand-alone destinations
  - Amarkantak, Pilgrim Center with Scenic Beauty
  - Chitrakoot, Pilgrim center.
- Provision of wayside amenities at above two travel circuits.

### 7.6.3 Long Term Development Plan

- Continue the development of destinations and travel circuits started during the Short and Medium term plans.
- Development of eco-adventure tourism as the ‘main’ thrust of MP tourism.
- Execution of two mega projects of integrated development of lake resort and the heritage travel circuit of Bhopal – Sanchi – Vidisha – Bhojpur – Bhimbetka. Bhojpur has a unique 11<sup>th</sup> century shiva temple and Bhimbetka has the rock shelters with paintings.
- Undertake development of facilities and infrastructure at Onkareshwar, a pilgrim center with one of the ‘jyotialingas’.
- Develop wayside amenities at the super highway being constructed by the State Government under BOT Scheme.



- Undertake 'Human Resource Development' for professional training of tourism personnel, hotel staff, guides and tourist transport operators. The tourist help-line and medical help-line services would also be introduced.

The details of the development plans for each of the fourteen places and the investments required are given in chapter 13.

## **7.7 Promoting Participation & Investment by Private Sector**

In the above action plan the private sector has to play a dominant role in the provision of tourist facilities in the form of accommodation, transport, excursion tours, amusement parks, ropeways, bathing facilities, etc. So far the role of private sector has been negligible and restricted to major tourist spots only.

### **7.7.1 Incentives and Concessions to the Private Sector**

Following actions are suggested to promote private sector participation:

- To encourage the private sector for greater participation in the tourism activity of the State, an attractive package of incentives, subsidies and commissions will have to be prepared.
- These should include amongst others, reduced registration charges for land, provision for allotting developed plot of land on lease, concession in water and energy charges and exemption from sales and other taxes.
- In order to attract entrepreneurs, the Government should commission preparation of project reports complete with market research on tourist trends etc. and market a few such projects complete with feasibility report.
- In order to reduce red tape and facilitate the entry of private sector investments, a single window system for clearance of private sector proposals within a stipulated time frame should be set up.





### 7.7.2 Areas for Increased Private Sector Participation

The following areas may be considered for increased private sector participation:

- Setting up and running of hotels, including leasing or sale of some MPTDC properties.
- Operation of quality packaged coach tours.
- Improving the quality of accommodation at sanctuaries, and the quality of sightings of animals.
- Linking of centralized computerized reservation facilities with the travel agents.
- Select 3-4 lead travel agents in major metro cities who would concentrate on marketing MP tourism.

Development and sale of souvenirs with exotic value.

## 7.8 Development of Heritage Hotels

One of the areas which has gained popularity in the last few years is the conversion of several heritage properties into heritage hotels which give an experience of heritage living and heritage way of life to the tourist. Such hotels are becoming increasingly popular with both the foreign and domestic tourists. Rajasthan has taken a lead in this area.

MP has several sites, which could be considered for setting up heritage hotels. In order to encourage the owners of such properties to convert them into good hotels, it is suggested that the following steps may be taken:



- Government should give lead in this direction by converting Grand hotel building at Gwalior and the Residency at Indore into heritage hotels. These properties belong to the government.
- The possible heritage sites should be identified by the MP tourism department and a list prepared.
- The owners of such heritage properties should be encouraged to convert them into heritage hotels. If necessary tours to other successful heritage sites should be undertaken
- The MP government should provide soft loans, subsidies and concessions for their development.
- The owners of such proposed heritage hotels should be brought in touch with large hotel chains so that tie-ups could be arranged for marketing and for introducing professional management in these hotels.

### **7.9 Development of Health Resorts by promoting yoga classes, nature care and ayurvedic system of medicine**

There are natural warm water springs located in the districts of Chhindwara and Hoshangabad. A few of these could be selected for testing the quality and efficacy of the water and the amount of discharge. Out of these one spring could be selected for integrated development as Health Resort. These springs are generally located in the forest glades, hence, due care has to be taken while planning for infrastructure and facilities so that the ecology is not disturbed or spoiled. Near about these areas, specially around Pachmarhi in Hoshagabad district and Tamia in Chhindwara district, wild medicinal plants grow in abundance which are used in nature cure and ayurvedic systems for messages and remedies. Tribals in the vicinity are also very knowledgeable in the use of these herbs. Facilities for massage and other cures could be provided in the resort.



## CHAPTER - 8

### MARKETING STRATEGY

As mentioned earlier, creating a tourism friendly image for the state and marketing the state tourism is an extremely important function, which has to go hand in hand with improvement of the product and infrastructure.

The consultants gathered during the opinion survey that the tourism image of the state has received a set-back due to negative word of mouth publicity because of poor connectivity and below standard level of facilities. These need to be countered by aggressive publicity, which portrays a favorable but realistic image of the state.

There is also a need to carry out a detailed Market Research exercise to find out the potential tourists, their spending patterns, the budget and the high spending tourist etc. and their expectations and thereby arrive at a detailed marketing strategy.

There is also a need to carry out the marketing activities such as (a) Marketing Campaigns in selected domestic markets (b) Marketing Campaigns in international markets such as the USA, UK, Japan, Europe and South East Asian markets (c) Publication of attractive print and promotional material (d) Active participation in trade fairs, travel marts, and exhibitions (e) Organize familiarization tours of national and international tour operators, travel writers and photographers and (f) Enlist co-operation of industrialists, Chamber of Commerce, trade Unions and service organizations.

Some of the key elements of the Marketing Strategy are as follows:

#### 8.1 Development of Tourism Friendly Image

- (a) Spruce up the heritage sites with proper signage, civic amenities and environmental improvement. The sites should be tourist friendly with guides, courteous people and amenities.



- (b) Prominent welcome signage at entry points like airports, railway stations, bus stands and at the boarder entry points. These signages should also be put up at the entry and exit points of the tourist centers.
- (c) Institute and celebrate Tourism Weeks at least twice a year with the active participation of local inhabitants. There could be place wise Tourism Weeks also. Such Weeks will focus attention of local population on importance of tourism friendly image and will also be a plank for special activities for a burst of tourist arrivals.
- (d) Focus the attention of state functionaries on tourism by involving them in tourism related inaugurations seminars and events. This will also be a signal for others on the importance attached by the state to tourism.
- (e) Organize road shows depicting tourist wealth, tourist facilities and the economic benefits and make tourists and the tour operators conscious of the tourist wealth of the state.
- (f) Encourage local people to welcome the tourists. They should be made aware of the socio-economic benefits of tourism so that cheating and harassment could be avoided and tourist is accorded a warm welcome.
- (g) Set up a Tourist Police Center at each tourist entry point for tourist assistance and control of exploitation, cheating and harassment. This will give the tourist a feeling of safety, and of discipline.

## **8.2 Marketing of M.P. as a Tourism State.**

- (a) Appoint a national level Public Relation and Advertising Agency which should be able to:
  - Project a tourism friendly image of the state.
  - Heighten the awareness of the tourism potential of the state.
  - Advertise MP as a prime tourist destination.



- (b) Create a strong trade relationship by:
- Developing a close liaison with major travel agencies and tour operators dealing in international tourists and with the domestic sector. Travel and tour operators are an important marketing channel and should be wooed.
  - Institute awards and special prizes for those agencies, which generate the maximum traffic for the State. Provide progressively increasing incentive slabs on the lines of airlines.
- (c) Reorient Tourist Information Offices and Satellite Offices into marketing outlets instead of the limited activity of reservation and information

These offices should have a special thrust of marketing the MP tourism products to Public Sector Units to tap the LTC market. The HRD departments and the house magazines of these PSUs are also the ideal medium for communication and creating awareness of the potential of MP tourism.

- The tourist information offices could also market special incentive tours for the trade travel and for incentives and prizes to the employees. Such packages could be marketed both directly and through travel agents. Khajuraho and Gwalior can be developed for such traffic and packages complete with sight seeing and evening entertainment should be offered.
- The tourist offices should also send feedback on tourist reactions, their satisfaction or complaints with their tour to MP, the changing demands and opportunities for tourism to the H.Q for planning and marketing. They should also give feedback on trends and competition from other states.



### 8.3 Maximize Benefit from Internet and Websites

- (a) The existing web site should be upgraded to be more user friendly. Special attention should be paid to its speed of opening, as many surfers do not have patience. The web site should prominently display any packages and special offerings and should also incorporate on-line reservation facilities
- (b) The web site should be well advertised in print media for wider awareness.
- (c) The web site should have linkage with other on-line reservation sites and attain a prominent placement by offering special discounted packages.
- (d) The web site should have linkages with other popular portals like Yahoo, India Times, India overland tours, Google search etc.

### 8.4 Increasing Tourist Traffic to M.P.

The tourist traffic to M.P. can be increased in several ways. These include, improving connectivity to some of the important destinations, improving some of the locations which have potential but not fully exploited because of less development and by marketing packages and special offers to the domestic and pilgrimage tourists.

#### 8.4.1 Increasing Foreign Tourist Arrivals.

- (a) Build up a strong case with facts and figures and persuade airlines to connect Khajuraho to Mumbai via Jaipur by air. Mumbai is the second largest entry point of foreign tourist in India and is currently not connected to Khajuraho. Similarly Jaipur is a favorite destination of foreign tourists.



- (b) Market Gwalior as a destination for foreign tourists ex Delhi or en route to Khajuraho as it is well connected to Delhi by train. Gwalior has rich history and culture. Improve and upgrade the facilities at Gwalior by developing better hotels, transport and entertainment facilities. Also develop adjacent heritage sites to provide more attractions in Gwalior.
- (c) Promote Sanchi in the market of Japan, Korea and Thailand for Buddhist pilgrim tourist. Special festival weeks on Buddha Poornima and on the exposition of the relic for the disciples of Buddha.
- (d) Market MP as a jungle state since it is the biggest forest state of the country. Introduce tours covering its prime forests with wildlife and introduce wildlife safari packages of Pench – Kanha – Bandhavgarh National Parks.

#### **8.4.2 Increasing Domestic Tourist Arrivals.**

- (a) Market package tours of different duration for tourists originating from Maharashtra, Gujarat and West Bengal.
- (b) Market Pachmarhi as a hill station for residents of Nagpur, Bhopal and Jabalpur and arrange convenient and comfortable coaches and packages etc.
- (c) Market MP to film producers and attract film units to shoot films at the scenic areas of MP, which would not only advertise those locations but would later become tourist attractions by themselves. Offers of providing on-ground assistance and concessional rates of accommodation and transport could also be made
- (d) Market custom build packages for LTC traffic from PSU's by liaison with their HR Department.
- (e) Market incentive packages for incentive traveler of business houses for Khajuraho and Gwalior. Market Ramnavmi Mela at Chitrakoot in South-



east Asian countries of Indonesia, Malaysia, Thailand where Ramayana is popular with different versions.

### **8.4.3 Increasing Pilgrim Tourist Arrivals.**

- (a) Market Amarkantak as a pilgrimage destination as it is a holy place and the source of river Narmada. Besides it has a lot of scenic beauty and cool climate.
- (b) Market aggressively the 12 yearly Simhast Mela of 2004 at Ujjain and join it with Onkareshwar (Jyotirlinga). Package these religious festivals with Indore as the base as it has adequate hotel and other facilities.
- (c) Market the Ram Vivah Mela and Ramnavami celebration of Chitrakoot in the domestic market.
- (d) Market the Maha Shivaratri Melas of Ujjain and Onkareshwar which have special significance for the tourists.

## **8.5 Increasing the Duration of stay of Tourists in M.P.**

The main strategy for increasing the stay of the tourists is by adding side attractions and ancillary tours to the main destinations, which give the tourist a reason to spend more time at a destination. Similarly, tourist destinations en route, honeypot attractions on the major tourist routes can be developed to increase the duration of stay.

### **8.5.1 Increase the Duration of stay of Foreign Tourists.**

- (a) Increase the duration of stay of foreign tourists in Khajuraho by including and promoting other attractions such as Panna National Park, Panna Diamond mines, Ranoh and Pandav falls etc. which will give tourists reason to spend more time to visit these attractions.





- (b) Add sight seeing of Gwalior and one night of tourist stay at Gwalior on way to Khajuraho by Shatadbi Express, which has a halt at Gwalior.
- (c) Development of Kanha and Bndhavgarh in medium term plan for eco-tourism.
- (d) Develop Orchha with heritage travel for one night stay en route to Khajuraho.
- (e) Develop a meditation at center at Sanchi for Buddhist traffic from Japan, Korea and Thailand.

## 8.6 Increasing Tourist Spending

Once the tourist has come to M.P. a strategy has to be devised to give the tourist greater opportunities to spend money, and various options should be explored, including shopping, entertainment and special food.

A foreign tourist wishes to take back souvenirs to his home country. But he has many opportunities for doing so, including the port of entry or exit. Hence it is important to package and market the goods more professionally, and also convince him that the same goods are lower priced at the source of production.

### 8.6.1 Increasing the spending per day of the Foreign Tourist.

- (a) Improve the quality of handicraft products and increase their sales with better display and packaging.
- (b) Display and stimulate sale of special items like oriental perfumes of Bhopal. Oils for treatment of ailments made from medicinal plants in Pachmarhi, medicinal plants like Safed Musali reputed to have Viagra like qualities, Special honey etc.



- (c) Novelty items of tribal craft like whistling sticks, bows and arrows for sale as souvenirs.
- (d) Develop craft entries, craft villages where the tourist could see the production process and buy these items directly

### 8.6.2 Increasing the Expenditure of the Domestic Tourist.

- (a) Develop at least one souvenir item for each of the tourist centers to be bought as a memento for the visit.
- (b) Set up specialty restaurants of Malwi, Bundelkhadi, Bhopali cuisine for evening entertainment.
- (c) Set up outlets for sale of honey, silk and cottage industry products, especially at the hill stations.
- (d) Establish approved sales outlets for well-known Chanderi, Maheshwari and Kosa Silk sarees.
- (e) Set up shops for attractive gifts for children in Pachmarhi.
- (f) Tribal medicinal items, honey and similar products are popular with domestic tourist.

### 8.7 Marketing & Promotions Budget

(Rs. in Lakhs)

	Short term	Medium Term	Long term
Production of literature	5	5	10
Audio-Visual	3	4	6
Overseas promotion	6	9	11
Public Relations	2	3	5
Special campaigns	5	5	10
Fair tours	3	5	7
<b>TOTAL</b>	<b>24</b>	<b>31</b>	<b>49</b>



## CHAPTER - 9

### FORECASTS OF TOURIST ARRIVALS

#### 9.1 Sources of Collection of Tourist Arrival Data

Trends in tourist arrival as shown in Chapter 4 is based on the figures obtained from the office of the Madhya Pradesh State Tourism Development Corporation Ltd. (MPSTDC). Tourist arrival data in each of the centers is collected and compiled by the following authorities:

- |     |              |   |  |
|-----|--------------|---|--|
| 1.  | Khajuraho    | - | Archaeological Survey of India.                    |
| 2.  | Sanchi       | - | Archaeological Survey of India.                    |
| 3.  | Shivpuri     | - | National Park Authority                            |
| 4.  | Kanha        | - | National Park Authority                            |
| 5.  | Bandhavgarh  | - | National Park Authority                            |
| 6.  | Gwalior      | - | Public Works Department                            |
| 7.  | Mandu        | - | Special Area Development Authority/ Nagar Pachayat |
| 8.  | Pachmarhi    | - | Special Area Development Authority/ Nagar Pachayat |
| 9.  | Marble Rocks | - | Special Area Development Authority/ Nagar Pachayat |
| 10. | Chitrakoot   | - | Special Area Development Authority/ Nagar Pachayat |
| 11. | Orchha       | - | Special Area Development Authority/ Nagar Pachayat |
| 12. | Amarkantak   | - | Special Area Development Authority/ Nagar Pachayat |
| 13. | Maheshwar    | - | Special Area Development Authority/ Nagar Pachayat |
| 14. | Omkareshwar  | - | Special Area Development Authority/ Nagar Pachayat |

(The Special Area Development Authorities have been replaced by Nagar Panchayats now except for Pachmarhi where the SADA still exists.)



## 9.2 Corrections made in the Tourist Arrival Data

Due to limited time frame set for the preparation of the Perspective Plan, it was not possible for the Consultants to undertake a Passenger Survey whereby tourist arrival figures could be estimated. Moreover, the months of April and May are lean tourist seasons in the plains. Hence, the Consultants had to depend on the tourist arrival figures provided by MP State Tourism Development Corporation. However, prior to undertaking the exercise of forecasting the tourist arrival in the state over the next 20 years, it was felt necessary by the consultants that the past tourist arrival be corrected based on the following assumptions:

1. Among the 14 centres, 5 have been identified as major pilgrim centers viz. Amarkantak, Bhedaghat, Chitrakoot, Maheshwar and Omkareshwar. In addition, Orchha, being the seat of Ram Raja, and Marble Rocks, located on the banks of river Narmada, attracts sizeable number of pilgrims. The domestic tourist arrival during 2000-01 at these 6 centres, given below, is indicative of the pilgrim inflow:

<b>Pilgrim Inflow</b>	<b>2000-01</b>
Amarkantak	1289000
Bhedaghat	233484
Chitrakoot	541304
Maheshwar	38190
Omkareshwar	1444190
Orchha	573600

*Source: Madhya Pradesh State Tourism Development Corporation, Government of Madhya Pradesh*



Due to the massive domestic arrivals at the five centres shown above, it will not be a far reaching conclusion to say that the figures not only include the huge influx of devout during the festivals, but also the regular stream of rural and semi-urban pilgrims who have the least commercial input into the local economy. As it is, the pilgrim tourism has a low potency of economic contribution, else, these centres by now, would have been urbanised with bubbling economic activity. It will, therefore, be advisable to assign only 10% of the total domestic arrivals as tourists which will include those availing of dharamshalas and tourist bungalow accommodation and the day visitors. In such a case, the figures of annual domestic arrivals at these centres would be considerably reduced, but would be closer to reality. The revised figures would be: -

<b>Pilgrim Inflow</b>	<b>2000-01</b>
Amarkantak	128900
Bhedaghat	23348
Chitrakoot	54130
Omkareshwar	144419
Orchha	57360

2. The domestic arrival figures of Maheshwar indicate sporadic rise and fall, which are difficult to explain or comprehend. In 1990-91, 1991-92 & 1992-93, the figures appear to be reasonable, but rise up exceptionally in 1993-94 and then drop down again in 1994-95. The figures of 1993-94 and of 1995-96 to 2000-01 appear to have a sizable mix of pilgrim tourists. Moreover, the figure of 1,65,885 in 1995-96 needs a special mention. It is nearly three times higher compared to figures of subsequent



years, except of 1999-00. The source has not given explanation of this sudden explosion of arrivals. It appears that the year must have been linked to an important event. Hence, the assessment formula of 10% of the total, as applied to other pilgrim centres, will also apply for these years. The revised figures of domestic arrivals in Maheshwar would be as under:-

<b>Year</b>	<b>Original</b>	<b>Revised</b>
1991-1992	11,998	11,998
1992-1993	9,308	9,308
1993-1994	50,801	5,080
1994-1995	6,800	6,800
1995-1996	1,65,885	16,589
1996-1997	59,300	5,930
1997-1998	4,300	4,300
1998-1999	56,675	5,668
1999-2000	83,520	8,352
2000-2001	38,190	3,819

3. The domestic tourist arrival figures of Pachmarhi also show inputs of pilgrim tourism in the year 1991-92, 1994-95, 1995-96 and 2000-01. These have also been reduced by 90% to arrive at rational figures. The revised figures are:-



Year	Original	Revised
1991-92	1,44,446	14,445
1994-95	1,65,891	16,589
1995-96	3,68,341	36,834
2000-01	3,57,000	35,700

4. Regarding foreign tourist arrival figures, the Consultants have some reservations about the figures of Kanha and Bhandhavgarh National Parks. While on a visit to these centres, the travel agents and hoteliers informed that normally a foreign tourist group or a foreign tourist spends 3 nights and 2 days at each park. According to the rules of the entrance to the parks, the fees for entrance to wildlife area is charged once a day, even if the visitor enters twice, i.e. morning and evening. Foreign tourists, generally visit the park on both the days of their stay, thus are registered twice at the park entrance. Hence, the arrival figures have been reduced by half. The corrected figures of all the centers is shown in Annexure 11.

Once having arrived at the corrected figures, the consultants calculated the Compounded Annual Growth Rate of the tourist arrivals for the period 1990-91 to 2000-01 which is as follows:



Places	CAGR for the period 1990-91 to 2000-01		
	Domestic Tourist	Foreign Tourist	Total
<b>Circuit 1</b>			
Chitrakoot	-12.86	14.74	-12.86
Gwalior	-0.32	6.87	0.21
Shivpuri	-9.40	2.36	-9.32
Orchha	-1.53	13.12	0.73
Khajuraho	4.73	4.27	4.63
<b>Circuit 2</b>			
Maheswar	-10.78	5.93	-9.10
Mandu	3.47	8.36	3.53
Omkareswar	5.94	14.28	6.14
<b>Circuit 3</b>			
Bandhavgarh	-0.60	13.40	0.09
Bhedaghat	-4.52	0.61	-4.15
Kanha	4.05	1.84	3.98
<b>Circuit 4</b>			
Panchmarhi	-1.51	0.32	-1.50
Sanchi	1.87	21.59	2.55
<b>Others</b>			
Amarkantak	9.29	2.37	9.29
<b>All places</b>	0.30	6.91	0.75

### 9.3 Projections

Based on the Strategy for Development of Tourism in Madhya Pradesh detailed in earlier chapters, the Consultants have projected the tourist arrival figures in each of the tourist centers in the short term (till 2005-2006), medium term (2006-07 to 2010-11) & in the long term (2020-21), assigning appropriate CAGR in each of the places.





The methodology followed for the 20 year forecast is as follows:

The forecast of tourist arrival is mainly based upon an analysis of the past trends in tourist arrivals and the strategy for development of tourism detailed in earlier chapters.

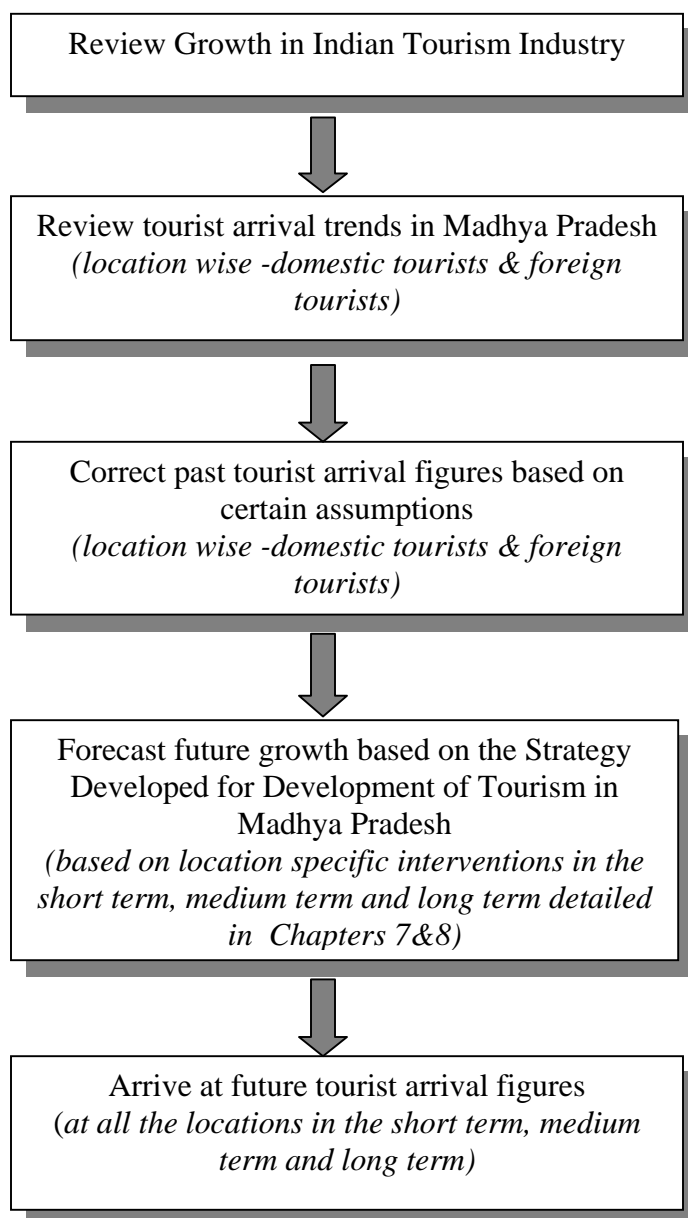
The CAGR in the last decade (1990-91) for domestic tourist is negative for most of the places. If we go by this trend we will find that after some time domestic tourist arrivals will be nil in these places. The CAGR for foreign tourist arrivals at some of the places like Chitrakoot, Sanchi etc. show a high figure, but this is because of the low base year figure for these places.

The consultants examined the interventions to be taken up in each of the tourist locations detailed in Chapters 7 & 8. Based on these interventions, the consultants assigned the growth rate figures in the short, medium and long term. Those locations which already have the requisite infrastructure and connectivity will respond quickly to the interventions in the short term while the others will respond in the medium and long term. The negative growth trends have also been reversed taking into account the proposed interventions.

The final projections of domestic and foreign tourist arrivals in the state are a sum total of projections for each individual location.



The conceptual framework followed for forecasting is as follows:



Based on the above, location wise projections arrived at in the short, medium and long term is given in the Table 9.1.



Table 9.1 : Projection figures location wise in the short, medium and long term

	2000-01		2005-2006		2010-11		2020-21	
PLACES	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
<b>Circuit 1</b>								
Chitrakoot	54,130	59	56,892	79	64,368	116	86,505	275
Gwalior	1,17,524	13,975	1,36,243	17,003	1,91,087	24,983	3,42,208	49,145
Shivpuri	11,810	150	12,412	174	13,372	212	16,300	313
Orchha	57,360	22,545	63,330	37,990	77,051	73,146	1,25,508	2,71,168
Khajuraho	1,73,071	49,825	2,54,298	80,244	3,56,666	1,23,465	7,01,616	2,92,286
<b>Sub total</b>	<b>4,13,895</b>	<b>86,554</b>	<b>5,23,175</b>	<b>1,35,490</b>	<b>7,02,544</b>	<b>2,21,922</b>	<b>12,72,137</b>	<b>6,13,187</b>
<b>Circuit 2</b>								
Maheswar	3,819	1,063	3,915	1,293	4,115	1,612	5,016	2,625
Mandu	1,57,283	2,457	1,91,359	3,136	2,68,391	4,398	4,80,647	7,876
Omkaresar	1,44,419	5,614	1,59,450	9,041	1,80,403	15,235	2,42,447	47,318
<b>Sub total</b>	<b>3,05,521</b>	<b>9,134</b>	<b>3,54,724</b>	<b>13,470</b>	<b>4,52,909</b>	<b>21,245</b>	<b>7,28,110</b>	<b>57,819</b>
<b>Circuit 3</b>								
Bandhavgrh	11,136	1,169	11,704	1,492	12,301	2,044	14,276	4,021
Bhedaghat	23,348	2,440	27,067	2,993	29,884	4,398	36,429	8,652
Kanha	43,960	1,344	48,535	1,484	54,913	1,679	73,799	2,256
<b>Sub total</b>	<b>78,444</b>	<b>4,953</b>	<b>87,306</b>	<b>5,969</b>	<b>97,098</b>	<b>8,121</b>	<b>1,24,504</b>	<b>14,929</b>
<b>Circuit 4</b>								
Panchmarhi	35,700	321	47,775	566	65,455	870	1,28,761	1,879
Sanchi	78,342	7,053	99,986	11,359	1,21,649	17,477	1,98,153	37,732
<b>Sub total</b>	<b>1,14,042</b>	<b>7,374</b>	<b>1,47,761</b>	<b>11,925</b>	<b>1,87,104</b>	<b>18,347</b>	<b>3,26,914</b>	<b>39,611</b>
<b>Others</b>								
Amarkantak	1,28,900	22	1,35,475	26	1,49,576	31	1,82,332	46
<b>Sub total</b>	<b>1,28,900</b>	<b>22</b>	<b>1,35,475</b>	<b>26</b>	<b>1,49,576</b>	<b>31</b>	<b>1,82,332</b>	<b>46</b>
<b>Grand total</b>	<b>10,40,802</b>	<b>1,08,037</b>	<b>12,48,441</b>	<b>1,66,880</b>	<b>15,89,231</b>	<b>2,69,666</b>	<b>26,33,997</b>	<b>7,25,592</b>



Location wise tourist projections for all years is given in Annexure 12.

The projected tourist arrival figures for the state work out to as follows:

Figures in '000

2000-01			2005-2006			2010-11			2021-21		
D	F	T	D	F	T	D	F	T	D	F	T
1041	108	1149	1248	167	1415	1589	270	1859	2634	726	3360

Thus in the short term by the year 2005-06, the domestic tourist arrivals in the state would have increased 1.20 times and the foreign tourist arrival figures by 1.5 times. In the medium term by 2010-11, these figures would have increase by 1.5 times and 2.50 times respectively. By the year 2020-21, domestic tourist arrivals in the state would have increase 2.53 fold and foreign tourist arrivals by 6.72 fold.

The tourist arrivals in the state are expected to grow at a CAGR of 2.98% and 7.21% in the short term (by 2005-06) in the domestic and foreign tourist categories respectively. In the medium term (by year 2010-2011), the tourist arrivals are expected to grow at a CAGR of 3.96% and 8.00% in the domestic and foreign tourist categories respectively. In the long term (by the year 2020-21), the tourist arrivals are expected to grow at a CAGR of 4.67% and 9.35% in the domestic and foreign tourist categories respectively. Overall in the 20 year period the tourist arrivals are expected to grow at a CAGR of 4.57% and 9.51% in the domestic and foreign tourist categories respectively. The CAGR thus arrived at are based on the interventions based on the strategy developed for development of tourism in the state of Madhya Pradesh location wise in the short, medium and long term.

CAGR location wise in the short, medium and long term is given in the table in the next page.



Table 9.2: Compounded Annual Growth Rate figures location wise in the short, medium and long term

Figures in %

	Short term (2001-01 to 2005-06)			Medium term (2006-07 to 2010-11)			Long term (2011-12 to 2020-21)		
PLACES	D	F	T	D	F	T	D	F	T
<b>Circuit 1</b>									
Chitrakote	0.80	4.77	0.80	2.00	6.35	2.00	2.70	8.06	2.71
Gwalior	2.39	3.19	2.48	5.56	6.35	5.65	5.38	6.28	5.49
Shivpuri	0.80	2.39	0.82	1.20	3.19	1.23	1.80	3.59	1.83
Orchha	1.60	8.71	3.94	3.19	11.05	6.59	4.49	12.52	9.22
Khajuraho	6.35	7.92	6.72	5.56	7.14	5.95	6.28	8.06	6.77
<b>Circuit 2</b>									
Maheswar	0.40	3.19	1.05	0.80	3.58	1.54	1.80	4.49	2.64
Mandu	3.19	3.98	3.20	5.56	5.56	5.56	5.38	5.38	5.38
Omkareswar	1.60	7.92	1.88	2.00	8.71	2.43	2.70	10.74	3.63
<b>Circuit 3</b>									
Bandhavgarh	0.80	3.98	1.13	0.80	5.17	1.36	1.35	6.28	2.23
Bhedaghat	2.39	2.39	2.39	1.60	6.35	2.14	1.80	6.28	2.51
Kanha	1.60	1.60	1.60	2.00	2.00	2.00	2.70	2.70	2.70
<b>Circuit 4</b>									
Panchmarhi	4.77	9.49	4.82	5.17	7.14	5.19	6.28	7.17	6.29
Sanchi	3.98	7.92	4.34	3.19	7.14	3.64	4.49	7.17	4.87
<b>Others</b>									
Amarkantak	0.80	2.39	0.80	1.60	3.19	1.60	1.80	3.59	1.80
<b>All places</b>	2.98	7.21	3.42	3.96	8.00	4.49	4.67	9.35	5.50



The Compounded Annual Growth Rate for domestic (D) and Foreign (F) tourist arrivals in the state as a whole is given below:

Figures in %

1990-91 to 2000-01			Short term (2001-02 to 2005-06)			Medium term (2006-07 to 2010-11)			Long term (2011-12 to 2020-21)		
D	F	T	D	F	T	D	F	T	D	F	T
0.30	6.91	0.75	2.98	7.21	3.42	3.96	8.00	4.49	4.67	9.35	5.50



## CHAPTER - 10

### FORECAST ON REQUIREMENT OF TOURIST ACCOMMODATION

The assessment of tourist accommodation is based on the existing bed strength in the state of Madhya Pradesh. This was collected by the Consultants during their visit to the major centers and is provided in Annexure 13.

The factors which have been taken into account while estimating the requirement of hotel accommodation over the next 20 years in the state of Madhya Pradesh is given below:

1. Current room availability.
2. Estimated tourist arrivals (foreign and domestic) in each of the locations over the next 20 years. This has been dealt in detail in Chapter 9.
3. Peak time arrivals of foreign and domestic tourists in each of the locations.
4. Percentage of foreign and domestic tourists requiring hotel accommodation in each of the locations.
5. Average length of stay (in terms of number of nights stayed) of foreign and domestic tourists in each of the locations.
6. Number of beds per room in each of the locations
7. Seasonality factor
8. Likely room split up by hotel category for both foreign and domestic tourists

We would like to mention here while estimating the requirement of tourist accommodation in the state over the next 20 years, we have been location specific and category specific.

The following table shows the future peak time capacity requirement of hotels in the state of Madhya Pradesh over the next 20 years. These have been arrived at based on detailed calculations done on the basis of factors mentioned above and have been shown in detail in Annexure 13.



Table 10.1: Accommodation - Existing status and future peak time capacity requirement

Location	Category	Estimated future Peak Capacity (Rooms)			Estimated Additional No. of Hotels Required		
		Till 2006	2001-11	2012-21	Till 2006	2001-11	2012-21
Gwalior	Lux	100	100	300	2	2	6
	Eco	400	225	625	16	9	25
Shivpuri	Lux	0	0	0	0	0	0
	Eco	0	0	0	0	0	0
Orchha	Lux	0	0	50	0	0	1
	Eco	0	0	50	0	0	2
Khajuraho	Lux	0	0	350	0	0	7
	Eco	675	450	1575	27	18	63
Mahswar	Lux	0	0	0	0	0	0
	Eco	0	0	0	0	0	0
Omkareswar	Lux	0	0	0	0	0	0
	Eco	650	100	300	26	4	12
Mandu	Lux	0	0	0	0	0	0
	Eco	50	50	100	2	2	4
Bhedaghat	Lux	0	0	0	0	0	0
	Eco	0	0	0	0	0	0
Kanha	Lux	0	0	50	0	0	1
	Eco	150	25	75	6	1	3
Bandhavgarh	Lux	0	0	0	0	0	0
	Eco	50	0	0	2	0	0
Sanchi	Lux	0	0	0	0	0	0
	Eco	0	0	0	0	0	0
Panchmarhi	Lux	0	0	100	0	0	2
	Eco	0	0	200	0	0	8
<b>Total</b>	<b>Lux</b>	<b>100</b>	<b>100</b>	<b>850</b>	<b>2</b>	<b>2</b>	<b>17</b>
	<b>Eco</b>	<b>1975</b>	<b>850</b>	<b>2925</b>	<b>79</b>	<b>34</b>	<b>117</b>

ASSUMTION: 50 rooms in 1 Luxury hotel

25 rooms in 1 Economy hotel.

We find that 21 luxury i.e. starred hotels and 230 economy hotels will be required in the state by the end of 2020-21 to meet the additional tourist traffic which will be generated based on the implementation of the perspective plan of tourism for the state of Madhya Pradesh.





Luxury accommodation is adequate for the next ten years except for Gwalior, where in the next 10 years 4 luxury hotels will be required. Overall additional 17 luxury hotels will be required in the state in the last 10 years of the plan period. The domestic requirement of economic hotels is much higher at 79 hotels in the short term, 34 in the medium term and 117 in the last 10 years. The main requirement of these clean and economical accommodation is at Khajurao, Gwalior and Omkareshwar.

Based on the above, the consultants have calculated the investment requirement in providing hotel accommodation in the short, medium and long term.

Category	By 2006 (Short term)			By 2007-2011 (Medium term)			2012-2021 (Long term)			Total		
	No. of Hotels	No. of Rooms	Invst. (Rs. Lakhs)	No. of Hotels	No. of Rooms	Invst. (Rs. Lakhs)	No. of Hotels	No. of Rooms	Invst. (Rs. Lakhs)	No. of Hotels	No. of Rooms	Invst. (Rs. Lakhs)
Luxury	2	100	2200	2	100	2640	17	850	26928	21	1050	31768
Economy	79	1975	3950	34	850	2040	117	2925	8424	230	5750	14414
Total	81	2075	6150	36	950	4680	134	3775	35352	251	6800	46182

Luxury : 1 room @ Rs. 22 lakhs upto 2006,  
1 room @ Rs. 26.4 lakhs during 2007-11 and  
1 room @ Rs. 31.68 lakhs during 2012-21.

Economy : 1 room @ Rs. 2 lakhs upto 2006,  
1 room @ Rs. 2.4 lakhs during 2007-11 and  
1 room @ Rs. 2.88 lakhs during 2012-2021.

It is therefore estimated that Rs. 462 crores will be required in creating additional accommodation capacity in the state. Out of this Rs. 108.3 crores will required in the short and medium term and Rs. 353.7 crores in the last 10 years of the plan.



## CHAPTER – 11

### BASIC INFRASTRUCTURE AND FACILITIES FOR DEVELOPMENT

#### 11.1 Existing Transport System

##### 11.1.1 Road Network

Madhya Pradesh has 67,284 kms of roads, which are categorized below:

National Highway	3404 Kms
State Highways	7505 Kms
Major District Road	12,937 Kms
Rural Roads	43,438 Kms

The condition of road surfacing in the state is not very satisfactory at present. The primary constraint is the paucity of funds for road maintenance and road network extension. The Govt. of MP, has therefore, identified the development of road connectivity as a priority sector and has taken definitive measures to attract private investment. It seeks to adopt the following strategy:

- Maximize private sector participation.
- Focussing on rehabilitation and maintenance of existing roads before creating new capacity.
- Capacity building within PWD to manage the role of regulating the private sector.

To implement this strategy Govt. proposes to develop more and more roads under Build-Operate Transport (BOT) basis. It will enhance the viability of such projects by providing appropriate concessions and grants and permit commercial activity beyond road control line to the contractors. The responsibility of maintenance of roads for the period of toll



collection would be of the building agency, which will also include new and proposed upgradation of road along with routine maintenance.

Under the BOT scheme, 16 major roads have been identified for coverage. These roads would be super highways connecting important towns and industrial areas. These would also be connecting the following eleven major tourist centers:-

Indore	Amarkantak
Bhedaghat	Bhandhavgarh
Kanha	Chitrakoot
Pachmarhi	Maheshwar
Sanchi	Omkareshwar
Ujjain	

The road connection to the other centers is given below:-

1. Bhopal is already well connected by road from other areas.
2. Gwalior and Shivpuri are located on the National Highway No. 3.
3. Khajuraho and Orchha have been benefited by conversion of Jhansi-Satna road as National Highway No. 57.
4. Mandu- The connecting road from Gujari on NH3 has been taken up on BOT scheme by PWD, while the road from Dhar is a Major District road.

The formalities for awarding contracts under BOT scheme of roads have already begun and so far 10 contracts (out of 16) have been finalized. The govt. proposes to complete the up gradation of these roads within a period of 15 months w.e.f. March 31,2002.

With these super highways connecting the major tourist centers and with a better connectivity with the adjoining state, it can be safely assumed that tourist traffic to the state is poised to take-off.



Consultants would like to emphasize that, with the growth of road traffic; following aspects should also be taken care of:

1. Suitable locations should be identified at convenient distances for setting up fully developed way side facilities, which should necessarily include filling stations and repair workshops.
2. Highway patrol system for security.
3. Highway telephone system for fast communication.
4. Medical help line system for medical aid in case of accident.
5. Break van system for towing the damaged vehicles.

### **11.1.2 Transport System**

The public transport system in the state consists of buses, motor taxis, and rickshaws, cycle rickshaws and tongas. The main passenger transport operation in the state is managed by the MP State Road Transport Corporation because all the major routes are nationalized. A few routes such as Bhopal to Rewa, Satna to Chitrakoot and the routes of the adjoining states are operated by private operators on special permit basis. A number of coaches from the nearby States of Maharashtra, Uttar Pradesh, Rajasthan, Gujarat and Chhattisgarh are operated by private transport agencies.

Madhya Pradesh State Tourism Development Corporation organizes package tours from Kolkata, Mumbai, Ahmedabad and Nagpur for durations of 15 and 10 days.

MPSTDC has a fleet of 6 coaches and 17 cars. The fleet is small compared to the number of tourist centers, because a large number of private transport operators are operating coaches, cars and other types of vehicles.



An estimate of tourist vehicles operational at the 16 identified centers is given in the table below:

<b>Vehicles</b>	<b>Year 2002</b>
Coaches/Mini Coaches	78
Cars AC/Non AC	599
Jeeps	102
Maruti Gypsies	155
Others	37

The Govt. of Madhya Pradesh under Motor Vehicles Taxation Act 1991 has exempted the tourist vehicles operated by the MPSTDC and tourist transport operators from payment of taxes for a period of two years provided the operators are approved/recognized by the State Department of Tourism and that the vehicles are operated on the specified tourist circuits. The State Tourist Department, in consultation with the Transport Department, have identified 24 tourist circuits originating from Bhopal, Gwalior, Jabalpur, Satna (for Khajuraho) and Indore respectively. It also specifies the age of the vehicle, which should not be more than 8 years. These along with the criteria for approval, form the tax exemptions given under the Motor Vehicles Act. This is a major step towards provision of better transport facilities to the tourists.

Most of the tourist centers have auto-rickshaws and cycle rickshaws which, having reasonable rates, are used by budget tourists. At a few centers, like Pachmarhi, Chitrakoot and Amarkantak, vehicles are operated on seat sharing basis.

The increased demand for tourist vehicles as per the overall projections for future would be indicated under individual tourist centers.



### 11.1.3 Airways

The air linkage in the state is restricted only to five places i.e. Bhopal, Indore, Gwalior, Jabalpur and Khajuraho. All of these services are operated by medium and small size aircraft. These services connect the state to Mumbai, Delhi and Varanasi. The picture of air services in the state is presently dismal as only three out of 16 identified tourist centers are directly connected by Air.

The expansion of air linkage and improvement of airport facilities in any region are not totally dependent on tourist movement. It demands a sizable business traffic along with the growth in tourist arrivals. The New Policy Thrust for economic development proposes to ensure a hassle free procedure to attract mega industries to the state. In such a situation the demand for air linkages is bound to multiply in future. The expansion of air services for industrial development would also assist the tourist movement. The govt., public and private sectors should then join hands for the following development to facilitate increased tourist movement:-

#### 1. Airports

- a) Khajuraho and Bhopal to be developed as international airports to take direct charter flights.
- b) Expansion and improved facilities at the airports of Gwalior, Jabalpur and Indore.
- c) Proper airstrips with terminal building facilities and helipad at Kanha, Bandhavgarh, Pachmarhi, Amarkantak, Mandu, Ujjain and Shivpuri. .

#### 2. Air Services

- a) Air linkage to Khajuraho from Mumbai via Aurangabad and Bhopal.
- b) Air linkages to Khajuraho with Jaipur vis Mumbai
- c) Delhi-Agra-Khajuraho air service to halt at Gwalior.
- d) Nagpur-Jabalpur-Delhi flight to facilitate traffic to Kanha and Bandhavgarh.



- e) Bhopal-Jabalpur-Khajuraho-Kolkata service for eastern India.
- f) Kolkata-Bhuvneshwar-Khajuraho-Varanasi as tourist route for eastern India.
- g) Operation of shuttle services (small aircraft or helicopters)
  - Jabalpur-Kanha-Bandhavgarh
  - Bhopal-Pachmarhi
  - Nagpur-Pachmarhi
  - Khajuraho-Bandhavgarh
  - Gwalior-Shivpuri
  - Indore-Mandu-Maheshwar
  - Bhopal-Ujjain-Indore
  - Jabalpur-Amarkantak

The above air services and shuttle services would, more or less, be able to link the identified tourist centers.

#### 11.1.4 Railways

Out of 16 identified Centers of the state, only 8 are directly connected by rail services. Rest of the centers have convenient or nearest railheads from where the tourists have to commute to by road transport. The phenomenal growth of railway network in the country has also benefited the state. A number of super fast and fast express trains, with passenger amenities pass through the state. Two prestigious trains, the Taj Express and Shatabdi Express are very popular with the foreign as well as the domestic traffic. Along with the increased number of train operation the Railways have also provided computerized reservation system, round trip tickets and improved amenities at the railway stations. These facilities have, no doubt, assisted in the growth of tourism in the State.

**Special tourist train:** The State does not have a tourist special train for round trips of places. The State Tourism Department has more or less, finalized the proposal of

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operation of “Mogli Tourist Express” (named after Rudyard Kiplings Jungle boy Mogli) in collaboration with the Indian Railways and Maharashtra Government. The tourist train, starting from Nagpur, would have 7 days package of visits to Kanha and Pench National Parks and Bhedaghat at Jabalpur. On way couple of regional attractions have been included as bonus. The tourist special is scheduled to start from October 2002.

The growth of railways in future will also have its impact on the state. However, a few suggestions for the future are given below:

- a) Khajuraho should be expeditiously brought on the rail map of India. The route should be connected on one side with Jhansi and on the other with Satna, the two convenient points of entry for traffic from north and east, respectively.
- b) A special tourist train from Delhi-Agra-Gwalior-Orchha-Khajuraho should be operated on the lines of palace on wheels.
- c) Sanchi, the important Buddhist center, should be included in the Buddhist circuit originating from Kolkata.
- d) When Khajuraho comes on to the rail map, a 15 days package tour by rail be organized for visits to Sanchi, Bhopal, Indore, Mandu, Maheshwar, Ujjain, Pachmarhi, Bhedaghat and Kanha. It should be a budget priced package.
- e) Bhopal-Sanchi-Vidisha-Udaipur temple could be an interesting tourist shuttle.

These are a few sample suggestions; the tourist growth in future is bound to demand opening up of new vistas and new routes.

## 11.2 Water Supply

Presently Gwalior and Shivpuri, being urban areas, the other places have partial protected and potable water supply through tube wells. While planning for water supply it is essential to see that the supply is dependable and economically viable. The assessment of water supply at each center shows that the demand is not very high. There are two sources of water supply, surface water and ground water.





The surface water supply system would need laying of pipeline from the source, which is generally at a long distance. It also needs sump well, storage tank, filtration and are expensive in operation and maintenance. With all these expenditures, supply to limited commercial establishments does not make it economically viable. Even the commercial cum industrial town of Indore, connected with Narmada river water supply, is finding it difficult to meet the expenditure on operation and maintenance of water supply schemes. Moreover, the requirement at each of the tourist centers does not even touch a million litres, except at Khajuraho.

Hence the ground water source appears to be more dependable and economical. The cost of ground water supply is also reasonable i.e. Rs. 40 per litre which includes well boring, storage tank and pipeline laying. The only caution is that the quality, though generally potable, should be tested.

The total requirement of water at 13 centers (except Gwalior) is estimated at 3.64 ml. based on the national norm of 180 Lpcd. This norm has been laid by Central Public Health and Environmental Engineering Organization, Ministry of Urban Development, Govt. of India.

The water supply demand and costing at each of the centers has been done according to the above norms.



### Tourist center wise requirement of water 2021-22

Name	Quantity in litres
Khajuraho	17,01,100
Sanchi	49,500
Mandu	49,500
Pachmarhi	3,83,040
Orchha	48,600
Shivpuri	88,380
Kanha	2,75,220
Bandhavgarh	83,800
Amarkantak	3,92,580
Bhedaghat	23,400
Chitrakoot	2,43,360
Maheshwar	70,560
Omkareshwar	2,32,000
<b>TOTAL</b>	<b>36,43,040 or 3.64 ML</b>

In case of surface water source, independent projects with cost benefit analysis and availability of energy, will have be prepared provided the demand is very high.

### 11.3 Sanitation

The factual information collected by the consultants during visits to the identified centers indicate that except the four urban centers of Bhopal, Gwalior, Shivpuri and Ujjain, those located in the rural areas do not have any system of solid waste disposal or a sewage network. Cleanliness of the areas and garbage disposal, provided by the Nagar Panchayat, are far from satisfactory. It was found that majority of houses at these centers do not have toilet facility. A limited number of houses and tourist accommodation units having toilet facility, make do with independent septic tanks.



From the point of sanitation and environment this appear to be a serious problem, which the state government will have take up on priority basis. The local bodies are indifferent towards this aspect because of the paucity of funds. A well-planned aggressive campaign should be launched to educate people towards better sanitation and hygienic condition which will result into environmental improvement. At the same time the local bodies should be assisted with expertise and funds for provision of sewage and waste disposal system. The master plans for area development have provided guidelines for these facilities but these, as of today, remain only on the paper.

#### 11.4 Waste Water Disposal

In Madhya Pradesh, even the major towns do not have a sewage system for disposal of liquid water. The tourist centers have septic tank systems at the hotels. Hence, it is suggested that the septic tank system, which is cheaper in cost, should be preferred in view of the limited outflow. The estimated total outflow at the 13 tourist centers by 2021-22 is 2.5 million litres. The cost breakdown of the septic tank is Rs. 8 per liter, the connecting pipeline being a part of the building construction cost.

Estimated Waste Water Disposal 2021-22

Name	Quantity in litres
Khajuraho	12,00,000
Sanchi	34,650
Mandu	32,130
Pachmarhi	34,020
Orchha	61,866
Shivpuri	1,92,654
Kanha	58,716



Name	Quantity in litres
Bandhavgarh	2,74,806
Amarkantak	16,380
Bhedaghat	1,70,352
Chitrakoot	49,392
Maheshwar	1,63,800
Omkareshwar	
<b>TOTAL</b>	<b>25,50,128 i.e. 2.5 ML</b>

### 11.5 Power

It is a critical component in the overall development of the economy. All forms of economic activity be it industry, trade, commerce or services is dependent on uninterrupted supply of power. The summer of 2002 is facing a grim power situation, the rural areas being worst hit by load heading of 8 to 10 hours a day. In the opinion survey conducted by the consultants nearly all the foreign and domestic tourists complained of power cuts and suggested that immediate measures should be taken to solve this problem.

After the separation of Chhattisgarh, the state now has an installed generation capacity of 2900.5 MW out of which 2147.5 MW is from Thermal and 758.0 MW is from Hydel sources, respectively. The average demand for electricity consumption is 4000 MW, which goes upto 5000 MW during peak agricultural season. The growth of the installed capacity is not commensurate with the growing demand and hence, the areas are facing power cuts. To rehabilitate the existing weak system the power policy, under the new Policy Thrust, seeks to connect various categories of customers to reliable and superior quality power at reasonable rates.



Some of the Objectives of the new policy are:

- To meet the demand for electricity for various categories.
- Ensure reasonable and commercially viable tariff structure.
- Restructuring of power sector for better accountability.
- Promote corporatisation in power sector, ensure financial autonomy and remove obstacles for healthy growth.
- Gradual removal of subsidies and reduction of cross subsidies.

The major aspects of the policy initiative are:

- Progressive disinvestments, in different segments.
- The role of State govt. would be limited to policy directives.
- Introduction of new corporate entities for transmission and distribution which will have professional management, financial support and requisite authority.
- MP State Electricity Board would continue the generation of electricity which will be monitored by energy audit from time to time.
- A progressive policy for non-conventional energy to electricity such areas where conventional method of producing electricity is not possible.

If these policy initiatives are implemented to the last word, the state would be well on its way to quantum jump in power generation and would also be able to effect reduction in transmission losses and pilferages in the years to come.

## **11.6 Innovative Infrastructure Development**

### **11.6.1 Water Harvesting**

Below average rainfall in most of the parts of the state during the monsoon of 2001 provoked the govt. to take steps to conserve the water resources. A state wide campaign has been launched to harvest water by constructing dykes and bunds in the low lying areas and also repair the old bunds around lakes and ponds to stop leakage. This was



evident to the Consultants during visits to the tourist centers, especially Pachmarhi and Amarkantak, where the water table had gone down considerably. The result of this efforts would be visible only after the monsoon of 2002.

### **11.6.2 Solar Energy**

In the Policy Thrust for economic development on power sector the state govt. has already enforced a very progressive policy for non-conventional energy sources. The new focus would be the extensive use of non-conventional energy in those areas where conventional methods may not be able to reach the electric supply. This thrust would prove beneficial to the tourist centers and adventure and eco-tourism locations which are located in remote areas.

### **11.6.3 Help Line for Improved Health Facilities**

According to the information collected by the consultants during the visits to the tourist centers, it is found that barring the centers located in urban areas, those in the rural environs have rudimentary medical facilities. Even the star attraction Khajurhao has a small public health centre with inadequate staff and facilities. Moreover, the district level hospitals are at a distance from these centers. A health helpline facility for tourists, equipped with modern satellite telecom internet and medical equipment, should be setup to provide emergency medical assistance to tourists.

## **11.7 Regulations**

The state govt. has a Tourism Policy and a Policy on Eco & Adventure Tourism. It has also declared tourism as an “Industry”. But there are no regulations to control the standards and functions of hotels and excursion/booking agencies. The star hotels, classified by the Deptt. of Tourism, Govt. of India, have to abide by the norms and standards laid down under classification system. The problem arises with the un-starred small hotels which are used by the budget tourists. The visitors staying in these hotels face the following problems:-



- Over charging, as these holds do not have any rack rate. The tariff sky-rocket during the peak season.
- Filthy rooms and bed linen.
- Unhygienic and unsanitary conditions.
- Disturbance by anti socials.
- Lack of security.
- Theft and pilferage.

On the same lines the so-called small travel agencies, which are actually ticketing agencies, have no fixed charges. Their rates fluctuate according to the intensity of demand.

The existing laws of the state do not have any provision for check and controls on these activities, nor any system of recognition/approval. In view of the large volume of budget tourists, the state govt. should consider to enact suitable laws for approval and control of these activities.

### **11.8 Tourism Education**

Though the major universities of the state have academic courses on tourism, yet this field has not yet attracted the attention of the govt. The State Department of Tourism does not have any participation in the formulation of syllabi and course contents. To coordinate with the universities and operate need-based courses a state level institute should be setup. It will also facilitate the in-house training of tourism executives working with MPSTDC and private sector and thus would usher in professionalism in management.



## CHAPTER – 12

### SOCIO CULTURAL AND ENVIRONMENTAL IMPACTS AND CONSERVATION OF TOURIST RESOURCES

#### 12.1 Socio-Cultural Impacts of Tourism

In the present day meliue of mass tourism, where hordes of tourists descend on a destination during peak season, the social impact and reactions of the host community has great bearing on the development process. The developing countries in the haste to earn the much needed foreign exchange often overlook the needs of the residents while planning for tourism facilities. The impact can be especially critical to regions like Madhya Pradesh, which has an agrarian economy steeped in traditional societies.

If tourism activity is well planned, developed and managed in a socially responsible manner, it can accrue several socio-cultural benefits to the host community.

Tourism helps in conserving the natural and manmade heritage of the region. The archaeological monuments, pilgrim centres and wildlife areas get proper share of maintenance because tourists are attracted to these resources. The economic benefit not only goes to the government but also to the local people for supply of services. Thus it helps in raising the living standard of host residents.

The cultural heritage of a region is conserved and revitalized. The diverse customs and traditions, dress patterns, arts and crafts, folk art and music and the lifestyle of people are important attractions for the tourists.

Tourism also instills a sense of pride among the residents towards their culture when these are applauded by the tourists.

Tourists are curious by nature and are keen to know what lies on the other side of the hill. This curiosity results in cross cultural exchanges between the tourists and local residents





which breeds respect for each others culture. It has often been observed that foreign tourist in Khajurao and Sanchi walk across to the village and interact with the villagers in sign language.

On the other side of the coin, tourism can generate a few socio-cultural problems which include:-

- a) Demonstration effect on the residents, specially, the young generation, who are influenced by the tourists life style and dress pattern. They try to imitate the behavioral patterns.
- b) Cultural conflicts can also rise due to lack of awareness and wrong notions of the tourists about the customs and traditions of the local people.
- c) Social problems of drug abuse, alcoholism, prostitution and crime may worsen because of tourism.
- d) Overcrowding and deprivation of civic conveniences for the residents, leading to hostility towards tourists. The recreation facilities, restaurants, shopping and transport facilities become so overcrowded that the residents can not easily use them. Similarly the civic amenities of water, electricity, garbage and solid waste disposal systems face additional requirements thereby, deprive the local people of their due share.
- e) Overuse of tourist resources result into their degradation because it often becomes difficult for the maintenance system to keep pace with the heavy usage.

The solution to these problems lies in recognizing the needs of the residents and involving them in the process of development. At the same time some specific socio-cultural impact control measure should be applied which are:

- Maintenance of authenticity of cultural forms.
- Preservation of local architectural style.
- Visitors control measures during peak seasons so that the residents could also use the resources.



- Subsidize the use of tourist resource by local residents by reduced admission fees. The different rates of admission fees for foreign and domestic tourists to the monuments and national parks in India is the right step towards this direction.
- Awareness programs both for the tourists and local population.
- Strict control over drug, crime and prostitution menace.

In Madhya Pradesh nearly all the major tourist centres have Master Plans for area development with detailed guidelines. Before the Master Plan is finalized, it is placed before the people for their reactions and objections. Thereafter, the Master Plan is finalized and handed over to the local elected body for implementation. The Consultants would prefer to suggest that merely handing over the master plan to the local body should not be treated as the final act by the planners. A constant dialogue should be maintained with local bodies for problem solving, guidance and monitoring. It has also been observed that the local people do not have much say in the plan formulation, mainly because of economic dependency and lack of literacy. It is hoped that in the coming 20 years the economic and literacy situations would considerably improve to help the residents in identifying their need and requirements.

## 12.2 Environmental Impacts of Tourism

The concept to develop and manage tourism in compatibility with environment is, in other words, the SUSTAINABLE TOURISM. It is well known that tourism can play a significant role in development and economic growth of an area provided it is dedicated to improve the quality of life of the people who live and work there and to protect environment. Ecology and economy, including Tourism, are becoming more closely interwoven into a web of cause and effect. Hence, Tourism must be environmentally sustainable to be economically sustainable. It can be an important factor in conserving heritage resources, help justify conservation and, in fact, subsidize conservation efforts.

It is designated to:

- Conserve natural areas, wildlife parks, historical monuments and local culture because these are major tourist attractions.



- Improve the quality of life of host community.
- Provide high quality experience to the visitors through well sited and well designed tourist facilities and improved infrastructure of water supply, sewage and solid waste disposal.
- Maintains the quality of environment and preserves the resources on which both the host community and visitors depend.
- If tourism is not well planned, developed and managed, it can generate adverse environmental impacts, such as :
  - Pollution due to disposal of sewage and solid waste disposal of tourist facilities into the water bodies.
  - Excessive combustion of internal vehicles resulting into air pollution.
  - Noise pollution due to high volume of visitors and vehicles.
  - Visual pollution from poorly sited and designed tourist facilities having environmental incompatibility.
  - Ecological pollution by overuse, over crowding and over exploitation of the areas.

However, concepts of sustainability are now widely accepted as an essential approach to any type of development, including tourism. Sustainable development refers to development without degradation and depletion of the resources that makes the development possible. It is the conservation of resource for future as well as present generation to use and enjoy. Sustainable development is based on ecological, socio-cultural and economic sustainability. It demands changes in the behavior related to conserving rather than consuming the resource. It is important that community and residents receive satisfying benefits. More the benefits, more will they become motivated and responsible to protect the areas cultural heritage and support tourism.

But, more often, the community may lack a realistic understanding of what is involved in achieving this development. Hence, it is essential to educate and inform the residents so that consensus, understanding and agreement could be reached on the most appropriate form and extent of development. We may have enactments and regulations on



conservation at the national and regional levels. But it cannot be denied that the most effective approach to conservation is through Peoples' Participation.

Most of the Developing Nations have defined sustainability in Tourism in terms of maintaining the levels of tourist arrivals and receipts. But the experts feel that this is a narrow minded concept because it ignores the emphasis on amelioration of the socio-cultural and environmental effects of the industry. They say that it is not the volume of tourist per se who cause environmental damage but the absence of adequate policies to handle any form of growth. Capacity of environment to withstand great tourism growth is quite elastic, provided development is carefully planned and managed. However, the absence of inter-sectoral linkages does not permit the enforcement and implementation of sustainable policies. Further, the community and resident groups have very low levels of income, education and skills.

The conditions prevailing in Madhya Pradesh are not much different from the rest of the country. The prime heritage assets of Khajuraho and Sanchi are World Heritage Centres. The locals and migrant traders are fast usurping the land near the monuments. It is becoming increasingly difficult for the preservation issues to fight the lure of the lucre. Though, it must be said, that the Central and State Govts. have effective acts and guidelines for the preservation of monuments. At the same time, the State Town and Country Planning Department has prepared well laidout Master Plans for these areas which are operative on the ground. But these do not appear to be effective because the local community is not well informed and educated to build up their awareness, thereby reach a consensus of approach. In the sector of conservation of monuments, which are the main resource, the fragmented government machinery is holding back the desired impact of regulations. The regional office of the Archaeological Survey of India is repeatedly finding it difficult to obtain assistance from district administration for removal of encroachments and structures from the prescribed periphery of the monuments. However, we are still in the early stages of development and the time is ripe for a positive approach towards heritage preservation, environmental control and peoples' participation to attain a sustainable development of resources.



### 12.2.1 Environmental Sensitivity of 14 Identified Tourist Centres

LOCATION	DEGREE OF ENVIRONMENT SENSITIVITY	MAIN CONCERNS
Khajuraho	High	<ul style="list-style-type: none"> <li>Construction activities near the main western group of temples.</li> <li>Noise and fume pollution due to operation of vehicles.</li> <li>Concentration of movement around Khajuraho plaza, thus depleting the ambience of the area.</li> <li>Scarcity of drinking water.</li> <li>Problems of effluent and waste management.</li> </ul>
Sanchi	High	<ul style="list-style-type: none"> <li>Maintenance of serenity of the place.</li> <li>Construction activity around the Stupa hill, specially near the village.</li> <li>Air pollution due to vehicular movement.</li> <li>Construction on the hill top near Stupa complex for shops etc.</li> </ul>
Mandu	High	<ul style="list-style-type: none"> <li>Area of the plateau being limited, needs careful planning and handling.</li> <li>Problems of effluent discharge and waste management due to construction of facilities.</li> <li>Air and noise pollution because of movement of vehicles.</li> <li>Environmental degradation at scenic spots because of heavy movement of tourists.</li> <li>Destruction of forest area.</li> </ul>
Gwalior	High	<ul style="list-style-type: none"> <li>Additional movement of vehicles leading to air and noise pollution.</li> <li>Environmental degradation of places of attraction due to increased movement.</li> <li>Problems of additional water supply.</li> <li>Sewage and waste disposal problems.</li> <li>Pressure of civic amenities.</li> </ul>
Pachmarhi	High	<ul style="list-style-type: none"> <li>Noise and dust pollution because of heavy movement of diesel vehicles.</li> <li>Pressure on view points due to increase tourist movement.</li> <li>Problems of waste disposal at the view points.</li> <li>Ecological imbalance due to over construction.</li> <li>Problems of water source and supply.</li> <li>High pressure on carrying capacity.</li> </ul>



LOCATION	DEGREE OF ENVIRONMENT SENSITIVITY	MAIN CONCERNS
Orehha	High	<ul style="list-style-type: none"> <li>▪ Spoilage of the ambience of the medieval town by over construction.</li> <li>▪ Construction of hotels near the river front, discharge of effluent and garbage.</li> <li>▪ Over crowding at the attractions due to increase in tourist activity.</li> <li>▪ Problems of water supply</li> <li>▪ Depletion of forested areas due to construction.</li> </ul>
Shivpuri (National Park Area)	High	<ul style="list-style-type: none"> <li>▪ Tourist movement beyond carrying capacity.</li> <li>▪ Depletion of forest area.</li> <li>▪ Depletion of view points e.g. Bhadaiya Kund by Picnickers.</li> <li>▪ Disturbance to wildlife habitat due to increase movement.</li> </ul>
Kanha National Park	High	<ul style="list-style-type: none"> <li>▪ Noise and air pollution due to heavy vehicular movement.</li> <li>▪ Disturbance to habitat of the wild animals.</li> <li>▪ Disturbance to habitat of tiger due to Tiger Show.</li> <li>▪ Depletion of forest in the buffer zone because of construction of facilities.</li> <li>▪ Problems of water source for wildlife and water supply for tourist facilities.</li> <li>▪ Problems of waste management and sewage disposal.</li> </ul>
National Park	High	<ul style="list-style-type: none"> <li>▪ Noise and air pollution due to heavy vehicular movement.</li> <li>▪ Disturbance to habitat of the wild animals.</li> <li>▪ Disturbance to habitat of tiger due to Tiger Show.</li> <li>▪ Depletion of forest in the buffer zone because of construction of facilities.</li> <li>▪ Problems of water source for wildlife and water supply for tourist facilities.</li> <li>▪ Problems of waste management and sewage disposal.</li> </ul>
Amarkantak	High	<ul style="list-style-type: none"> <li>▪ Depletion of view points and water falls due to heavy tourist movement.</li> <li>▪ Spoilage of environment due to construction of temporary shops etc. near the view points.</li> <li>▪ Depletion of forest area due to construction.</li> <li>▪ Pollution to river water due to sewage disposal.</li> <li>▪ Water supply problems.</li> </ul>



LOCATION	DEGREE OF ENVIRONMENT SENSITIVITY	MAIN CONCERNS
Bhedaghat	Medium	<ul style="list-style-type: none"> <li>Contamination of river water due to boating and discharge of waste.</li> <li>Contamination of river water due to bathing by devotees.</li> </ul>
Chitrakoot	High	<ul style="list-style-type: none"> <li>Problems of water and garbage disposal at the attraction points because of large pilgrim traffic.</li> <li>Spoilation of natural environs due to construction work.</li> </ul>
Maheshvar	Medium	<ul style="list-style-type: none"> <li>Threat to river water due to effluent and waste disposal.</li> <li>Over crowding of the area affecting sanitation.</li> </ul>
Omkareswar	Medium	<ul style="list-style-type: none"> <li>Threat to river water due to bathing by devotees and boating.</li> <li>Pollution of river water and river banks due to construction and activities.</li> </ul>

The State govt. should take following action for a healthy coordination and planned development:-

1. Set up an administrative machinery for closer rapport between ASI and the district/local administration for preservation of heritage centres according to relevant Central Act.
2. Decentralization of administration to district and local panchayats could be fruitfully utilized for development of infrastructure from normal plan allocations.
3. Create awareness about the benefits of heritage preservation and tourism development in the local community through well planned programme of education and information.
4. Both district and local panchayat members should undergo special awareness and training programmes related to these aspects.
5. Review the existing Master Plans to ensure that the aspects of heritage preservation, environmental sustainability and people's participation have been given due weight.



6. At the major heritage centers, an experienced person in the field of development should be appointed as Technical Advisor to the local Panchayats. If such a provision does not exist in the relevant act, an amendment should be considered.
7. Activities of private sector should be regulated to ensure that the guidelines in the Master Plan are properly followed. District and local Panchayat should frequently interact with private sector.
8. Private sector should also be involved in preservation of heritage and local culture which are the prime resource for tourism.

### **12.2.2 Environmental Impact Assessment (EIA) of Tourism Projects**

Environmental analysis has to be integrated with all stages of the tourism project life cycle to facilitate incorporation of the findings into selection of sites, designs and implementation plans. In most cases, an environmental impact assessment (EIA) should form part of the overall feasibility for a project, while the scope for the EIA is defined at the pre-feasibility, or project identification stage, environmental review includes monitoring the project's environmental performance and compliance with relevant conditions. After implementation, evaluation of the impacts that actually occurred and the effectiveness of mitigation measures should be done.

Environmental assessment should form a part of the overall feasibility study. The advantages of carrying out an environmental assessment are as follows:

- i. It enables the implementing agencies to address the environmental issues in a timely and practical manner.
- ii. It reduces the need for project conditionally, because appropriate steps can be taken in advance or incorporated into project design;
- iii. It helps avoid costs and delays in implementation due to unanticipated environmental problems.





### 12.2.3 Natural and Social Environmental Impacts

The possible natural and social environmental impacts which have to be considered in the environmental impact assessment are as follows:

- a) Changes in physical resources including air quality, soil water quality, topography.
  - i. Impact on the ecological/biological resources including aquatic biology, fisheries, wildlife.
  - ii. Changes in the land use pattern i.e. the activities performed by the people inhabiting the region such as agriculture, irrigation, and industry.

Impact on the quality of life and values of the local population. This would include employment patterns, noise levels, cleanliness values, population density, public safety.

### 12.2.4 Management of Environmental Assessments

The terms of reference for an EIA of a tourism development project would typically include the following activities:

- i) Description of the proposed projects and its existing setting:
  - general layout (size, capacity)
  - pre-construction
  - Operation and maintenance
  - Plans for providing utility, waste disposal and other necessary services;
  - Physically setting, ecological setting, demographic setting, socio-cultural setting and institutional setting.
- ii) Description of the environment:
  - Environmental quality (e.g. pollution control standards);
  - Health and safety
  - Protection of sensitive areas (e.g. Forest Conservation Act)
  - Landuse controls



- Rights of indigenous (tribal) peoples.
- iii) Determination of the potential impacts of the proposed project:
  - Environmental carrying capacity of sensitive ecological sites or cultural properties;
  - Social carrying capacity, including attitudes of local people to the proposed influx of outsiders, and potential sources of conflict.
  - Physical carrying capacity of local infrastructure and public services (if not adequately addressed in feasibility studies).

Assist in inter-agency coordination and public participation in tourism projects, it is critical to involve all government agencies concerned, particularly at the local level and to provide complete information to the affected community.

### 12.3 Carrying Capacity

The issue of Carrying Capacity of a destination has a close relationship with its sustainable development. It has varying perspectives which are given below:

- a) In the traditional sense, it is the maximum tourist use that can be accommodated within a specific destination. It is actually the “threshold” limit which is described in terms of volume, density and market-mix (e.g. number of visitors units relative to resident units).
- b) The environmentalists are of the view that carrying capacity management involves maintaining a balance between physical/environmental and visitor experiences. It refers to the maximum number of people who can use the site without an unacceptable alteration in the physical environment or without an unacceptable decline in the quality of experience gained by the visitors.
- c) Carrying capacity in the tourism sector is market driven where the critical threshold appears when tourist number approach the levels which strain the capability of the destination to provide quality experience. At this stage any physical, economic, social, environmental, psychological or political reason might result into tourist apathy towards the destination.



- d) The community-based perspective is concerned with the capability of a destination to absorb tourism before negative effects are felt by the community. This benchmark would depend upon the values determined by the community as to how they perceive the effects of tourism.

These varying perspectives bring forth the basic issues that carrying capacity is not a onetime exercise and that the development, control and planning are important ingredients for monitoring the threshold levels. It has already been mentioned that the capacity of environment to withstand great tourism growth is quite elastic, provided development is properly planned and managed. In this context the following two aspects need a brief presentation:-

#### **12.4 Community Involvement**

There is growing interest in the belief that early and continued involvement of local communities in decision making concerning tourism development in their locality can help to alleviate many of the tourists negative impacts. This notion is founded on the symbiotic relationship that exists between visitors, local communities and destination areas. These three elements interact with each other and create the negative and positive economic, socio-cultural and environmental impacts discussed in earlier chapters. Host communities vary in their ability and willingness to absorb and benefit from tourist activity. Nevertheless, there are practical measures can be taken to involve host communities more in their local tourism systems, for example the establishment of local tourism forums where ideas can be exchanged and issues aired, concessionary admission schemes for local people to tourist attractions and facilities, and public awareness programmes highlighting the benefits of tourism to communities.

#### **12.5 Visitor Management**

Whether or not the number of tourists to an area constitutes sufficient of a problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be



managed in some way. This may be no more than arranging the safe transfer between an arrival departure airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can be used to minimize the tourists' adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behavior with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, way-marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

The tourist arrival figures of Madhya Pradesh indicate that the volume of traffic is not so high as to call for an immediate concern on carrying capacities of major tourist centres. However, a case in point is Kanha National Park, where the environmentalists felt that the threshold level of tourist movement has already been reached and is threatening the ecology. They were of the opinion that inflow should be restricted during certain periods in a year. This issue was taken up by the Consultants while interacting with the Park Director at Mandla. The Park Director was of the view that the heavy influx is limited to a few patches during the year i.e. a fortnight during the festival vacation of October-November, a week during Christmas holidays and a fortnight in the month of May. This heavy inflow, being occasional, is manageable by "Visitor Management" system. The Director proposes to open up another entry point to divert the flow to a new area. He was positive that Kanha has not yet reached the threshold level of its carrying capacity. For the present the vehicular movement within the park has been systematically regulated so that each route does not have more than 5 vehicles at a given time, thus avoiding overcrowding.

It may be, that the present tourist inflow to the major centres do not call for a concern and that the areas already have Master Plans and Land-use Plans with adequate guidelines. But with better infrastructure and tourist facilities and aggressive marketing, Madhya Pradesh would be well on its way to position itself as a major tourist destination.



The Consultants are of the view that the authorities that be, should not wait for that day, but take pre-emptive action well in advance. The State Town and Country Planning should consider to monitor the carrying capacity levels at regular intervals.

The State is also opening up Eco & Adventure Tourism areas which are ecological sensitive and fragile. The demand for these activities is bound to grow in the future. The carrying capacity assessment of each of the identified area along with detailed list of do's and don't to ward off over-exploitation and overuse is of immediate need. The Policy on Eco & Adventure Tourism does not provide for the above guidelines.

## **12.6 Conservation and Preservation of Tourist Resources**

During the forthcoming 20 years period, the improvement in the infrastructure expansion of tourist facilities and a well planned marketing strategy, are bound to draw a larger influx of tourists which will put pressure on the tourist resources, unless simultaneous action for its conservation is not taken in hand. The tourist resource of the state, as identified earlier, are given below:

- Heritage tourist centres
- Pilgrim centres
- Wildlife parks and sanctuaries
- Places of natural beauty
- Eco tourism areas
- Adventure tourism areas
- Sports tourism location

All these resources would need

- a) Proper and systematic conservation so that the attraction is sustained for a longer period of time.
- b) Preservation of these areas from over exploitation, overuse and over-crowding.



### 12.6.1 Heritage Centres

Most of the major heritage monuments are protected by the Archaeological Survey of India, except the monuments of Orchha, which are with the State Department of Archaeology. Out of these Khajuraho and Sanchi have been declared as World Heritage Sites by UNESCO. The ASI and the State Deptt. Of Archaeology have their expert engineering cells to undertake annual conservation programmes. At Khajuraho and Sanchi, the UNESCO also participates with expertise and financial backing. Sanchi, being an important pilgrims for the Buddhists from Japan and South-East Asia, has received financial aid and expertise for complete renovation and environmental development of the adjoining stupa of Satdhara.

### 12.6.2 INTACH

The conservation efforts of the ASI and the State Department of Archaeology are supplemented by the Indian National Trust for Art, Culture and Heritage (INTACH) which has a MP chapter and a special chapter for Khajuraho.

The activities of the MP Chapter includes identification, conservation and cataloging those heritage buildings in towns and village which are not protected by ASI and State Department of Archaeology. Khajuraho chapter of INTACH has obtained foreign financial aid from Hamlyn Foundation for the environmental development of the area. It has already setup a “SILENT ZONE” around western group of temples. The plantation along the approach roads and cleaning & environmental development of three lakes are being taken up. INTACH is also active in Orchha where it has already completed conservation works of a few unprotected monuments. The work of conservation of the fort wall and other unprotected monuments are in progress.



### 12.6.3 MP Heritage Development Trust

The state has taken a timely step in the field of conservation by setting up MP Heritage Development Trust. This trust would ensure sustained heritage conservation efforts, as well as, involve all stakeholders in the conservation process. It is presently engaged in

- Preparing a data base of all heritage properties including natural heritage in the State. In the first phase the heritage properties at Bhopal, Indore, Gwalior and Jabalpur are being listed.
- Actively involving local population in the development of monuments by creating a stake for them in the process a step towards sustainable development of monuments coupled with the economic development of the people in the vicinity. The Trust has identified 42 pilgrims around Khajuraho Heritage Development Region for detailed development plan which will include the livelihood concerns of each family and ecological and environmental concerns as well as tourism and heritage requirements. Similar planning is proposed for Mandu and Orchha.
- The Trust will also liase for central financial assistance for development of ancient centres like Ujjain.

### 12.6.4 Pilgrim Centres

The major pilgrim centres of Ujjain, Omkareshwar, Maheshwar, Amarkantak, Orchha and Chitrakoot have temples and religions idols of heritage importance. These are presently managed by the temple committees and trusts. It is suggested that the Heritage Development Trust should also maintain a constant liaison with the management committees and trust and provide them expert guidance in conservation and environmental development.

### 12.6.5 Wildlife Parks and Sanctuaries

The conservation and management of these areas is based on the National Park Act. This Act deals with the conservation and preservation of fanna and florea of an area which is  
*20 years Perspective Plan of Tourism for the State of Madhya Pradesh*



declared as the National Park. The management pattern of the park, anti poaching and anti exploitation of resource measures, types of roads and dispersal of tourist traffic are the parts of this Act.

#### **12.6.6 Places of Natural Beauty**

These places are Pachmarhi, Bhedaghat and Amarkantak which are administered by the local bodies, the Nagar Panchayats. These bodies do not have the requisite expertise for conservation works and controlling the architectural designs and land use. The Nagar Panchayats have been provided with Area Development Master Plans with detailed guidelines, but have failed in implementation because of lack of expertise. It will be worth while to suggest that the local bodies of these sensitive areas should be provided with the expertise of building and landscape architects.

#### **12.6.7 Eco-tourism, Adventure and Sports Tourism**

The state is promoting these activities under a well thought policy and specific areas have been identified for each type of tourism. Being nature based, these activities are already growing in demand and would accentuate further in the years to come.. The suitable areas for these activities are the wilderness areas which are far flung and not easy to monitor and control

These sites are also fragile and sensitive where the number of visitors may need to be limited and the tourists have to be prohibited from cutting trees for camping and trekking routes or collect rare plants and species of animal. Hence, these activities should be allowed under carefully controlled conditions.

Consultants would like to suggest that the Policy should be strengthened by an effective institutional mechanism to control and monitor the activities.





## CHAPTER - 13

### PLACE WISE DEVELOPMENT PLAN AND INVESTMENT REQUIRED

This Chapter gives details of investment plan required in each of the places in the short, medium and long term.

#### 13.1 Gwalior

With its easy accessibility, this place has been included in the list of major heritage centre to be developed in the short term plan period. It is linked to Khajuraho and Orchha as a travel circuit.

The plan is to develop the facilities at Gwalior to attract foreign tourist on way to Khajuraho. It already has necessary infrastructure, but needs augmentation of facilities.

##### 13.1.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	30.00	31.80	113.04	174.84
Restaurants and eateries	0.25	0.25	0.25	0.75
Transport	11.37	0.55	1.10	13.02
Recreation/shopping	27.00	14.00	0.00	41.00
Infrastructure	2.30	0.80	0.60	3.70
<b>Total</b>	<b>70.92</b>	<b>47.40</b>	<b>114.99</b>	<b>233.31</b>



### 13.1.2 Short Term Plan ( 2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	17,003	1,36,243

#### b) Projected Room Requirements.

Present room strength	331
Rooms required	804

(Figures in Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 100 X 22 lac each	22.00
• Economy Room 400 X 2 lac each	8.00
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
<b>Transport</b>	
• Ropeway upto Gwalior Fort	10.00
• Tourist Car 15 X 5 lac each	0.75
• Tourist Coaches 4 X 15 lac each	0.60
• Elephants 10 X 0.20 lac each	0.02
<b>Recreation/shopping</b>	
• Water sports Centre at Tighra Lake	2.00
• Golf Course	15.00
• Amusement Park	2.00
• Ornamental Park	2.00
• Landscape Development of phoolbagh area	1.00
• Convention Center	5.00
<b>Infrastructure</b>	
• Improvement of road within the fort	2.00
• Toilet facilities near the monuments	0.30
<b>TOTAL</b>	<b>70.92</b>



### 13.1.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	24,983	1,91,087

#### b) Projected Room Requirements.

Present room strength	331
Rooms required	1131

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 100 X 26.40 lac each	26.40
• Economy Room 225 X 2.40 lac each	5.40
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
<b>Transport</b>	
• Tourist Car 5 X 5 lac each	0.25
• Tourist Coaches 2 X 15 lac each	0.30
<b>Recreation/shopping</b>	
• Water sports Centre at Tighra Lake	1.00
• Amusement Park	1.00
• Ornamental Park	1.00
• Landscape Development of phoolbagh area	1.00
• Convention Culture	10.00
<b>Infrastructure</b>	
• Improvement of road within the fort	0.50
• Toilet facilities near the monuments	0.30
<b>TOTAL</b>	<b>47.40</b>



### 13.1.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	49,145	3,42,208

#### b) Projected Room Requirements.

Present room strength	331
Rooms required	1750

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 300 X 31.68 lac each	95.04
• Economy Room 625 X 2.88 lac each	18.00
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
<b>Transport</b>	
• Tourist Car 10 X 5 lac each	0.50
• Tourist Coaches 4 X 15 lac each	0.60
<b>Infrastructure</b>	
• Improvement of road within the fort	0.30
• Toilet facilities near the monuments	0.30
<b>TOTAL</b>	<b>114.99</b>



## 13.2 Shivpuri

Shivpuri, with its Madhav National Park and scenic ambiance, is a part of the travel circuit from Gwalior to Orchha by road. Tourist visiting Gwalior could be encouraged to visit Shivpuri for an overnight stay.

The tourist development need are planned to be provided alongwith Gwalior within the short and medium term plans. Being a district town it has the requisite infrastructure for building up the facilities.

### 13.2.1 Summary of Investment Required

(Figures in Rs.Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	0.00	0.00
Restaurants and eateries	0.25	0.16	0.35	0.76
Transport	0.55	0.80	0.65	2.00
Recreation/shopping	6.80	1.00	0.80	8.60
Excursion	1.40	0.50	1.00	2.90
Infrastructure	3.00	3.50	0.50	7.00
<b>Total</b>	<b>12.00</b>	<b>5.96</b>	<b>3.30</b>	<b>21.26</b>



### 13.2.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2002-06	174	12,412

#### b) Projected Room Requirements.

Present room strength	136
Rooms required	50

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Coaches 3 X 10 lac each	0.30
• Gypsy Vehicles 5 X 5 lac each	0.25
<b>Recreation/shopping</b>	
• Visitor's Centre at the National park	3.00
• Boating facilities	0.50
• Improvement of Sakhya Sagar Boat Club	0.50
• Development of Bhadiya kund as picnic spot	0.30
• Craft centers	2.00
• Improvement of shooting boxes into viewpoints	0.50
<b>Excursions</b>	
• Provision of transportation and tourist facilities in Kuno Safari Park	1.00
• Basic tourist amenities at Madikheda	0.20
• Cafeteria and toilet facilities at Narwar	0.20
<b>Infrastructure</b>	
• Widening of approach road to the Park	0.50
• Parking area, cafeteria and toilet facilities at the Park entrance	0.50
• Renovation of old purification plant for mineral water of Bhadayakund	2.00
<b>TOTAL</b>	<b>12.00</b>



### 13.2.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2007-11	212	13,372

#### b) Projected Room Requirements.

Present room strength	136
Rooms required	54

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 2X 5 lac each	0.10
• Eateries 3 X 2 lac each	0.06
<b>Transport</b>	
• Mini Coaches 3 X 10 lac each	0.30
• Gypsy Vehicle 5 X 10 lac each	0.50
<b>Recreation /shopping</b>	
• Improvement of Sakhya Sagar Boat club.	0.50
• Craft center	0.50
<b>Excursion</b>	
• Transport for Wildlife viewing at Kuna National Park, 5 mini coach X 10 lac each	0.50
<b>Infrastructure</b>	
• Improvement and widening of the road inside the National Park	2.00
• Water supply	0.50
• Renovation of mineral water purification plant	1.00
<b>TOTAL</b>	<b>5.96</b>



### 13.2.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2012-21	313	16,300

#### b) Projected Room Requirements.

Present room strength	136
Rooms required	66

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Coaches 4 X 10 lac each	0.40
• Gypsy vehicles 5 X 5 lac each	0.25
<b>Recreation /shopping</b>	
• Boating facilities	0.50
• Folk performance	0.30
<b>Excursion</b>	
• Tourist Reception center at Kuno Lion Safari Park	1.00
<b>Infrastructure</b>	
• Water supply	0.50
<b>TOTAL</b>	<b>3.30</b>





### 13.3 Orchha

The home of Bundela architecture and painting, Orchha forms an ideal heritage circuit with Khajuraho. Presently the tourist groups, visiting Khajuraho from the convenient railhead of Jhansi, take a quick round of Orchha but do not stay overnight. Its scenic location on the banks of river Betwa and the monuments have adequate potential for holding back tourist for one night. Orchha has been included for development in the short term plan because it is a part of a major heritage circuit having better connectivity.

#### 13.3.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	17.28	17.28
Restaurants and eateries	0.25	0.20	0.25	0.70
Transport	0.45	0.30	0.45	1.20
Recreation/shopping	10.30	2.60	1.60	14.50
Infrastructure	5.50	1.82	6.10	13.42
<b>Total</b>	<b>16.50</b>	<b>4.92</b>	<b>25.68</b>	<b>47.10</b>



## 13.3.2 Short Term Plan (2002-2006)

## a) Projected Tourist Arrivals

Year	Foreign	Domestic
2002-06	37,990	63,330

## b) Projected Room Requirements.

Present room strength	88
Rooms required	39

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 2 X 5 lac each	0.10
<b>Transport</b>	
• Tourist cars 3 X 5 lac each	0.15
• Mini Coaches 3 X 10 lac each	0.30
<b>Recreation/Shopping</b>	
• Sound and light show	2.00
• Boating facilities	0.30
• Nature trails in the forest and along the river	0.50
• Sitting places	0.15
• Heritage trail	0.15
• Museum of Bundelkhand paintings and artifacts	5.00
• Folk performance	0.20
• Craft center	2.00
<b>Infrastructure</b>	
• Improvement of approach road to the monuments	1.00
• Development of Chhatri complex	0.50
• Beautification and facilities at the selected points on river front	0.50
• Water supply	0.50
• Area development and plantation	1.00
• Development of Orchha Wild life sanctuary	2.00
<b>TOTAL</b>	<b>16.50</b>



### 13.3.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2007-11	73,146	77,051

#### b) Projected Room Requirements.

Present room strength	88
Rooms required	55

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 2X 5 lac each	0.10
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Travel cars 2 X 5 lac each	0.10
• Mini Coaches 2 X 10 lac each	0.20
<b>Recreation/Shopping</b>	
• Boating facilities	0.40
• Heritage trail	0.20
• Craft village	1.00
• Visitors center at Orchha sanctuary	1.00
<b>Infrastructure</b>	
• Development of Chhatri area	0.30
• Beautification of river front	0.02
• Area development and plantation	1.00
• Gardens and Parks	0.50
<b>TOTAL</b>	<b>4.92</b>



### 13.3.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2012-21	2,71,168	1,25,508

#### b) Projected Room Requirements.

Present room strength	88
Rooms required	131

(Figures in Rs. Crore)

Infrastructure	Investment
<b>Accommodation</b>	
• Luxury Room 50 X 31.68 lac each	15.84
• Economy Room 50 X 2.88 lac each	1.44
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Tourist cars 3 X 5 lac each	0.15
• Mini Coaches 3 X 10 lac each	0.30
<b>Recreation/Shopping</b>	
• Boating facilities	0.30
• Promotion of Folk performances	0.30
• Craft village	1.00
<b>Infrastructure</b>	
• New approach road to the monuments	0.30
• Beautification of river front	0.30
• Water supply	1.00
• Area development and plantation	1.50
• Gardens and Parks	1.00
• Development of Orchha Wildlife Sanctuary	2.00
<b>TOTAL</b>	<b>25.68</b>



### 13.4 Khajuraho

It is a stand alone destination and also a part of the Gwalior – Orchha – Khajuraho circuit. It receives maximum number of foreign tourists in Madhya Pradesh. The foreign tourists generally stay for one night and the domestic tourists for two nights.

Khajuraho is being taken up as a priority center for development.

Its development needs are:

a) Infrastructure development

- Improvement of internal and approach roads.
- Toilet facilities.
- Gardens and Parks.
- Upgradation of Primary Health Centre.

b) Development of tourist facilities at Panna National Park.

c) Development of excursion

- Ranel falls and Pandav falls.

(b) and (c) would help in extending the stay of the tourists.

The needs of additional accommodation and transport, according to the increase in tourist arrivals, can also be taken care of.

#### Connectivity

Air - Connected to Delhi, Agra and Varanasi

Rail - Connected by convenient railheads of Jhansi and Satna, Direct rail link is under consideration with Indian Railways.

Road - Connected to National Highway No.75 by 7 Kms approach road.

#### 13.4.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	13.50	10.80	156.24	180.54
Restaurants and eateries	0.60	0.95	1.20	2.75
Transport	6.62	7.26	6.06	19.94
Recreation/shopping	0.40	0.15	0.15	0.70
Excursion	1.00	1.00	2.00	4.00
Infrastructure	8.20	7.95	5.90	22.05
<b>Total</b>	<b>30.32</b>	<b>28.11</b>	<b>171.55</b>	<b>229.98</b>



### 13.4.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2002-06	80,244	2,54,298

#### b) Projected Room Requirements.

Present room strength	939
Rooms required	1353

(Figures in Rs. Crore)

Item	Investment
<b>Accommodation</b>	
• Economy Room 375 X 2.00 lac each	13.50
<b>Restaurants and eateries</b>	
• Restaurants 10 X 5 lac each	0.50
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Tourist Cars 50 X 5 lac each	2.50
• Tourist Coaches 15 X 15 lac each	2.25
• Auto Rickshaws & Cycle Rickshaws	0.20
<b>For Panna National Park</b>	
• Battery Operated Mini Coaches 4 X 10 lac each	0.40
• Jipsy Vehicle 5 X 5 lac each	0.25
• Elephants 10 X 0.20 lac each	0.02
• Boating with Jetty	1.00
<b>Excursion</b>	
• Raneh Falls	0.50
• Pandav Falls	0.50
<b>Recreation/Shopping</b>	
• Cafeteria	0.20
• Boating facilities	0.20
<b>Infrastructure</b>	
• Watch Towers	0.75
• Visitors Centre	2.00
• Widening of Bamitha - Khajuraho Road	0.50
• Improvement and Widening of Internal Road and Approach Road to the monuments	0.45
• Water Supply	2.00
• Upgradation of Primary Health Centre	2.00
• Garden and Parks	0.30
• Tourist Police System	0.20
<b>TOTAL</b>	<b>30.32</b>



### 13.4.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2007-11	1,23,465	3,56,666

#### b) Projected Room Requirements.

Present room strength	939
Rooms required	1928

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 450 X 2.40 lac each	10.80
<b>Restaurants and eateries</b>	
• Restaurants 15 X 5 lac each	0.75
• Eateries 10 X 2 lac each	0.20
<b>Transport</b>	
• Tourist Cars 50 X 5 lac each	2.50
• Tourist Coaches 20 X 15 lac each	3.00
• Auto Rickshaws & Cycle Rickshaws	0.20
<b>For Panna National Park</b>	
• Battery Operated Mini Coaches 3 X 10 lac each	0.30
• Jipsy Vehicle 5 X 5 lac each	0.25
• Elephants 5 X 0.20 lac each	0.01
• Boating with Jetty	1.00
<b>Recreation/Shopping</b>	
• Boating facilities	0.15
<b>Excursion</b>	
• Raneh Falls	0.50
• Pandav Falls	0.50
<b>Infrastructure</b>	
• Water Supply	2.80
• Waste Water Disposal	0.50
• Upgradation of Primary Health Centre	2.00
• Area Development and Plantation	1.50
• Gardens and Parks	0.40
• Watch Towers	0.75
<b>TOTAL</b>	<b>28.11</b>



### 13.4.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2012-21	2,92,286	7,01,616

#### b) Projected Room Requirements.

Present room strength	939
Rooms required	3930

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 350 X 38.68 lac each	110.88
• Economy Room 1575 X 2.88 lac each	45.36
<b>Restaurants and eateries</b>	
• Restaurants 20 X 5 lac each	1.00
• Eateries 10 X 2 lac each	0.20
<b>Transport</b>	
• Tourist Cars 20 X 5 lac each	1.00
• Tourist Coaches 25 X 15 lac each	3.75
• Auto Rickshaws & Cycle Rickshaws	0.25
<b>For Panna National Park</b>	
• Battery Operated Mini Coaches 3 X 10 lac each	0.30
• Jipsy Vehicle 5 X 5 lac each	0.25
• Elephants 5 X 0.20 lac each	0.01
• Boating	0.50
<b>Recreation/Shopping</b>	
• Boating facilities	0.15
<b>Excursion</b>	
• Raneh Falls	1.00
• Pandav Falls	1.00
<b>Infrastructure</b>	
• Water Supply	2.00
• Waste Water Disposal	0.50
• Upgradation of Primary Health Centre	1.00
• Area Development and Plantation	1.50
• Gardens and Parks	0.30
• Watch Towers	0.50
• Binoculars 10 X 1 lac each	0.10
<b>TOTAL</b>	<b>171.55</b>





### 13.5 Maheshwar

Located on the banks of river Narmada, it has temples and sprawling ghats. It was the seat of Holkar rulers before Indore became the capital. It is 85 Kms from Indore, approachable by a link road from the National Highway No.3.

It is a part of Indore – Ujjain – Mandu circuit.

#### 13.5.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	0.00	0.00
Restaurants and eateries	0.11	0.19	0.00	0.30
Transport	0.20	0.25	0.00	0.45
Recreation/shopping	0.40	0.75	2.25	3.40
Infrastructure	0.65	0.75	1.20	2.60
<b>Total</b>	<b>1.36</b>	<b>1.94</b>	<b>3.45</b>	<b>6.75</b>



### 13.5.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	1,293	3,915

#### b) Projected Room Requirements.

Present room strength	71
Rooms required	5

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 1 X 3 lac each	0.03
• Eateries 4 X 2 lac each	0.08
<b>Transport</b>	
• Tourist Cars 2 X 5 lac each	0.10
• Auto Rickshaw	0.10
<b>Recreation / Shopping</b>	
• Boating	0.10
• Sitting places along the river	0.05
• Improvement of craft village	0.25
<b>Infrastructure</b>	
• Improvement of approach to Ghats	0.10
• Improvement of approach to Sahastradhara	0.10
• Water Supply	0.20
• Area development and plantation	0.25
<b>TOTAL</b>	<b>1.36</b>



### 13.5.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	1,612	4,115

#### b) Projected Rooms Requirements.

Present room strength	71
Room required	6

(Figures in Rs. Crore)

Item	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 3 lac each	0.09
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Tourist Cars 2 X 5 lac each	0.10
• Auto Rickshaw	0.15
<b>Recreation / Shopping</b>	
• Walkway along the river	0.50
• Sitting places along the river and at the Ghat	0.05
• Boating	0.15
• Promotion of folk performances	0.05
<b>Infrastructure</b>	
• Widening of Internal roads	0.25
• Water Supply	0.30
• Area development and plantation	0.20
<b>TOTAL</b>	<b>1.94</b>



### 13.5.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	2,625	5,016

#### b) Projected Room Requirements.

Present room strength	71
Rooms required	8

(Figures in Rs. Crore)

Item	Investment
<b>Recreation / Shopping</b>	
• Cultural Centre for religious discourses and performances	2.00
• Improvement of Craft Village	0.25
<b>Infrastructure</b>	
• Widening of internal road	0.50
• Water supply and waste water disposal	0.20
• Area development and plantation	0.50
<b>TOTAL</b>	<b>3.45</b>



### 13.6 Omkareshwar

A major pilgrim center with another Jyotirlinga. Omkareshwar is located on the confluence of river Narmada and Kaveri. It is 85 kms from Indore by road. It has religious linkages with Ujjain, which has another Jyotirlinga.

Hence, it has been included in the long term plan as a stand alone pilgrim center.

#### 13.6.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	13.00	2.40	8.64	24.04
Restaurants and eateries	0.16	0.09	0.26	0.51
Transport	0.30	0.25	0.70	1.25
Recreation/shopping	0.45	0.05	2.40	2.90
Infrastructure	0.60	0.50	1.20	2.30
<b>Total</b>	<b>14.51</b>	<b>3.29</b>	<b>13.20</b>	<b>31.00</b>



### 13.6.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	9,041	1,59,450

#### b) Projected Room Requirements.

Present room strength	50
Rooms required	689

(Figures in Rs. Crore)

Infrastructure	Investment
<b>Accommodation</b>	
• Economy Room 650 X 2.00 lac each	13.00
<b>Restaurants and eateries</b>	
• Restaurants 2 X 3 lac each	0.06
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Coaches 5 X 10 lac each	0.10
• Gypsy Vehicles 2 X 5 lac each	0.10
• Auto-rickshaws	0.10
<b>Recreation/shopping</b>	
• Boating facilities	0.15
• Parks and Gardens	0.10
• Setting up craft centers	0.20
<b>Infrastructure</b>	
• Improvement of steps to the temple	0.10
• Water supply	0.30
• Area development and plantation	0.20
<b>TOTAL</b>	<b>14.51</b>



### 13.6.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	15,235	1,80,403

#### b) Projected Room Requirements.

Present room strength	50
Rooms required	786

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 100 X 2.40 lac each	2.40
<b>Restaurants and eateries</b>	
• Restaurants 1 X 3 lac each	0.03
• Eateries 3 X 2 lac each	0.06
<b>Transportation</b>	
• Mini Coaches 1 X 10 lac each	0.10
• Gypsy Vehicle 3 X 5 lac each	0.15
<b>Recreation /shopping</b>	
• Parks and Garden	0.05
<b>Infrastructure</b>	
• Widening of steps to the temple	0.20
• Improvement of pilgrim trail	0.10
• Water supply	0.10
• Area development and plantation	0.10
<b>TOTAL</b>	<b>3.29</b>



### 13.6.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	47,318	2,42,447

#### b) Projected Room Requirements.

Present room strength	50
Rooms required	1090

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 300 X 2.88 lac each	8.64
<b>Restaurants and eateries</b>	
• Restaurants 2 X 3 lac each	0.06
• Eateries 10 X 2 lac each	0.20
<b>Transport</b>	
• Gypsy vehicles 5 X 5 lac each	0.25
• Mini coach 3X 10 lac each	0.30
• Auto-rickshaws	0.15
<b>Recreation/shopping</b>	
• Cultural center for religious discourses and performance	2.00
• Promotion of folk performances	0.10
• Construction of boating jetty	0.05
• Park and Gardens	0.10
• Expansion of craft center	0.15
<b>Infrastructure</b>	
• Improvement and widening of 8 kms approach road	0.20
• Improvement of internal roads	0.50
• Water supply and waste disposal	0.30
• Plantation	0.20
<b>TOTAL</b>	<b>13.20</b>





### 13.7 Mandu

The plateau of Mandu has limited space with a number of monuments, view points and forest area.

The development of lowest facilities on the plateau will spoil the scenic surroundings and ecology of the plateau. It is, therefore, proposed that a satellite tourist township should be set up at Natehha, 7 Kms away, which is on a level ground with adequate availability of water and power. This place can have the airstrip, tourist accommodation and other civic facilities.

Mandu is an important heritage centre which has been included in the travel circuit with Indore for development in the medium term plan.

The emphasis in the proposed plan is improvement of environment, provision of recreation facilities and development of infrastructure.

#### Connectivity

By Road - Road from Indore to Gujari is on the National Highway No.3. The road from Gujari to Mandu (30 Kms.) is being improved by State PWB under BOT Scheme.

#### 13.7.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	1.00	1.20	2.88	5.08
Restaurants and eateries	0.23	0.28	0.16	0.67
Transport	0.60	0.85	0.55	2.00
Recreation/shopping	0.70	5.00	1.80	7.50
Infrastructure	8.50	20.40	14.30	43.20
<b>Total</b>	<b>11.03</b>	<b>27.73</b>	<b>19.69</b>	<b>58.45</b>



### 13.7.2 Short Term Plan ( 2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	3,136	1,91,359

#### b) Projected Room Requirements.

Present room strength	73
Rooms required	108

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 50 X 2.00 lac each	1.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateris 4 X 2 lac each	0.08
<b>Transport</b>	
• Tourist Cars 4 X 5 lac each	0.20
• Mini Coaches 3 X 10 lac each	0.30
• Auto Rickshaw & tempos	0.10
<b>Recreation / Shopping</b>	
• Development of view points	0.10
• Nature trails	0.10
• Improvement of lake	0.20
• Boating Facility	0.10
• Development of Echo and sunset points	0.10
• Sitting places	0.10
<b>Infrastructure</b>	
• Improvement of internal road	0.30
• Bus Stand	0.10
• Toilet facilities	0.10
• Water Supply	1.00
• Area Development and Plantation	2.00
• Development of tourist township at valchha	5.00
<b>TOTAL</b>	<b>11.03</b>



### 13.7.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	4,398	2,68,391

#### b) Projected Room Requirements.

Present room strength	73
Rooms required	151

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 50 X 2.40 lac each	1.20
<b>Restaurants and eateries</b>	
• Restaurants 4 X 5 lac each	0.20
• Eateries 4 X 2 lac each	0.08
<b>Transport</b>	
• Tourist Cars 5 X 5 lac each	0.25
• Mini Coaches 4 X 10 lac each	0.40
• Auto Rickshaw & tempos	0.20
<b>Recreation / Shopping</b>	
• Sound and light show	2.00
• Development of view points	0.15
• Nature trails	0.15
• Improvement of lake	0.50
• Boating Facility	0.30
• Pony /riding	0.30
• Promotion of tribal performances	0.20
• Development of Echo and sunset points	0.15
• Sitting places with Shades	0.25
• Recreation Center	1.00
<b>Infrastructure</b>	
• Improvement and widening of internal road	1.00
• Bus Stand	0.30
• Toilet facilities	0.10
• Area Development and Plantation	4.00
• Development of tourist township at valchha	10.00
• Development of airstrip at Mandu	5.00
<b>TOTAL</b>	<b>27.73</b>



### 13.7.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	7,876	4,80,647

#### b) Projected Room Requirements.

Present room strength	73
Rooms required	271

(Figures in Rs. Crore)

Items	Investment
<b>Accommodations</b>	
• Economy Room 100 X 2.88 lac each	2.88
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateris 3 X 2 lac each	0.06
<b>Transport</b>	
• Tourist Cars 3 X 5 lac each	0.15
• Mini Coaches 3 X 10 lac each	0.30
• Auto Rickshaw & tempos	0.10
<b>Recreation / Shopping</b>	
• Improvement of lake	0.30
• Boating facilities	0.20
• Pony riding	0.20
• Promotion of tribal performances	0.10
• Recreation Center	1.00
<b>Infrastructure</b>	
• Widening of internal road	0.20
• Bus Stand Complex	0.10
• Area Development and Plantation	4.00
• Development of tourist township at Valchha	10.00
<b>TOTAL</b>	<b>19.69</b>



### 13.8 Bhedaghat

River Narmada passing through the Marbal Rocks is a facinating sight. It is 20 Kms from Jabalpur which is well connected by Air, Rail and Road.

Bhedaghat forms the travel circuit with Kanha National Park and Bandhavgarh with Jabalpur being the take off point. The plan is to develop this place as a major attraction center by the end of medium term plan.

#### 13.8.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	0.00	0.00
Restaurants and eateries	0.20	0.25	0.20	0.65
Transport	0.30	0.25	0.30	0.85
Recreation/shopping	3.35	4.00	0.00	7.35
Infrastructure	0.60	0.45	5.40	6.45
<b>Total</b>	<b>4.45</b>	<b>4.95</b>	<b>5.90</b>	<b>15.30</b>



### 13.8.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	2,993	27,067

#### b) Projected Room Requirements.

Present room strength	37
Rooms required	7

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Cars 2 X 5 lac each	0.10
• Mini Coaches 2 X 10 lac each	0.20
<b>Recreation / Shopping</b>	
• Flood fighting of Marble Rocks	2.50
• Boating Facility	0.50
• Jetty improvement	0.10
• Craft Center	0.25
<b>Infrastructure</b>	
• Improvement of 5 Kms approach road	0.10
• Water supply	0.50
<b>TOTAL</b>	<b>4.45</b>



### 13.8.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	4,398	29,884

#### b) Projected Room Requirements.

Present room strength	37
Rooms required	8

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transportation</b>	
• Cars 3 X 5 lac each	0.15
• Mini Coaches 1 X 10 lac each	0.10
<b>Recreation / Shopping</b>	
• Boating Facility	0.25
• Promotion of folk performance	0.10
• Ropeway across Bandarkund	3.00
• Emporium	0.50
• Craft Center	0.15
<b>Infrastructure</b>	
• Widening of 5 Kms approach road	0.20
• Water supply	0.25
<b>TOTAL</b>	<b>4.95</b>



### 13.8.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	8,652	36,429

#### b) Projected Room Requirements.

Present room strength	37
Rooms required	13

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	<b>0.00</b>
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateries 5 X 2 lac each	0.10
<b>Transportation</b>	
• Cars 2 X 5 lac each	0.10
• Mini Coaches 2 X 10 lac each	0.20
<b>Infrastructure</b>	
• Improvement of internal road	0.10
• Sitting places at Dhuandhar	0.05
• Water supply	0.25
• Development of Jabalpur Airport	5.00
<b>TOTAL</b>	<b>5.90</b>





### 13.9 Kanha National Park

One of the Project Tiger Park and a Tiger Reserve, Kanha is in the heart of Kipling Country. Wildlife viewing and eco-tourism are its assets.

Kanha has been placed in the priority of wildlife circuit in the medium term plan. It can be connected to two circuits, one with Bandhavgarh from Jabalpur and the other from Nagpur with Pench Tiger Reserve. The development process would start from short term plan but the major thrust would be during medium term plan

#### 13.9.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	3.00	0.60	18.00	21.60
Restaurants and eateries	0.16	0.23	0.35	0.74
Transport	1.52	2.03	1.52	5.07
Recreation/shopping	6.20	1.60	0.50	8.30
Infrastructure	4.00	4.00	3.50	11.50
<b>Total</b>	<b>14.88</b>	<b>8.46</b>	<b>23.87</b>	<b>47.21</b>



### 13.9.2 Short Term Plan ( 2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	1,484	48,535

#### b) Projected Room Requirements.

Present room strength	174
Rooms required	284

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 150 X 2.00 lac each	3.00
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateries 3 X 0.2 lac each	0.06
<b>Transport</b>	
• Gypsy Vehicle 10 X 5 lac each	0.50
• Mini Coaches 10 X 10 lac each (Battery Operated)	1.00
• Elephants 10 X 0.20 lac each	0.02
<b>Recreation / Shopping</b>	
• Visitors Center	5.00
• Promotion of tribal performance	0.20
• Handicraft Center	1.00
<b>Infrastructure</b>	
• Improvement of Mocha – Mukki Roads	0.30
• Improvement of internal roads	1.50
• Watch Tower	0.50
• Bus Stand / Shopping Complex / Toilet facilities	0.50
• Water Supply	1.20
<b>TOTAL</b>	<b>14.88</b>



### 13.9.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	1,679	54,913

#### b) Projected Room Requirements.

Present room strength	174
Rooms required	322

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Economy Room 25 X 2.40 lac each	0.60
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 4 X 2 lac each	0.08
<b>Transport</b>	
• Gypsy Vehicle 10 X 5 lac each	0.50
• Mini Coaches 15 X 10 lac each (Battery Operated)	1.50
• Elephants 15 X 0.20 lac each	0.03
<b>Recreation / Shopping</b>	
• Visitors Center	1.00
• Promotion of tribal performance	0.10
• Handicraft Center	0.50
<b>Infrastructure</b>	
• Widening of Mocha – Mukki Roads	0.50
• Improvement of internal roads	1.50
• Watch Tower	0.30
• Bus Stand / Shopping Complex / Toilet facilities	0.50
• Water Supply	1.20
<b>TOTAL</b>	<b>9.06</b>



### 13.9.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	2,256	73,799

#### b) Projected room requirements.

Present room strength	174
Rooms required	433

(Figures in Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 50 X 31.68 lac each	15.84
• Economy Room 75 X 2.88 lac each	2.16
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Gypsy Vehicle 10 X 5 lac each	0.50
• Mini Coaches 10 X 10 lac each (Battery Operated)	1.00
• Elephants 10 X 0.20 lac each	0.02
<b>Recreation / Shopping</b>	
• Handicraft Centre	0.50
<b>Infrastructure</b>	
• Improvement of internal roads	2.00
• Watch Tower	0.50
• Water Supply	1.00
<b>TOTAL</b>	<b>23.27</b>



### 13.10 Bandhavgarh National Park

An old game preserve of the rulers of Rewa, it is a National Park with a touch of heritage in the form of an old fort and cave. It is the best place to see tiger in its natural habitat.

Bandhavgarh with Kanha National Park is already a known circuit to the foreign wildlife tour operators. The plan is to provide a major thrust of development during the medium term plan.

#### 13.10.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	1.00	0.00	0.00	1.00
Restaurants and eateries	0.16	0.35	0.35	0.86
Transport	0.82	1.28	1.02	3.12
Recreation/shopping	4.10	2.60	0.70	7.40
Infrastructure	3.00	4.00	2.70	9.70
<b>Total</b>	<b>9.08</b>	<b>8.23</b>	<b>4.77</b>	<b>22.08</b>



**13.10.2 Short Term Plan (2002-2006)****a) Projected Tourist Arrivals**

<b>Year</b>	<b>Foreign</b>	<b>Domestic</b>
2005-06	1,492	11,704

**b) Projected Room Requirements.**

Present room strength	129
Rooms required	79

(Figures in Rs. Crore)

<b>Items</b>	<b>Investment</b>
<b>Accommodation</b>	
• Economy Room 50 X 2.00 lac each	1.00
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateries 3 X 2 lac each	0.06
<b>Transport</b>	
• Gypsy Vehicles 10 X 5 lac each	0.50
• Mini Coaches 3 X 10 lac each	0.30
• Elephants 10 X 0.20 lac each	0.02
<b>Recreation / Shopping</b>	
• Folk performance	0.10
• Craft centers	1.00
• Visitor's Centre	3.00
<b>Infrastructure</b>	
• Improvement of Park Roads	2.00
• Watch Towers	0.50
• Water Supply	0.50
<b>TOTAL</b>	<b>9.08</b>



### 13.10.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	2,044	12,301

#### b) Projected Room Requirements.

Present room strength	129
Rooms required	88

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 5X 5 lac each	0.25
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Gypsy Vehicle 15 X 5 lac each	0.75
• Mini Coaches 5 X 10 lac each	0.50
• Elephants 15	0.03
<b>Recreation / Shopping</b>	
• Folk performance	0.10
• Craft center	0.50
• Visitor's Centre	2.00
<b>Infrastructure</b>	
• Improvement of Park road	2.00
• Watch towers/ hides	0.50
• Water supply	1.00
<b>TOTAL</b>	<b>7.73</b>



### 13.10.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	4,021	14,276

#### b) Projected Room Requirements.

Present room strength	129
Rooms required	119

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Gypsy vehicles 10 X 5 lac each	0.50
• Mini Coaches 5 X 10 lac each	0.50
• Elephants 10 X 0.20 lac each	0.02
<b>Recreation / Shopping</b>	
• Folk performance	0.20
• Craft center	0.50
<b>Infrastructure</b>	
• Improvement of Park Road	2.00
• Watch towers/hides	0.20
• Water supply	0.50
<b>TOTAL</b>	<b>4.67</b>





### 13.11 Sanchi

Sanchi is linked to Bhopal as a travel circuit. Presently Bhopal, the take-off point, is the place of stay both for foreign and domestic tourists. The effort would be to make the tourists stay overnight by enhancing the product and developing the excursion points of Vidisha, Udaigiri Caves and Heliodorus Pillar.

In the short term plan the strategy proposed is:

- (a) Develop a resort hotel because of the scenic ambience of the place.
- (b) Provide evening entertainment by sound and light show and a visitors centre.
- (c) Develop excursion points for additional activity and tourist spending.
- (d) Improve infrastructure by improving road, providing toilet facilities, water supply and gardens and parks.

The medium and long-term plans would provide for the facilities and infrastructure according to the growth of tourist arrivals.

#### 13.11.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	0.00	0.00
Restaurants and eateries	0.25	0.16	0.19	0.60
Transport	0.45	0.30	0.50	1.25
Recreation/shopping	4.60	3.10	1.80	9.50
Infrastructure	2.70	3.50	4.40	10.60
<b>Total</b>	<b>8.00</b>	<b>7.06</b>	<b>6.89</b>	<b>21.95</b>



**13.11.2 Short Term Plan (2002-2006)****a) Projected Tourist Arrivals**

<b>Year</b>	<b>Foreign</b>	<b>Domestic</b>
2005-06	11,359	99,986

**b) Projected Room Requirements.**

Present room strength	47
Rooms required	18

(Figures in Rs. Crore)

<b>Items</b>	<b>Investment</b>
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Tourist Cars 3 X 5 lac each	0.15
• Tourist Coaches 2 X 15 lac each	0.30
<b>Recreation / Shopping</b>	
• Sound and Light Show	1.50
• Visitor's Center	2.00
• Sonari and Satdhara Stupas	0.50
• Udaigiri Caves	0.30
• Heliodorus Pillar	0.30
<b>Infrastructure</b>	
• Improvement of Internal Roads	0.20
• Bus Stand and Shopping Complex	0.20
• Toilet facilities	0.10
• Water Supply	0.20
• Area Development and Plantation	1.50
• Garden and Parks	0.50
<b>TOTAL</b>	<b>8.00</b>



### 13.11.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	17,477	1,21,649

#### b) Projected Room Requirements.

Present room strength	47
Rooms required	23

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 2 X 5 lac each	0.10
• Eateries 3 X 2 lac each	0.06
<b>Transport</b>	
• Tourist Cars 3 X 5 lac each	0.15
• Tourist Coaches 1 X 15 lac each	0.15
<b>Recreation / Shopping</b>	
• Visitor's Center	2.00
• Sonari and Satdhara Stupas	0.30
• Udaigiri Caves	0.40
• Heliodorus Pillar	0.40
<b>Infrastructure</b>	
• Widening of Stupa Road	0.20
• Improvement of Internal Roads	0.10
• Bus Stand and Shopping Complex	0.20
• Area Development and Plantation	1.50
• Gardens & Parks	0.50
• Upgradation of Primary Health Center	1.00
<b>TOTAL</b>	<b>7.06</b>



### 13.11.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	37,732	1,98,153

#### b) Projected Room Requirements.

Present room strength	47
Rooms required	40

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 2 X 2 lac each	0.04
<b>Transport</b>	
• Tourist Cars 4 X 5 lac each	0.20
• Tourist Coaches 2 X 15 lac each	0.30
<b>Recreation / Shopping</b>	
• Visitor's Centre	1.00
• Sonari and Satdhara Stupas	0.20
• Udaigiri Caves	0.30
• Heliodorus Pillar	0.30
<b>Infrastructure</b>	
• Improvement of Stupa Road	0.10
• Improvement of Internal Roads	0.20
• Bus Stand and Shopping Complex	0.10
• Area Development and Plantation	1.00
• Gardens & Parks	1.00
• Upgradation of Primary Health Center	2.00
<b>TOTAL</b>	<b>6.89</b>



### 13.12 Bhopal

The capital of the state is a place of scenic beauty, royal heritage and archaeological monuments. It is the take off point for the Buddhist center of Sanchi, 5<sup>th</sup> century A.D Caves of Udaigiri, the massive Shiva Temple of Bhojpur and the prehistoric rock shelters of Bhimbaitika. Being the seat of the Govt., it is the ideal place for Conferences and Conventions.

Due to its good connectivity, Bhopal has been included with Sanchi as a circuit for development during the short term plan programme.

#### 13.12.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Transport	3.75	-	-	3.75
Recreation/shopping	35.00	-	-	35.00
Infrastructure	10.00	-	-	10.00
<b>Total</b>	<b>48.75</b>	-	-	<b>48.75</b>



**13.12.2 Short Term Plan**

(Figures in Crore)

<b>Item</b>	<b>Investment</b>
<b>Transport</b>	
• Tourist Cars 30 X 10 lac each	1.50
• Tourist Coaches 15 X 15 lac each	2.25
<b>Recreation / Shopping</b>	
• Convention Center	25.00
• Water Support Center	10.00
<b>Infrastructure</b>	
• Development of Bhopal Airport for wide-bodied aircraft.	10.00
<b>TOTAL</b>	<b>48.75</b>



### 13.13 Panchmarhi

The hill retreat of Panchmarhi is located in the Satpura ranges. It has nearly 45 view points and is mainly visited by the domestic tourist.

In the perspective plan, this place has been placed for development as a destinations in the short term plan. It is proposed to provide recreation facilities, adventure and eco-tourism activities and the infrastructure during short term and medium term plans so that the benefits of tourism could accrue at an early stage.

#### 13.13.1 Summary of Investment Required

(Figures in Rs. Crore)

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Accommodation	0.00	0.00	37.44	37.44
Restaurants and eateries	0.25	0.35	0.45	1.05
Transport	6.00	1.25	1.50	8.75
Recreation/shopping	10.50	3.80	1.95	16.25
Adventure Eco-tourism	2.00	0.00	0.00	2.00
Infrastructure	5.95	1.60	0.95	8.50
<b>Total</b>	<b>24.70</b>	<b>7.00</b>	<b>42.29</b>	<b>73.99</b>



### 13.13.2 Short Term Plan (2002-2006)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2005-06	566	47,775

#### b) Projected Room Requirements.

Present room strength	589
Rooms required	322

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 3 X 5 lac each	0.15
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Coaches 5 X 10 lac each	0.50
• Gypsy Vehicles 10 X 5 lac each	0.50
• Ropeway to Dhoopgarh	5.00
<b>Recreation/shopping</b>	
• Improvement of club and Golf course	3.00
• Visitors center	3.00
• Development of Flower valley	2.00
• Improvement of Youth Center	1.00
• Promotion of tribal Performances	0.50
• Boating facility	0.50
• Ponny riding	0.50
<b>Adventure Eco-tourism</b>	
• Nature trails and trekking routes	1.00
• Equipment for trekking and rock climbing	1.00
<b>Infrastructure</b>	
• Improvement of Internal road	2.00
• Bridal path to the points	0.50
• Provision of Dandees	0.10
• Development of view points	1.00
• Sitting places	0.25
• Toilet facilities	0.10
• Water supply	1.00
• Improvement of Garden and Parks	1.00
<b>TOTAL</b>	<b>24.70</b>





### 13.13.3 Medium Term Plan (2007-2011)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2010-11	870	65,455

#### b) Projected Room Requirements.

Present room strength	589
Rooms required	441

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	0.00
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Coaches 5 X 10 lac each	0.50
• Gypsy Vehicle 15 X 5 lac each	0.75
<b>Recreation /shopping</b>	
• Visitors center	1.00
• Development of Flower valley	1.00
• Promotion of Tribal performance	0.10
• Boating facility	0.20
• Tribal craft center	0.50
• Conference hall	1.00
<b>Infrastructure</b>	
• Improvement of internal roads	0.50
• Bridal paths to the points	0.10
• Development of view points	0.20
• Toilet facilities	0.10
• Water supply	0.50
• Improvement of Gardens and Parks	0.20
<b>TOTAL</b>	<b>7.00</b>



### 13.13.4 Long Term Plan (2012-2021)

#### a) Projected Tourist Arrivals

Year	Foreign	Domestic
2020-21	1,879	1,28,761

#### b) Projected Room Requirements.

Present room strength	589
Rooms required	889

(Figures in Rs. Crore)

Items	Investment
<b>Accommodation</b>	
• Luxury Room 100 X 31.68 lac each	31.68
• Economy Room 200 X 2.88 lac each	5.76
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
• Eateries 10 X 2 lac each	0.20
<b>Transport</b>	
• Gypsy vehicles 30 X 5 lac each	1.50
<b>Recreation/shopping</b>	
• Development of flower valley	1.00
• Boating facilities	0.30
• Tribal Craft Center	0.50
• Promotion of Tribal Performance	0.15
<b>Infrastructure</b>	
• Bridal path to the points	0.15
• Water supply	0.50
• Improvement of Gardens and Parks	0.30
<b>TOTAL</b>	<b>42.29</b>



### 13.14 Pench National Park

Located on the borders of Maharashtra, it forms an ideal wildlife circuit with Kanha National Park. It is proposed to develop the tourist facilities at this park alongwith Kanha in the Medium Term Plan. It is also suitable for eco-tourism activities.

#### 13.14.1 Summary of Investment Required

Items	Short term (2002-2006)	Medium term (2007-2011)	Long term (2012-2021)	Total
Restaurants and eateries	0.35	NA	NA	0.35
Transport	1.50	NA	NA	1.50
Recreation/shopping	3.25	NA	NA	3.25
Infrastructure	0.70	NA	NA	0.70
<b>Total</b>	<b>5.80</b>	NA	NA	<b>5.80</b>



### 13.14.2 Investment Required in Short term

(Figures in Rs. Crore)

Item	Investment
<b>Restaurants and eateries</b>	
• Restaurants 5 X 5 lac each	0.25
• Eateries 5 X 2 lac each	0.10
<b>Transport</b>	
• Mini Buses 10 X 10 lac each (Battery Operated)	1.00
• Gypsy vehicles 10 X 5 lac each	0.50
<b>Recreation / Shopping</b>	
• Elephants 20 X 0.25 lac each	0.15
• Visitors center	3.00
• Binoculars	0.10
<b>Infrastructure</b>	
• Improvement of Internal Roads	0.20
• Watch Towers	0.10
• Bus stand and parking area	0.20
• Water supply and waste disposal	0.20
<b>TOTAL</b>	<b>5.80</b>



### 13.15 Other Investments Required

- a) 16 roads identified for conversion into super highways under BOT scheme would also need wayside amenities at convenient point. It is estimated that nearly 40 waysides would be required, for which will have following financial layout:-

40 wayside amenities on superhighways @ 30 lacs each amounting to Rs. 12 crores.

- b) Investment on Promotional Activities

	(Rs. in crores)		
	Short term	Medium Term	Long term
Production of literature	5	5	10
Audio-Visual	3	4	6
Overseas promotion	6	9	11
Public Relations	2	3	5
Special campaigns	5	5	10
Fam tours	3	5	7
<b>TOTAL</b>	<b>24</b>	<b>31</b>	<b>49</b>



### 13.16 Mega Projects

- (a) The state has a number of sprawling water bodies. On the basis of accessibility and good location one of these water bodies should be selected for integrated development of a lake resort. The project should get the benefit of Institutional finance from National/International financing agencies since it is an expensive proposition. Outlay – 500 Crores.
- (b) Bhopal – Sanchi – Vidisha – Bhojpur – Bhimbaitika is a rich circuit with archaeological wealth dating from prehistory of medieval period. A comprehensive development plan should be prepared as a mega project for National/International financing agencies. Outlay – 500 crores.
- (c) The areas and locations identified for Eco Adventure and Sports Tourism activities would need development of approach roads, tracks, basic amenities, land development. The equipment and management are to be provided by private sector. Outlay – 200 Crores.



**Place wise Investment Summary**

<b>Tourist Centers</b>	<b>Short term</b>	<b>Medium term</b>	<b>Long term</b>	<b>Total</b>
Gwalior	70.92	47.40	114.99	233.31
Shivpuri	12.00	5.96	3.30	21.26
Orchha	16.50	4.92	25.68	47.10
Khajuraho	30.32	28.11	171.55	229.98
Maheswar	1.36	1.94	3.45	6.75
Omkareswar	14.51	3.29	13.20	31.00
Mandu	11.03	27.73	19.69	58.45
Bhedaghat	4.45	4.95	5.90	15.30
Kanha	14.88	9.06	23.27	47.21
Bandhavgarh	9.08	7.73	4.67	21.48
Sanchi	8.00	7.06	6.89	21.95
Bhopal	48.75	0.00	0.00	48.75
Panchmarhi	24.70	7.00	42.29	73.99
Pench	5.80	0.00	0.00	5.80
<b>Total</b>	<b>272.30</b>	<b>155.15</b>	<b>434.88</b>	<b>862.33</b>

**Item-wise Summary of Investment.**

<b>Item</b>	<b>Short term</b>	<b>Medium term</b>	<b>Long term</b>	<b>Total</b>
Accommodation	61.50	46.80	353.52	461.82
Restaurants and eateries	3.22	3.46	3.91	10.59
Transport	34.43	15.37	14.35	64.15
Recreation/shopping	113.05	38.65	13.95	165.65
Excursion	2.40	1.50	3.00	6.90
Adventure Eco-tourism	2.00	0.00	0.00	2.00
Infrastructure	67.70	48.77	46.75	163.22
Promotional Activities	24.00	31.00	49.00	104.00
<b>Total</b>	<b>308.30</b>	<b>185.55</b>	<b>484.48</b>	<b>978.33</b>



## CHAPTER 14

### OVERALL INVESTMENT PLAN AND ROLE OF GOVERNMENT AND PRIVATE SECTOR

For the effective implementation of investment plan of tourism in MP, the role of the government and private sector should be clearly identified. The Government has to play a crucial role as a facilitator.

In terms of investment, the Government should use their resources in building (a) infrastructure, (b) recreational/shopping facilities, and (c) marketing and promotional activities whereas the private sector should contribute towards (a) building hotels, (b) restaurants and (c) modernizing the transport facilities. In this chapter, based on the figures arrived at in the earlier chapter, the consultants have identified areas and investment figures in each of the locations and the private and government sector investment required in the short, medium and long term.

Besides funds should also be arranged for two Mega Projects described in later in this Chapter.

The following table shows overall investment required to be made by the Government and Private sector item wise.

(Figures in Rs. Crore)

Item	Govt.	Pvt. Sec	Total
Accommodation	0.00	461.82	461.82
Restaurants and eateries	0.00	10.59	10.59
Transport	5.14	59.01	64.15
Recreation/shopping	164.40	1.25	165.65
Excursion	6.90	0.00	6.90
Adventure Eco-tourism	2.00	0.00	2.00
Infrastructure	151.22	0.00	151.22
<b>Sub-Total</b>	<b>329.66</b>	<b>532.67</b>	<b>862.33</b>
Wayside amenities	12.00	0.00	12.00
Promotional Activities	104.00	0.00	104.00
<b>Grand Total</b>	<b>445.66</b>	<b>532.67</b>	<b>978.33</b>





Hence, we can conclude from the above that the Government should focus in developing the infrastructure, in creating recreation centers, in promotional activities whereas the private sector should focus towards building hotels, restaurants and modernizing the transport facilities.

The following table shows investment required to be made by private and government sector in short, medium and long term.

(Figures in Rs. Crore)

Periods	Public Sector	Private Sector	Total
Short term	213.36	94.94	308.30
Medium term	119.58	65.97	185.55
Long term	112.72	371.76	484.48
<b>Total</b>	<b>445.66</b>	<b>532.67</b>	<b>978.33</b>

Hence we find that in the short term more investment is required to be made by the government towards building of infrastructure, and recreational facilities and in promotional activities. As this happens more and more tourists will start coming in the state and the private sector will then start investing in building hotels, restaurants, modernizing the transport facilities.

Place wise investment plan in the short, medium and long term by the private and Government sector is given in the table below:



(Figures in Rs. Crore)

Tourist Centers	Short Term		Medium Term		Long Term		Total
	Pub. Sec	Pvt.Sec	Pub. Sec	Pvt.Sec	Pub. Sec	Pvt.Sec	
Gwalior	29.32	41.60	14.80	32.60	0.60	114.39	233.31
Shivpuri	11.20	0.80	5.00	0.96	2.30	1.00	21.26
Orchha	15.80	0.70	4.42	0.50	7.70	17.98	47.10
Khajuraho	9.60	20.72	9.10	19.01	8.05	163.50	229.98
Maheswar	0.95	0.41	1.35	0.59	3.45	0.00	6.75
Omkareswar	0.90	13.61	0.55	2.74	3.60	9.60	31.00
Mandu	9.20	1.83	25.40	2.33	16.10	3.59	58.45
Bhedaghat	3.45	1.00	4.20	0.75	5.40	0.50	15.30
Kanha	10.22	4.66	5.63	3.43	4.02	19.25	47.21
Bandhavgarh	7.12	1.96	6.13	1.60	3.40	1.27	21.48
Sanchi	7.30	0.70	6.60	0.46	6.20	0.69	21.95
Bhopal	45.00	3.75	0.00	0.00	0.00	0.00	48.75
Panchmarhi	23.45	1.25	5.40	1.60	2.90	39.39	73.99
Pench	3.85	1.95	0.00	0.00	0.00	0.00	5.80
<b>Total</b>	<b>189.36</b>	<b>94.94</b>	<b>88.58</b>	<b>179.97</b>	<b>63.72</b>	<b>371.76</b>	<b>862.33</b>

Maximum investment is planned for Gwalior to exploit its potential and at Khajuraho to improve the product.

The following table shows the investment required to be made by the Government and Private sector in the short, medium and long term item wise.

(Figures in Rs. Crore)

Item	Short term		Medium term		Long term		Total
	Pub.Sec	Pvt.Sec	Pub.Sec	Pvt.Sec	Pub.Sec	Pvt.Sec	
Accommodation	0.00	61.50	0.00	46.80	0.00	353.52	461.82
Restaurants and eateries	0.00	3.22	0.00	3.46	0.00	3.91	10.59
Transport	5.06	29.37	0.06	15.31	0.02	14.33	64.15
Recreation/shopping	112.20	0.85	38.25	0.40	13.95	0.00	165.65
Excursion	2.40	0.00	1.50	0.00	3.00	0.00	6.90
Adventure Eco-tourism	2.00	0.00	0.00	0.00	0.00	0.00	2.00
Infrastructure	55.70	0.00	48.77	0.00	46.75	0.00	151.22
<b>Subtotal</b>	<b>177.36</b>	<b>94.94</b>	<b>88.58</b>	<b>65.97</b>	<b>63.72</b>	<b>371.76</b>	<b>862.33</b>
Wayside amenities	12.00	0.00	0.00	0.00	0.00	0.00	12.00
Promotional Activities	24.00	0.00	31.00	0.00	49.00	0.00	104.00
<b>Total</b>	<b>213.36</b>	<b>94.94</b>	<b>119.58</b>	<b>65.97</b>	<b>112.72</b>	<b>371.76</b>	<b>978.33</b>

Detailed place wise investment required to be made in the short, medium and long term is provided in Annexure 14.



### 14.1 Mega Projects - to be Funded by International (Bilateral/Multilateral) Funding Agencies

- (a) The state has a number of sprawling water bodies. On the basis of accessibility and good location one of these water bodies should be selected for integrated development of a lake resort. The project should get the benefit of national/international financial agencies since it is expensive. Outlay – 500 Crores.
- (b) Bhopal – Sanchi – Vidisha – Bhopur – Bhimbaitika is a rich circuit with archaeological wealth dating from prehistory of medieval period. A comprehensive development plan should be prepared as a mega project for foreign institutional finance. Outlay – 500 Crores.
- (c) The areas and locations identified for Eco Adventure and Sports Tourism activities would need development of approach roads, tracks, basic amenities, land development. The equipment and management are to be provided by private sector. Outlay – 200 crores.

### 14.2 Modalities for funding by International Agencies

Tourism projects can be linked to overall urban/infrastructure development projects or to Integrated Area Development Projects for obtaining funding from International Agencies like the ADB, World Bank etc.

Proposals for projects for which funding is required is prepared by the recipient. This proposal is then vetted by the concerned administrative Ministry in the Government of India. This is then discussed with the Department of Economic Affairs (DEA), Ministry of Finance, Government of India. The DEA monitors current economic trends and advises the Government on all matters of internal and external economic management including external assistance. The proposal, if found suitable for funding, is then discussed with the international funding institution. The recipients usually take the help of Consultants/ Consulting Organisations to prepare detailed



project proposals for funding by the International Financial Institutions. Funding by International agency is generally on a concessional rate of interest

### 14.3 Role of the Private Sector

The State Tourism policy of 1995 clearly recognizes the role of the private sector in developing tourism in the state. It has presented a package of incentives for the private sector whereby land would be made available to hoteliers along with a set of tax concessions and fiscal benefits.

There is a need for the private sector to play a more contributory role in tourism development in the state. From owning and managing tourism related direct infrastructure in the state, the private sector should play an active role in defining the overall direction of tourism in the state. For increased private sector participation, the state should create an enabling institutional mechanism, involve the private sector in policy formulation and ensuring a level playing field. It is good to note that the state has already started taking active initiative in this area. It has involved the private sector in the preparation of the Eco-Adventure Tourism Policy and in the process of rationalization of tax structures. There is provision for the representation of the hospitality industry in the Empowered Committee set up under the chairman ship of the Chief Secretary.

The new Eco & Adventure Tourism Policy of the state facilitates private sector participation in developing MP as a center for Eco-Adventure Tourism. The State Government has decided to open up this sector for private participation and has finalized simplified guidelines to make it easy for entrepreneurs to conform with.

During the course of the assignment the consultants had intensive discussions with the Confederation of Indian Industries, Madhya Pradesh Chapter and their views on development of tourism in the state has been detailed in Chapter 5. Realizing Madhya Pradesh's tremendous potential in tourism, Confederation of Indian Industry – Madhya Pradesh took



initiative and organized Mystique Madhya Pradesh last year to project State's capabilities and draw an agenda for development of tourism in the State.

On the lines of recommendations from CII, the Government of Madhya Pradesh has put tourism on priority list and constituted a tourism committee to address problems of tourism sector in Madhya Pradesh.

They suggest that old buildings, which come under heritage category, but are not protected or heritage sites, should be allowed to be developed as heritage hotels by private entrepreneurs.

Hence, at every stage of the perspective plan there is a need for the state government to stimulate private investment by creating a favourable atmosphere for investment with specific tourism related fiscal, financial and other incentives.

### **14.3.1 Incentives and Concessions to the Private Sector**

Following actions are suggested to promote private sector participation:

To encourage the private sector for greater participation, an attractive package of incentives, subsidies and commissions will have to be prepared. These should include amongst others, reduced registration charges for land, provision for allotting developed plot of land on lease, concession in water and energy charges and exemption from sales and other taxes.

In order to attract entrepreneurs, the Government should commission preparation of project reports complete with market research on tourist trends etc. and market a few such projects complete with feasibility report.

In order to reduce red tape and facilitate the entry of private sector investments, a single window system for clearance of private sector proposals within a stipulated time frame should be set up.



### 14.3.2 Areas for Increased Private Sector Participation

The following areas may be considered for increased private sector participation:

- Setting up and running of hotels, including leasing or sale of some MPTDC properties.
- Operation of quality packaged coach tours.
- Improving the quality of accommodation at sanctuaries, and the quality of sightings of animals.
- Linking of centralized computerized reservation facilities with the travel agents.
- Select 3-4 lead travel agents in major metro cities who would concentrate on marketing MP tourism.
- Development and sale of souvenirs with exotic value.



## CHAPTER – 15

### PLAN IMPLEMENTATION AND INSITUTIONAL MECHANISM

#### 15.1 Elements of Implementation

Implementation and monitoring the plans and recommendations is an essential aspect, if the planning process has to succeed and targets to be achieved. The major elements of implementation are:

##### 15.1.1 Plan Adoption and Allocation of Responsibilities

The Perspective Plan may be adopted by the concerning state govt. after careful review because the adoption gives the plan a legal basis for its implementation. Its effective implementation would depend upon the political commitment and strong leadership in both public and private sectors. The implementing authority i.e. the government, should earmark respective roles of the state govt. private sector, concerning departments, local bodies and associations, such as the Chamber of Commerce and Industry, Hoteliers and Travel Agents Association etc. Thereafter, a close cooperation and coordination between the government, private sector and associations should be established to sustain the implementation.

##### 15.1.2 Staging and Programming Development

The first step is to determine the phase into short term, medium term and long term phase. This will help in achieving physical development proposals, because within the framework of phasing, the projects could be taken up for implementation.



### 15.1.3 Implementing Programmes

The training programs for employees in tourism, public awareness programs in tourism, marketing development and promotion, environmental protection and awareness program should be implemented and pursued at regular intervals.

### 15.1.4 Monitoring and Management

Monitoring, an essential part, is not confined to plan schemes, time frames and the problem solving. The impact of the plan should also be monitored from time to time, which are:-

- Number and characteristics of tourist arrivals to ascertain whether the market targets are being achieved.
- Tourist satisfaction levels through surveys.
- Economic, environmental and socio-cultural impacts of tourism in general and specific projects in particular.
- Time based targets with the perception that changing circumstance may shift the timing.

While monitoring the plan care should be taken to concentrate on development of facilities, infrastructure and assessment of actual market demand. In the long term the overall picture could be kept in view to achieve the targets of marketing and development.

## 15.2 Institutional Mechanism

Implementation of the proposed plan would require action at two levels. The first is the higher level where the decision making process is undertaken. At this level the experts, leaders of tourism trade and industry in the private sector have to be actually involved to optimize the gains. The second level is that of actual implementation and monitoring machinery setup by the govt.





The institutional mechanism for plan implementation already exists in the state. It comprises of the following:

- A cabinet sub committee as an apex body for policy formulation and ensuring inter-departmental coordination.
- An Empowered Committee at Secretaries level to ensure speedy implementation of tourism plans. It has the provision to involve private sector for active participation and consultation.
- MP State Tourism Development Corporation for marketing activities, and development of infrastructure at the tourist destinations.
- The department of tourism is the nodal agency in the state for plan implementation and provision of tourist facilities and services.

The institutional mechanism above does not have provision for the following activities:

- a) Monitoring and evaluation cell for ensuring balanced growth of tourism infrastructure and coordinating and monitoring marketing and promotional plans.
- b) Investment facilitation cell to facilitate clearance of various requirements of private sector schemes on a single window mechanism.
- c) Task force to manage integrated development of various tourist areas.

Consultants are of the view that the above cells should be set up in the Department of Tourism to facilitate time bound implementation of the plan.

### 15.3 Consultancy Services

The implementation of the plan would also need skills of specialize consultants to assist the implementing agencies with expert advice. While selecting specialist consultants, their technical competence, experience, qualification of the experts and their track record should be examined in detail. Should it be an overseas consultant the assignment should be on package basis so that the cost could be shared by other projects so as to reduce the costs on particular projects.



## CHAPTER – 16

### ECONOMIC BENEFITS & EMPLOYMENT GENERATION

The implementation of perspective plan would result in economic benefits to the state and will also bring about employment generation in the state. The economic benefits can be categorized as Direct, Indirect and Incidental.

#### 16.1 Direct Benefits

This is the net value addition due to the increased tourist spending as a result of increased number of tourist arrivals at the centers. This is calculated by allocating the tourist expenditure to the various sectors that receive them and subsequently applying ratios of net value added for each sector. Further, due to additional facilities and infrastructure being created, the average expenditure of a tourist would increase due to an increase in the length of stay of the tourist. The spending pattern of the tourist is assumed to remain unchanged during the plan period. The money spent by the tourists for various services and facilities are the receipts which form the direct output of the plan.

The factors which have been taken into account to compute the direct benefits are as follows:

- (i) Average Daily Expenditure and Period of Stay of the Foreign and Domestic tourist
- (ii) Projected tourist arrivals in the state as a result of interventions detailed in the chapter on Strategy for Development of Tourism in the state of Madhya Pradesh.

#### Average Daily Expenditure of the Foreign and Domestic Tourists

The estimated average per day per capita expenditure of domestic tourists in Madhya Pradesh is Rs. 1000 while that of foreign tourist is Rs. 4000.

The table below shows the per capita change in tourist expenditure per day according to percentage change of wholesale price index, the base year being 2000-01.



**Table 16.1: Average Per Capita Per Day Tourist Expenditure**

Year	% Change of WSP (assumed)	Avg. Per capita Expenditure	
		Domestic (Rs.)	Foreign (Rs.)
2000-01	5%	1000	4000
2001-02	5%	1050	4200
2002-03	5%	1103	4410
2003-04	5%	1158	4631
2004-05	5%	1216	4862
2005-06	5%	1277	5105
2006-07	5%	1341	5360
2007-08	5%	1408	5628
2008-09	5%	1478	5910
2009-10	5%	1552	6205
2010-11	5%	1630	6516
2011-12	5%	1711	6841
2012-13	5%	1797	7183
2013-14	5%	1887	7543
2014-15	5%	1981	7920
2015-16	5%	2080	8316
2016-17	5%	2184	8731
2017-18	5%	2293	9168
2018-19	5%	2408	9626
2019-20	5%	2528	10108
2020-21	5%	2655	10613

### Average Period of stay of Foreign and Domestic Tourists

It is estimated that the average duration of stay of foreign tourist would be 4 days and that of domestic tourist would be 5 days.

The following table shows the direct benefit that would be added to the economy as a result of tourist arrivals in the state.



(Rs.: in crores)

<b>Table 18.2 : Direct Economic Benefit from Projected Tourist Arrivals</b>						
<b>Year</b>		<b>Tourist Inflow</b>	<b>Tourist Inflow(in '000)</b>	<b>Direct Receipts (In Crores)</b>	<b>Direct Value Added (Factor 0.3854) (In Crores)</b>	<b>Direct Benefit (In Crores)</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6 = (4+5)</b>
2001-02	Domestic	1078219	1078	36.12	13.92	50.04
	Foreign	117843	118			
2002-03	Domestic	1117564	1118	40.40	15.57	55.97
	Foreign	128445	128			
2003-04	Domestic	1158961	1159	45.52	17.54	63.07
	Foreign	140080	140			
2004-05	Domestic	1202540	1203	51.34	19.79	71.12
	Foreign	152853	153			
2005-06	Domestic	1248442	1248	57.95	22.33	80.28
	Foreign	166879	167			
2006-07	Domestic	1309028	1309	76.28	29.40	105.68
	Foreign	183513	184			
2007-08	Domestic	1373164	1373	86.54	33.35	119.90
	Foreign	201901	202			
2008-09	Domestic	1441077	1441	98.27	37.87	136.15
	Foreign	222240	222			
2009-10	Domestic	1513013	1513	111.69	43.04	154.73
	Foreign	244747	245			
2010-11	Domestic	1589231	1589	127.05	48.96	176.01
	Foreign	269666	270			
2011-12	Domestic	1669397	1669	143.19	55.19	198.38
	Foreign	296929	297			
2012-13	Domestic	1754134	1754	162.93	62.79	225.72
	Foreign	327139	327			
2013-14	Domestic	1843720	1844	185.56	71.52	257.08
	Foreign	360635	361			
2014-15	Domestic	1938451	1938	211.55	81.53	293.08
	Foreign	397796	398			
2015-16	Domestic	2038642	2039	241.41	93.04	334.45
	Foreign	439048	439			
2016-17	Domestic	2144629	2145	275.76	106.28	382.04
	Foreign	484868	485			
2017-18	Domestic	2256766	2257	315.32	121.52	436.85
	Foreign	535793	536			
2018-19	Domestic	2375434	2375	360.92	139.10	500.02
	Foreign	592423	592			
2019-20	Domestic	2501034	2501	413.54	159.38	572.91
	Foreign	655436	655			
2020-21	Domestic	2633996	2634	474.31	182.80	657.10
	Foreign	725593	726			



The direct receipts in each year have been calculated in the following manner:

Domestic tourist arrival figure x average duration of stay of domestic tourist x Per capita expenditure of domestic tourist + Foreign tourist arrival figure x average duration of stay of foreign tourist x Per capita expenditure of foreign tourist

In order to find out the direct value added, the net valued added/ receipt ratio is taken as 0.3854 given in the study by Dr. G. Raveendran on Tourism, Planning and Measurement methods.

## 16.2 Indirect Benefits

This arises out of the multiplier effect of tourist spending as different segments of the tourist industry purchase commodities and services from other sectors of economy.

The additional output produced in other sectors of the economy by the chain of inter-industry spending is the indirect output of tourism. The indirect benefits have been computed by using the output multiplier as 1.058 and income multiplier as 1.412 based on study of Dr. G. Raveendran, Tourism, Planning and Measurement Methods, 1993.



**Table 16.2 : Indirect Economic Benefit from Projected Tourist Arrivals**

(Rs.: in crores)

<b>Year</b>	<b>Direct Receipts</b>	<b>Direct Value Added</b>	<b>Output Col. 2 x (factor 1.058)</b>	<b>Value Added Col. 3 x (factor 1.412)</b>	<b>Total of Col. (4) + (5)</b>
1	2	3	4	5	6
2001-02	36.12	13.92	38.21	19.65	57.87
2002-03	40.40	15.57	42.74	21.99	64.73
2003-04	45.52	17.54	48.16	24.77	72.94
2004-05	51.34	19.79	54.32	27.94	82.25
2005-06	57.95	22.33	61.31	31.53	92.84
2006-07	76.28	29.40	80.70	41.51	122.21
2007-08	86.54	33.35	91.56	47.10	138.66
2008-09	98.27	37.87	103.97	53.48	157.45
2009-10	111.69	43.04	118.17	60.78	178.94
2010-11	127.05	48.96	134.42	69.14	203.56
2011-12	143.19	55.19	151.50	77.92	229.42
2012-13	162.93	62.79	172.38	88.66	261.04
2013-14	185.56	71.52	196.32	100.98	297.30
2014-15	211.55	81.53	223.82	115.12	338.94
2015-16	241.41	93.04	255.41	131.37	386.78
2016-17	275.76	106.28	291.76	150.07	441.82
2017-18	315.32	121.52	333.61	171.59	505.20
2018-19	360.92	139.10	381.85	196.41	578.26
2019-20	413.54	159.38	437.52	225.04	662.56
2020-21	474.31	182.80	501.82	258.11	759.93



### 16.3 Cost Benefit Analysis

The following table gives the cost benefit analysis of the Perspective plan that is being proposed. The investments proposed in the earlier chapter are the investment costs.

**Table 16.3 : Cost Benefit Analysis of M.P. Tourism Perspective Plan for 20 years**

Year	Direct Benefits	Indirect Benefits	Total	Cost Investment	Net Incremental Benefits
1	2	3	4	5	6
2001-02	50.04	57.87	107.90	61.66	46.24
2002-03	55.97	64.73	120.70	61.66	59.04
2003-04	63.07	72.94	136.00	61.66	74.34
2004-05	71.12	82.25	153.38	61.66	91.72
2005-06	80.28	92.84	173.12	61.66	111.46
2006-07	105.68	122.21	227.89	37.11	190.78
2007-08	119.90	138.66	258.55	37.11	221.44
2008-09	136.15	157.45	293.59	37.11	256.48
2009-10	154.73	178.94	333.68	37.11	296.57
2010-11	176.01	203.56	379.57	37.11	342.46
2011-12	198.38	229.42	427.80	48.45	379.35
2012-13	225.72	261.04	486.76	48.45	438.31
2013-14	257.08	297.30	554.38	48.45	505.93
2014-15	293.08	338.94	632.01	48.45	583.56
2015-16	334.45	386.78	721.23	48.45	672.78
2016-17	382.04	441.82	823.86	48.45	775.41
2017-18	436.85	505.20	942.05	48.45	893.60
2018-19	500.02	578.26	1078.28	48.45	1029.83
2019-20	572.91	662.56	1235.47	48.45	1187.02
2020-21	657.10	759.93	1417.03	48.45	1368.58
<b>Total</b>			<b>10503.25</b>	<b>978.33</b>	<b>9524.92</b>

### 16.4 Employment Generation

Tourism is known to be a labour intensive industry. The publication of ESCAP on The Economic Impact of Tourism in India ( as referred in the Report of the Working Group on Tourism for the Ninth Plan) indicates that 1.2 international visits provide employment



to one person while 17 domestic tourists generate one employment. By using these values the projection of direct employment has been compiled in the table below:

**Table 16.4 : Generation of Direct Employment on Implementation of 20 years  
Perspective plan of Tourism for the state of Madhya Pradesh**

*Figures in actual*

Year	Additional Tourist Inflow		Direct Employment		
	Domestic Tourists	Foreign Tourists	On a/c of Domestic Tourists (17 for 1)	On a/c of Foreign Tourists (1.2 for 1)	Total
1	2	3	4	5	6
2001-02	37416	9806	2201	8171	10372
2002-03	39345	10602	2314	8835	11150
2003-04	41397	11635	2435	9696	12131
2004-05	43579	12773	2563	10644	13208
2005-06	45902	14025	2700	11688	14388
2006-07	60586	16634	3564	13862	17426
2007-08	64136	18389	3773	15324	19097
2008-09	67914	20339	3995	16949	20944
2009-10	71936	22507	4232	18756	22987
2010-11	76218	24919	4483	20766	25249
2011-12	80166	27263	4716	22719	27435
2012-13	84737	30210	4985	25175	30160
2013-14	89586	33496	5270	27913	33183
2014-15	94731	37161	5572	30968	36540
2015-16	100191	41252	5894	34377	40270
2016-17	105986	45820	6234	38183	44418
2017-18	112138	50924	6596	42437	49033
2018-19	118668	56631	6980	47192	54173
2019-20	125600	63013	7388	52511	59899
2020-21	132962	70156	7821	58463	66285
<b>TOTAL</b>	<b>2633998</b>	<b>725596</b>	<b>93717</b>	<b>514630</b>	<b>608347</b>





## CHAPTER – 17

## ACTION PLAN

S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
1	Focused selection of locations	<ul style="list-style-type: none"> <li>Two Travel Circuits Bhopal-Sanchi &amp; Jabalpur – Bhedaghat-Kanha-Bandhavgarh</li> <li>Two Stand Alone Destinations -Khajuraho and Panchmarhi</li> <li>Provision of wayside amenities on these circuits</li> </ul>	<ul style="list-style-type: none"> <li>Two Travel Circuits Indore-Ujjain-Mandu &amp; Gwalior-Shivpuri-Orchha</li> <li>Two Stand Alone Destinations -Amarkantak and Chitrakoot</li> <li>Provision of wayside amenities on these circuits</li> </ul>	<ul style="list-style-type: none"> <li>Continue earlier developments</li> <li>Develop eco-adventure tourism</li> <li>Take up two mega projects a) a lake resort and b) Bhopal – Sanchi heritage circuit development</li> <li>Develop wayside amenities at super highways</li> <li>Develop facilities at Omkareshwar</li> <li>Undertake Human Resource Development</li> </ul>
2	Market MP as a Tourism State	<ul style="list-style-type: none"> <li>Appoint a Professional PR and Ad Agency</li> <li>Create Strong Trade Relations</li> <li>Sensitize all staff to the critical role of marketing and everyone's role in it.</li> <li>Re-orient tourism information offices as</li> </ul>	<ul style="list-style-type: none"> <li>Widen coverage of Ad agency to include international advertising</li> <li>Conduct promotional tours of international travel and tour operators</li> <li>Offer special packages to attract charters from abroad</li> </ul>	<ul style="list-style-type: none"> <li>Reorient staff and tourism managers to be marketing savvy and build a tourist friendly image</li> </ul>



S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
		marketing and feedback offices		
3	Develop a tourism friendly image	<ul style="list-style-type: none"> <li>• Involve top state functionaries in tourism related inaugurations, seminars etc.</li> <li>• Institute and celebrate a tourism week twice a year</li> <li>• Provide welcome signages at all tourist entry points</li> </ul>	<ul style="list-style-type: none"> <li>• Spruce up the heritage sites with signs, amenities and wayside facilities</li> <li>• Institute a cadre of special tourist police to avoid exploitation, cheating and harassment of tourists</li> </ul>	<ul style="list-style-type: none"> <li>• Educate local population to welcome tourists</li> <li>• Develop a tourist friendly mindset</li> </ul>
4.	Greater use of internet and website	<ul style="list-style-type: none"> <li>• Upgrade web site to be user friendly and faster opening</li> <li>• Provide for on-line reservation of accommodation</li> <li>• Create site awareness by press advertising</li> <li>• Link the site with other popular portals like Yahoo, Indiatimes etc.</li> <li>• Ensure that the site features on first page of search engines</li> </ul>	<ul style="list-style-type: none"> <li>• Capitalize on the on-line booking and offer special deals</li> <li>• Create excitement by special offers, deals, auctions and give-away holidays</li> <li>• Link the on-line booking facility to all major travel agents</li> <li>• Include private sector hotels and tour operators also on the on-line booking network</li> </ul>	<ul style="list-style-type: none"> <li>• Link the computerized system with the international air and hotel booking system</li> </ul>
5.	Increase inflow of domestic tourists	<ul style="list-style-type: none"> <li>• Develop special packages for LTC tourists of Govt depts. and PSUs.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve quality of roads</li> <li>• Tap Bengal and Gujarat tourist traffic through advertising and</li> </ul>	<ul style="list-style-type: none"> <li>• Improve road and rail connectivity.</li> <li>• Build additional roads</li> </ul>



S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
		<ul style="list-style-type: none"> <li>• Market MP to PSUs etc. thru their HRD depts..</li> <li>• Tap and market MP to the incentive trade travel traffic specially for Khajuraho and Gwalior.</li> <li>• Increase vigilance and security to avoid overcharging and cheating</li> </ul>	<ul style="list-style-type: none"> <li>• offering of package tours</li> <li>• Attract film units to shoot films in M.P. which become tourist attractions</li> <li>• Market Panchmarhi to summer and Dussehra traffic of Nagpur, Bhopal and Jabalpur</li> </ul>	<ul style="list-style-type: none"> <li>• to tourist places on BOT basis</li> <li>• Direct train connections for places like Khajuraho, Amarkantak, Kanha etc.</li> </ul>
6.	Increasing foreign tourist arrivals	<ul style="list-style-type: none"> <li>• Connect Khajuraho to Jaipur-Bombay to tap tourist traffic of these areas</li> <li>• Improve the product 'Gwalior' and market to foreign tourists thru Shatabdi Express</li> <li>• Promote Sanchi for Japan, Korea and Thai Buddhists</li> <li>• Promote Ramnavami in Chitrakoot in South-East Asian countries.</li> </ul>	<ul style="list-style-type: none"> <li>• Market MP as a Jungle State and introduce the wild life safari circuit of Pench-Kanha and Bandhavgarh</li> <li>• Develop direct charters for Khajuraho, Sanchi and wild life safaris</li> </ul>	<ul style="list-style-type: none"> <li>• Develop airstrips and air taxi service to connect all places of tourist interest by air</li> </ul>
7.	Increasing Pilgrim tourist traffic	<ul style="list-style-type: none"> <li>• Market Amarkantak for origin of Narmada and scenic beauty</li> <li>• Market the Ujjain Sinhast</li> </ul>	<ul style="list-style-type: none"> <li>• Organise Buddhist travel to Sanchi and develop adjoining heritage sites to Sanchi</li> </ul>	<ul style="list-style-type: none"> <li>• Making access to pilgrimage places easy.</li> </ul>



S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
		<p>Mela of 2004 aggressively</p> <ul style="list-style-type: none"> <li>Market Chitrakoot for Ram Navmi and Ram Vivah Mela</li> </ul>		
8.	Increasing the stay duration of foreign tourists	<ul style="list-style-type: none"> <li>Increase stay in Khajuraho by developing Panna National Park and other excursion points</li> <li>Add Gwalior to the itinerary of Shatabdi tourist to Khajuraho</li> </ul>	<ul style="list-style-type: none"> <li>Develop Kanha and Bandhavgarh for eco-tourism</li> <li>Develop Orcha with heritage trail en route to Khajuraho</li> <li>Develop meditation centers around Sanchi</li> </ul>	<ul style="list-style-type: none"> <li>Introduce adventure camps and treks into the dense jungles</li> </ul>
9.	Increasing the stay duration of domestic tourists	<ul style="list-style-type: none"> <li>Market package coach tours to the Calcutta and Gujarat tourists with food, stay and guides thrown in, having durations of 7 to 10 days</li> </ul>	<ul style="list-style-type: none"> <li>Develop Panchmarhi as an unspoilt hill station for holiday traffic of Nagpur, Bhopal Calcutta and Gujarat.</li> </ul>	<ul style="list-style-type: none"> <li>Develop clean and economical accommodation at Panchmarhi</li> </ul>
10.	Increasing spending by foreign tourists	<ul style="list-style-type: none"> <li>Improving the quality, packaging and display of handicrafts to increase their sale</li> <li>Market special items of MP like oriental perfumes, safed Musli a Viagra like forest product etc.</li> </ul>	<ul style="list-style-type: none"> <li>Develop craft centers, craft villages, where tourists can learn, see and buy directly</li> </ul>	



S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
		<ul style="list-style-type: none"> <li>Market novelty items from tribals like whistling stick and market them as items from another age</li> </ul>		
11.	Increasing spending by domestic tourists	<ul style="list-style-type: none"> <li>Open gift shops for children in holiday resorts like Panchmarhi</li> <li>Set up honey, silk and other cottage industry items at hill stations</li> <li>Market local specialties like Chanderi and Maheshwari Sarees, Kora silk etc.</li> </ul>	<ul style="list-style-type: none"> <li>Develop at least one specialty souvenir from each place on the coach circuit.</li> <li>Set up speciality restaurants of Malwa and/or Bundelkhand Cuisine</li> </ul>	<ul style="list-style-type: none"> <li>Develop tribal and medicinal items of interest to domestic tourists</li> </ul>
12.	Increasing Private Sector Participation	<ul style="list-style-type: none"> <li>Rework proposal of leasing of hotels of MPSTDC to Private sector on soft terms</li> <li>Allow locals to lease remote properties as big chains may not be interested</li> <li>Run wayside amenities on lease</li> <li>Select 3-4 lead travel agents in major metro cities</li> <li>Tie up with agents for operating quality packaged coach tours</li> </ul>	<ul style="list-style-type: none"> <li>Improve quality of accommodation at sanctuaries and the quality of sighting of animals</li> <li>Link centralized computerized reservation facility with the travel agents</li> </ul>	<ul style="list-style-type: none"> <li>Develop and sell souvenirs with exotic value</li> <li>Develop mega projects of eco-adventure tourism</li> </ul>



S.No	Strategy	Short term (Five years)	Medium Term (Ten Years)	Long Term (Twenty Yrs.)
13.	Development of Heritage Hotels	<ul style="list-style-type: none"> <li>Encourage owners of heritage properties to convert to heritage hotels.</li> <li>Develop Govt heritage properties of Grand Hotel Gwalior and Residency Indore.</li> </ul>	<ul style="list-style-type: none"> <li>Provide soft loans and subsidies for their development</li> <li>Assist the owners in tie-up with hotel chains for marketing</li> </ul>	<ul style="list-style-type: none"> <li>Assist in tie ups with hotel chains to introduce professional management and for training in hotel management</li> </ul>
14.	Incentives and encouragement to private sector	<ul style="list-style-type: none"> <li>Introduce concessional registration charges for hotels</li> <li>Single window clearance of projects</li> <li>Commission market research to ascertain tourist potential and patterns and share the same with private sector</li> </ul>	<ul style="list-style-type: none"> <li>Market investment proposals to the private sector complete with feasibility report.</li> <li>Offer concessional energy and water charges</li> </ul>	<ul style="list-style-type: none"> <li>Provide pre-developed plots of land to hoteliers</li> </ul>
15.	Increase involvement of local population	<ul style="list-style-type: none"> <li>Communicate benefits of tourism to local population with facts and figures</li> <li>Involve them in the decision making process</li> </ul>	<ul style="list-style-type: none"> <li>Undertake program for up-gradation of skills to benefit locals</li> </ul>	<ul style="list-style-type: none"> <li>Create new jobs such as guides, pathfinders, street guides and guides to craft bazaars etc.</li> </ul>



## ANNEXURE 1

## LIST OF PLACES VISITED AND PEOPLE MET

## 1. BHOPAL

Mrs. Sushma Nath	Principal Secretary, Dept. of Tourism & Culture, Govt. of MP
Shri D.K.Samant Ray	Secretary, Dept. of Tourism & Managing Director, MP State Tourism Development Corporation.
Dr. Kamalakar Singh	Special Secretary, Dept. of Tourism, Govt. of MP
Shri Ravindra Sharma IAS (Retd)	Chairman, Narmada Valley Rehabilitation Commissioner & former Principal Secretary, Dept. of Tourism, Govt. of MP.
Shri P.S.Parihar	General Manager, MP State Tourism Development Corporation.
Shri B.M. Namdeo	Deputy General Manager, MP State Tourism Development Corporation.
Shri J.L. Bose	Principal Secretary, Housing & Environment Dept., Government of MP
Shri D.P. Tiwari	Commissioner, Town & Country Planning Dept., Government of MP
Shri Shailendra Singh	Additional Managing Director, MP Bridge Corporation Ltd
Shri S.K.Dube	Engineer-in Chief, Public Health Engineering Dept., Government of MP
Shri Malviya	Chief Engineer (Planning), Public Health Engineering Dept., Government of MP
Shri K.S.Sharma	Vice Chairman, MP Planning Board
Shri P.P.Mathur	Principal Secretary, Dept. of Planning, Government of MP
Shri A.K.Ganguly	Engineer-in Chief, Public Works Dept. Government of MP
Shri J. S. Mathur	Managing Director, MP Hastha Shilpa Vikas Nigam
Shri Manish Shukla	Deputy General Manager (Marketing), MP Telecom Circle
Shri Manish Rai	Divisional Manager, Bharti Telenet Ltd.
Prof. Kamala Prasad	Deputy Secretary, MP Kala Parishad
Shri Kapil Tiwari	Director, MP Adivasi Lok Kala Parishad
Shri M.N.Buch	Chairman, National Commission for Human Settlement & Environment.
Secretary General	Confederation of Indian Industries, MP Chapter.
Shri Prafulla Maheshwari	Member Parliament & Editor-in-Chief, Central Chronicle Newspaper



Shri Sudhir Agarwal  
Shri N.K.Singh  
Shri J. Singhal  
Shri Rakesh Chopra  
Mrs. Bajpai  
Shri Anurag Gupta  
Shri Yavar Rashid  
Shri Nadir Rashid  
Shri N.K.Poddar  
Shri Bharati  
Shri Harvinder Singh  
Shri K.S. Dhilon, IPS (Retd)

Managing Director, Dainik Bhaskar Group  
Chief Editor, Dainik Bhaskar  
Managing Director, Vasundhara Travels  
Managing Director, Radiant Travels  
Managing Director, Progressive Travels  
General Manager, Noor-us-Sabah Hotel  
Managing Director, Jehan Numa Palace Hotel  
Director, Jehan Numa Palace Hotel.  
General Manager, Jehan Numa Palace Hotel  
General Manger, Hotel Ashok Lake View.  
Executive Director, Hotel Amer Palace.  
Author and free lance columnist

## 2. ORCHHA

Shri K.K.Khullar  
Shri J.P.Rai  
Shri Misra  
Chief Executive Officer  
Manager

General Manager, Orchha Resorts  
Manager, Hotel Sheesh Mahal, MPSTDC  
Orchha Huts , MPSTDC  
Nagar Panchayat, Orchha  
Tara Gram Eco-friendly Craft Village

## 3. KHAJURAHO

Shri Suhag  
  
Shri Rajeev Bhatia  
Shri R. Parashar  
Shri Abhijeet Sen  
Shri S. Mohan  
Shri Arora  
Shri Malhotra  
Chief Executive Officer  
Shri B.S. Lavania  
Shri Subhash Kocheta  
Shri Karan Singh  
Shri Iliyas Khan  
Shri Brajendra Singh  
Shri Narendra Sharma  
Shri J.S. Patel  
Sub Divisional Officer  
Curator

Regional Manager, MP State Tourism  
Development Corporation.  
General Manager, Jass Trident Hotel  
General Manager, Hotel Taj Chandella  
General Manager, Hotel Khajuraho Ashok  
General Manager, Hotel Holiday Inn  
Manager, Khajuraho Airport  
Manager Jet Airways  
Nahar Panchayat  
Managing Director, Khajuraho Tours Ltd  
Executive Director, Tour Aids  
Manager Tours, Tour Aids Travel Agency  
Manager, Travel Bureau.  
Guide  
Guide  
Manager Siddhartha Hotel  
Public Health Engineering Dept.  
Archaeological Survey of India.





#### 4. CHITRAKOOT

Shri Nanaji Deshmukh  
Shri M. P. Singh

Raja Bahadur, Birendra Singhji  
Shrimati P. Sharma  
Shri N.S. Parihar  
Shri Lok Pal Singh

Member Parliament  
Ex Chairman, Special Area Development  
Authority, Chitrakoot.  
Ex Ruler of Chitrakoot.  
Chairperson, Nagar Panchayat  
Chief Executive Officer, Nagar Panchayat  
Manager, Tourist Bungalow, MPSTDC

#### 5. KANHA NATIONAL PARK

Shri R.B. Naik  
Shri Eric D'Cunha  
Shri Sanjeev Kulhalli

Shri N.M.Rupani  
Shri S.P. Singh

Director, Kanha National Park, Mandla  
Resort Manager, Wild Chalet Resorts.  
General Manager, Krishna Jungle Resorts  
& Naturalist.  
Executive Director, India Overland Tours  
& Executive Editor, Auto Motor Sports.  
Manager, Kisli Log Huts (MPSTDC)

#### 6. BANDHAVGARH

Manager  
Manager  
Range Officer  
Shri Satyendra Tiwari  
Shri S.K. Gupta  
Shri Shailendra Tiwari

Tiger Trail Resort  
Royal Tiger Resorts  
Bandhavgarh National Park  
Director Eskay' Camp  
Manager, White Tiger Lodge (MPSTDC)  
Manager, Tiger Den Resorts

#### 7. AMARKANTAK

Chief Executive Officer  
Shri S.S Baghel  
Shri J. Shukla  
Director

Nagar Panchayat  
Manager, Holiday Homes  
Manager, Tourist Bungalow  
Kalyan Seva Ashram.



## 8. JABALPUR

Shri M.M. Upqadhyaya  
Shri Surendra Pal  
Shri M.S.Gujral  
General Manager  
Shri Rasool Siddiqui

Shri Aniruddha Mukerji

Mrs. Dipti Gaur Mukerji  
Shri Bhargave  
Shri V.P.Singh  
Shri Lakhanpal

Commissioner, Jabalpur Division  
Executive Director, Ruplai Hotel  
Director, Rishi Regency Hotel  
Samdharia Hotel  
Chairman, Jabalpur Development  
Authority  
Director, Employment & Training, Govt.  
of MP  
Additional Collector  
Manager, Kalchhuri Hotel  
Deputy General Manager, MPSTDC  
Manager, Tourist Information Office

## 9. BHEDAGHAT

Chief Executive Officer  
Manager

Nagar Panchayat, Bhedaghat  
Tourist Bungalow

## 10. PACHMARHI

Chief Executive Officer  
Deputy Director

Brig. V.K.Dwivedi

Shri S.P. Singh

Shri Rabindra Seth  
Shri Karan Sarwal

Special Area Development Authority  
Satpuda national Park & Pachmarhi Bio-  
sphere Reserve.  
Former Chairman, Pachmarhi Cantonment  
Board.  
Regional Manager, MP State Tourism  
Development Corporation  
Travel Writer.  
Travel Agent.

## 11. GWALIOR

Shri Bimal Julka  
Shri Waseem Akhtar  
Shri Arvind Agarwal

Ms Lovely Mathur  
Shri Anil Talwar  
Shri O.V. Chaudhry

Commissioner, Gwalior Division  
Collector, Gwalior  
Honorary Secretary, MP Chamber of  
Commerce & Industries, Gwalior Branch  
Manager Tours, Travel Bureau.  
Director, Hotel Sita Manor  
Deputy General Manager, MP State  
Tourism Development Corpn.



## 12. SHIVPURI

Diwan Arvind Lal

Shri V.K. Sharma

Shri Uday Singh Ingle

Shri Ram Kumar Sharma Chanchal

Shri B. Ahuja

Managing Director, Gwalior Forest Products Ltd.

Deputy General Manager, MP State Tourism Development Corporation.

An old resident & prominent person.

National level Poet

Author and writer.

## 13. UJJAIN

Shri Bhoopal Singh

Shri R.V. Nagar

Shri M.N. Jamali

Shri R.S. Vyas

Collector Ujjain

Former Deputy Director, Dept. of Tourism, Government of MP

Manager, Kshipra Hotel

Guide.

## 14. OMKARESHWAR & MAHESHWAR

Chief Executive Officer  
Manager

Shri Shinde

Chief Executive Officer  
Manager

Sub Divisional Officer

Nagar Panchayat, Maheshwar.

Maheshwar Handloom Weavers

Cooperative Society

In Charge Ahilya Trust

Nagar Panchayat, Omkareshwar

Yatrika Omkareshwar

Omkareshwar Irrigation Project.



## ANNEXURE 2

## LIST OF SOURCE FOR COLLECTION OF SECONDARY DATA

S. No.	Database	Source
1.	Tourist arrival figures – total and place wise	MP State Tourism Development Corporation
2.	9 <sup>th</sup> plan for tourism in MP	MP State Tourism Development Corporation
3.	Central Sector Schemes sanctioned during 9 <sup>th</sup> plan period.	MP State Tourism Development Corporation
4.	Tourist literature of M.P	MP State Tourism Development Corporation
5.	List of tourist accommodation with number of the bed and tariff.	MP State Tourism Development Corporation
6.	List of roads connecting the tourist under BOT scheme.	MP Bridge Corporation
7.	National Highways and major district roads Connecting the tourist centres.	MP PWD
8.	Lost of area development master plans of tourist centres.	MP Town and Country Planning Organization.
9.	Present water supply situation.	MP Public Health Engineering Deptt
10.	Basic Statistics of MP	MP Planning Board.
11.	Policy Thrust on Economic Development	Public Relation Department.
12.	Handicrafts in MP	MP Hastha Shilpa Vikas Nigam, MP Handloom Weavers Cooperative Khadi & Village Industries Board.
13.	Cultural Festivals	MP Kala Parishad.
14.	Tribal Festivals	MP Lok Kala Parishad.
15.	Telecommunication in MP	MP Telecom Circle.
16.	Views on Tourism	Confederation of Indian Industries MP Chapter.
17.	Wildlife Management	Directors of Kanha and Bandhavgarh National Parks.
18.	Pachmarhi Bio sphere Reserve	Director Satpuda National Park.
19.	Indian Tourist Statistics	Dept. of Tourism, Govt. of India.



## ANNEXURE 3.1

### QUESTIONNAIRE FOR PROMINENT PERSONS, INDUSTRY ASSOCIATIONS AT BHOPAL

1. What do you think about the existing tourist facilities and infrastructure available at the tourist centers of Madhya Pradesh?
2. What, in your opinion, are the positive and negative impacts of tourism activity in the state.
3. What, in your opinion, are the potential areas for the further development of tourism in the state.

Are there any constraints, which might be hindering the process.

4. Could you suggest the potential tourist areas, which are still un-accessed/unseen/unknown.
5. According to your opinion, what specific roles should the central and state govts. play for the development and promotion of tourism in the state.
6. What factors, do you think, are holding back the private sector from active participation in building up the infrastructure and tourist facilities in the state?
7. On and above the identified and known tourist centers, would you suggest any other areas for tourist activity?
8. How could the local people be made aware of the potential of tourism industry so that they are encouraged towards direct involvement?
9. Are you satisfied with the quality and contents of the publicity literature produced by MP Tourism?
10. In your opinion what steps should be taken for aggressive marketing of tourist potential of the state
11. What in your opinion should be the USPs of M.P. tourism in order to focus and develop these aspects of M.P., which will make it stand out from other destinations?
12. What kind of events/fairs/festivals need to be promoted to focus attention and increase tourism during the period of holding the event?



## ANNEXURE 3.2

### QUESTIONNAIRE AT DISTRICT LEVEL FOR DISTRICT/LOCAL ADMINISTRATION, LOCAL PROMINENT PEOPLE

1. What, in your opinion, are the potential areas for the tourism development at \_\_\_\_\_(place name)?
2. Do you think the potential has been fully exploited?
3. Are the infrastructure facilities of roads, telecom, water and electric supplies and sanitation systems, adequate to meet the tourist inflow?
4. What, in your opinion, are the future requirements in terms of: -
  - a) Infrastructure facilities
  - b) Tourist facilities
  - c) Recreational activities
  - d) Cultural complex, handicraft outlets, etc.
5. What are the constraints for the present and future development of tourism in this center?
6. Would you like to suggest a few adjoining attractions for tourist excursions which might extend the tourist stay.
7. What basic amenities, do you think, would be required at these excursion points?
8. What do you think is the impact of district 5 year and annual development plans towards improvement of facilities and infrastructure for this center.
9. What, in your opinion, are the positive and negative impacts of tourism on the local people.
10. How the local people can be directly involved in tourism without affecting their culture and traditional economic activity.
11. Do you think the publicity literature published for this center is attractive and has necessary information for the tourists? If not, what are your suggestions for its improvement.
12. What in your opinion should be the USPs of M.P. tourism in order to focus and develop these aspects of M.P. which will make it stand out from other destinations?
13. What kind of events/fairs/festivals need to be promoted to focus attention and increase tourism during the period of holding the event?



### **ANNEXURE 3.3**

## **QUESTIONNAIRE FOR HOTELIERS**

1. Name of the hotel
2. Location and address
3. What are the facilities available
  - a) Number and types of rooms
  - b) other facilities provided
4. What is the occupancy rate during peak period and its duration?
5. What is the occupancy rate during secondary peak period and its duration
6. How much according to you is the domestic and foreign tourist inflow in this place and in the state of Madhya Pradesh as a whole?
7. Is the occupancy growing/decreasing for the last three years? Yes/No
8. What are your future plans of up-gradation and expansion?
9. What is the present state of tourist movement in your region and are you satisfied with it?
10. What, in your opinion, should be done to increase the number of tourist arrivals in your region?
11. What new activities, would you suggest, should be introduced:
  - a) To attract more tourists
  - b) to make them stay longer
12. What do you think about the promotion and marketing undertaken by MP Tourism for your region?
13. Are the tourists satisfied by the infrastructure services available in this destination?
14. What special recommendations do they have/ have they cited any specific problems?
15. Has the government done enough to promote tourism in this destination? What specific recommendations do you have?



**ANNEXURE 3.4**  
**QUESTIONNAIRE FOR TRAVEL AGENTS/TOUR**  
**OPERATORS/GUIDES**

1. Name of the organization
2. Location and address
3. Are you recognized by the Ministry of Tourism, Govt. of India or the State Govt?
4. Types of functions and activities performed which are related to tourism
5. How many foreign tourist groups and FIT's do you handle every year?
6. What is the average size of the foreign tourist groups?
7. What are the peak and secondary periods of their visit to your region?
8. Do you also handle domestic tourist groups and FIT's? If so, please mention a) the total number per year and b) the average size of the group.
9. Do you operate domestic package tours within the state? If so, please mention:
  - a) Number of tours in a year    b) Average occupancy of the tours.
  - c) Peak and secondary peak occupancy periods.
10. How much according to you is the domestic and foreign tourist inflow in this place and in the state of Madhya Pradesh as a whole?
11. Do you operate tourist cars and coaches? If so, the number of coaches and cars may please be mentioned.
12. What is your opinion about:
  - a. The tourist facilities available at the tourist centers in your region
  - b. Publicity and promotion efforts made by MP Tourism.
13. What, in your opinion, should the Govt. do to attract more tourists to the tourist centers of your region?
14. What new activities should be introduced:
  - a) To attract more tourist                      b) To make them stay longer.
15. What are your future plans for attracting more tourists to your region?





16. According to your records, do you feel that the tourist arrivals are decreasing/increasing for the last three years? Yes/No
17. What is your opinion about the current status of networking between travel agents in M.P. with travel agents overseas, and the role this networking play in promoting tourism. Your suggestions on strengthening of such net working.



## ANNEXURE 3.5

### QUESTIONNAIRE FOR TOURISTS

1. Name \_\_\_\_\_
2. Nationality \_\_\_\_\_
3. Place of origin \_\_\_\_\_
4. Occupation \_\_\_\_\_
5. You are traveling:  
 Single      Group      Family      Friends
6. Purpose of visit:  
 Business      Business-cum-holiday      Holidaying
7. This is your:      First visit      Repeat visit.
8. Your travel arrangements were made:  
 By self      By tour operators
9. Your tour package was planned on the information obtained from:  
 Friends      Travel guides/magazines  
 Tour operator      Others (Please mention)
10. How did you arrive at this place:  
 By air    by train    by road    a combination of above
11. Reason behind the selection of mode of travel:  
 Economical    Fast    Trouble free    a combination of above
12. How much did you spend on lodging?    Rs. \_\_\_\_\_ per day
13. Name of the hotel where you stayed \_\_\_\_\_
14. Quality of service and cleanliness in your hotel?
15. Quality of food and its hygiene that you were able to get at the hotels and restaurants at the places you visited?
16. How much money did you spend here excluding travel and stay costs?  
 Rs. \_\_\_\_\_
17. On what items did you spend most and least:  
 Lodging      Food      Shopping      Entertainment  
 Internal travel      others



18. What type of facilities should be made available in this place

Accommodation

High quality hotels    Budget hotels    Heritage hotels

Paying guest    Others (Please mention)

Food    Continental/Indian /Chinese/other

Shopping    Shopping plaza    local shopping  
Craft Bazaar

Entertainment

Cultural events    Film shows

Adventure/ Water sports    Amusement parks

Transport

Luxury AC coaches/ luxury AC mini coaches

AC cars/ non AC cars/ others (Please specify)

Any other facilities (Please specify)

a)\_\_\_\_\_ b)\_\_\_\_\_

c)\_\_\_\_\_ d)\_\_\_\_\_

19. What, in your opinion, problems of tourism in this place:

Inadequate accessibility    Lack of accommodation

Lack of reservation facilities    Lack of local transport

Lack of excursion facilities    Sanitation and hygiene

Inadequate water & power supplies    Security

Lack of medical facilities    Others (Please specify)

20. Please suggest improvement in one or two lines.

21. Any other comments

22. Would you like to visit the place again?



## ANNEXURE 4

### DETAILS OF MAJOR TOURIST CENTRES

#### KHAJURAHO

The temples of Khajuraho, among the world's top tourist attractions, represent some of the most exquisite specimens of Hindu temple architecture and sculpture in medieval India. It was once a Capital of powerful Chandella rulers who built nearly 80 temples out of which only 22 remain as specimens of their creative thirst. UNESCO has designated it as the WORLD HERITAGE SITE.

#### PLACES TO SEE

- Western, eastern and southern groups of temples.
- Matangeshwar temple
- Archaeological museum
- State museum of tribal and folk arts

#### EXCURSIONS

- |                       |        |
|-----------------------|--------|
| - Panna National Park | 32 Kms |
| - Panna Diamond Mines | 45 kms |
| - Ranoh Falls         | 20 kms |
| - Rajgarh Palace      | 27 kms |
| - Pandava Falls       | 34 kms |

#### TOURIST FACILITIES

##### ACCOMMODATION

###### Private Sector

- Classified Star Hotels – 986 beds – Tariff range Rs 1000 – 5200
- Non-classified Unstarred Hotels – 696 beds – Tariff range Rs 500-800.

###### MPSTDC

- 4 Units – 166 beds – Tariff Rs 250 – 690 per room. Out of these only one unit Payal Hotel could be placed in 2 star category.

###### Govt. Sector

- Circuit House - 30 beds – Rs 300 per room

###### Dharamshala

- Jain Dharamshala, Eastern Group of Temples for 100-150 persons



### Youth Hostel

- Under construction, a Central Sector project.

### RESTAURANT / EATERIES / LIQUOR SHOP

1. 14 Restaurants – Cuisine - Indian, Continental, Chinese, Thai and Italian food.
2. 6 Eateries - Thali meals and north and south Indian snacks.
3. Liquor shop – One

### TRANSPORT

#### By Air

- Indian Airlines operating daily flights Delhi-Agra-Khajuraho-Varanasi and back the same route. This flight is operated thrice a week during the office-season April to September.
- Jet Airways Daily flight Delhi-Varanasi-Khajuraho and back.

#### By Rail

- Convenient railheads - Jhansi – 180 kms – On Delhi-Mumbai line of Central Railways
- Satna – 120 Kms – on Howrah-Mumbai(via) Allahabad line of Central Railways
- All trains operating on these two routes have scheduled halt at these two stations.
- Computer Railway Reservation System is available at Khajuraho

#### By Road Transport

##### External

- 18 Passenger buses operate between Khajuraho and other places which include Jhansi, Indore, Bhopal, Satna, Panna, Varanasi, Delhi, Agra.
- MPSTRC semi deluxe Millennium Coach operates between Jhansi - Khajuraho as linkage to Shatabdi Express.
- Tourist cars and coaches are available at Jhansi and Satna for hire.

##### Local

- Following transport is available on hire :-
 

- Tourist Coaches AC	25
- Tourist Mini Coaches	04
- Tourist Cars AC14 & Non AC 66	80
- Auto rickshaws	20
- Cycle rickshaws	40
- Tri-cycles on hire	110



## GUIDES

49 – Approved by Dept. of Tourism, Govt. of India

Language proficiency

- Japanese	12
- French	07
- Spanish	04
- German	07
- Italian	08

Out of these one guide is proficient in 5 foreign languages,  
while 3 guides in two languages.

## RECREATION / ENTERTAINMENT

Cultural Event -

- Kandaria Shilp Gram arranges daily folk Performances  
South Zone Central Cultural Centre arranges folk performances and craft
- Mela 3 or 4 times a year
- KHAJURAHO FESTIVAL – Once a year
- Sound & Light Show-  
At Western Group of temples daily in the evening, except during the  
Rainy season.

Timings - Winter Months

Hindi	-	1900 hrs to 1950 hrs.
English	-	1955 hrs to 2045 hrs

Summer Months

Hindi -	1930 hrs to 2020 hrs
English -	2025 hrs to 2115 hrs
Entry fees –	Rs. 200 for foreigners Rs. 50 for domestic.

- Kairali Ayurved Message Centre



## SHOPPING

### Shopping Plaza

1. In front of Western Group of Temples.
2. Gole Market

### Emporium

1. MP Hastha Shilpa Vikas Nigam Emporium near
2. Western Group of Temples.

### Craft Village

1. Shilp Gram of South Zone Central Cultural Centre, Govt. of India.

### Souvenir Shops

1. Kandaria Shilp Gram and nearly 250 big and small shops selling souvenirs and artifacts. Out of these approximately 50% are approved. These shops sell plaster cast, stone and brass statuettes, antique jewellery, gems, handloom cloth. The Craft Bazaar of Rajasthan and private Kashmir Emporium sell special works of their individual states.

## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- a) Till 1997 Special Area Development Authority, with members nominated by the State Govt., used to administer the area, which has now been replaced by an elected Nagar Panchayat
- b) An Area Development Master Plan has prepared by the State Town & Country Planning Department, which has been approved and handed over to the local body for implementation. This has been revised after UNESCO declaration of WORLD HERITAGE SITE.

### ROADS

#### External

- a) Jhansi to Satna Road, connecting Khajuraho at Bamitha (7 Kms.) has been upgraded to NH75. Funds of upgradation have been provided by Government of India.
- b) Bamitha to Khajuraho, a stretch of 7 kms.; is in good condition, but would need widening and upgradation

#### Internal

- a) Bye-pass road and the link roads, within the town area, are in a bad shape with broken tarring. Rs.10 lacs has been sanctioned but work is yet to start.
- b) Approach road to Eastern and Southern groups of temples are metalled, needs tarring and widening.



## WATER SUPPLY

- a) A regular water supply system is managed by Public Health Engineering Department. The source is Benisagar Dam at a distance of 5 kms. This system is nearly two decades old. At present there is no shortage, with one hour supply in morning and evening.
- b) The regular supply system is supplemented by bore wells independently by the hotels. A few of them and the residents completely depend upon tube well water.

## ENERGY SUPPLY

The supply is regular with a substation located at Khajuraho. This year there is a load shedding of 4 hours daily, which appears to be a temporary phase.

## TELECOM SERVICES

- Telephone & Fax facilities adequate
- Internet connections – 25
- STD / ISD PCOs - 20.

## POSTAL SERVICES

- Dak is cleared twice and distributed once.
- Registered letters and money orders are handled.
- Special facility of transfer of money from foreign countries through computerized system. This facility is not available at other tourist center in the state.

## CIVIC AMENITIES

- General cleanliness of the area is poor, though Nagar Panchayat has employed scavenging staff.
- Garbage is collected everyday and transported out in tractor trolley, star hotels have their private arrangements.
- No sewage system for solid waste disposal.
- Drainage System – Open drains only in front of Western Group of temples and Sewa gram colony.
- Street lights are installed and in operation as all the roads.
- Public toilet facilities –
  - a) not available in the township area. A community toilet has since been closed due to lack of maintenance.
  - b) Toilet Facilities in the precincts of Western Group of temples is maintained by ASI. Eastern and Southern groups do not have this facility.
- Gardens and Parks :- Pahil and Laghuchandra vatika are not well maintained by Nagar Panchayat.
- Bus stand – Permanent with shops and toilet facilities.





### HEALTH FACILITIES

- Primary Health Centre with doctor, nurse and 10 beds for emergency patients.
- Rajnagar (3 Kms) also has a Primary Health Centre.
- Medicine Shops – 5.

### SECURITY

- Police Post with a Station Officer at Khajuraho.
- Sub-Divisional officer (Police) is stationed at Rajnagar (3kms).

### BANKS

- Nationalised Bank branches with money changing facility.
- Star Hotels also have money changing facility.

### MP HERITGAE DEVELOPMENT TRUST

An Action Plan for promotion of cottage industries and self – help groups and training of artisans is in operation with the assistance of district authorities. The project was prepared by the TRUST to encourage better participation and awareness of tourism activities and at the same time ensure economic gains. Nearly 42 village around Khajuraho have been selected for this activity.

### INTACH

Intach has secured financial assistance from Hamllyn Foundation, for the following activities :-

- a) Creation of Silent Zone in front of Western Group of temples by prohibiting the movement of heavy and light vehicles in the area. This has been achieved by installing gates at the three entry points to the plaza area.
- b) Clearing and environmental development of the following lakes :-
  - Shiv Sagar
  - Prem Sagar
  - Village Pond (Eastern Group)
- c) Road side plantation of trees on bye-pass and link roads. The work is in progress. Payal Hotel to Western Group link road plantation has been completed.

### PLANTATION

Road side plantation on Bamitha – Khajuraho – Rajnagar – Raneh falls road has been completed by Forest Department.



## CHITRAKOOT

Mythology has it that Lord Rama spent part of his 14 years exile at Chitrakoot. It is a hallowed place with a heightened religious activity. One could here the hymns and religious discourses as one goes round the temples and places of attraction. There are number of ashrams where holy men in saffron robes meditate and offer solace to millions of pilgrims. It has an extended pilgrim's trail, which has to be traversed on fast by the devout, if he has to attain salvation.

### PLACES TO SEE

- Ramghat
- Kamadgiri and its Pavakrama
- Sati Ansuiya
- Sphatik Shila
- Janaki kund
- Hanuman Dhara
- Bharat Koop
- Gupta Godavari

### TOURIST FACILITIES

#### ACCOMMODATION

- Hotels – Nil
- Tourist Bungalow (MPTDC) – 16 beds -Tariff – Rs. 175 per room
- Dharamshalas – 6 – Attached to different Ashrams
- Yatrika – 1 – 50 persons - Tariff – nominal

#### RESTAURANTS/EATERIES

- Eateries and Bhojanalayas – 50 - Cuisine – Thali meals  
(non-vegetarian food and liquor prohibited)



## TRANSPORT

### By Air

- Nearest Airport – Khajurajo (200 Kms)

### By Rail

- Nearest railhead – Chitrakoot Dham (Karvi in UP ) – 10 kms.  
Railway station on Jhansi-Allahabad line of Central Railways.  
Trains operating are Mahakoshal Express, Lucknow Express,  
Lashkar-Howrah Express, Tulsi Express, Jhansi-Manikpur  
Passenger.
- Convenient railhead – Satna – 80 Kms – On Mumbai-Howrah (via Allahabad) line  
Of Central Railways.

### By Road Transport

From railhead

- At Korvi - 12 Jeep and tempo vehicles and auto rickshaws are available.
- From Satna - Regular buses operate every half an hour. These are deluxe non AC  
buses of private operators

Local Transport

- Passenger buses and minibuses – Rs. 25 per person per sightseeing trip

## RECREATION / ENTERTAINMENT

Cultural events

- Regular devotional songs (Kirtan) and religious discourses are held at many places.
- Ram Navami and Ram Vivah are important festivals.
- Film Shows – At Ram Darshan through TV
- Boating – At Bharat Ghat and Arogya Dham
- Flood Lighting – Every place of interest is floodlit in the evening.

## SHOPPING

- Souvenir Shops – Any number selling wooden toys, bamboo canes and religious  
Trinkets.
- Craft village – Bamboo work organized by Forest Department.

## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- Nagar Panchayat, an elected body



- An Area Development Master Plan for 20 years, prepared by State Town & Country Planning Department and approved by the State Government has been handed over to Nagar Panchayat for implementation. The process is slow because of paucity of funds with NP.
- Major part of development work is undertaken by Ranchoddas Maharaj Trust, Jaipuria Trust and Shri Nanaji Deshmukh, Member, Rajya Sabha..

## ROADS

### Approach roads

- From Karvi - 10 Kms – Satisfactory
- From Satna – 80 Kms – bad and broken  
Road from Satna is included in the plan under BOT Scheme of upgradation.

### Internal Road

- Total length – 60 Kms
- Ramdarshan to Kamadgiri (8 Kms) - very good road with RCC top
- Roads to other places are Kachcha and badly maintained.

## WATER SUPPLY

- Source – Mandakini River and tube wells.
- Supply – Regular and adequate

## ENERGY SUPPLY

- Adequate but with low voltage and frequent power cuts because Chitrakoot does not have a sub-station and the supply line is 40 kms long from Majhgawan.

## TELECOM SERVICES

- Telephone and Fax facilities available.
- STD/ISD PCO's – 8

## POSTAL SERVICES

- Dak clearance and delivery once a day.
- Money order and letter registration facilities.



#### CIVIC AMENITIES

- Scavenging system with handcarts.
- Garbage collection and disposal by tractor trolley.
- No sewage system for solid waste disposal.
- Open drainage system.
- Street lights on every road.
- Bus stand, permanent with no facilities.
- No public toilets/urinals near the places of interest.
- One Sulabh Shouchalaya in the township but no public urinals.
- Visitors Rest Shelters available at Gupta Godawari and Sati Ansuiya.

#### HEALTH FACILITIES

- Primary Health Centre with doctor, nurse and 4 emergency bed.
- Private sector facilities
  - Arogya Dham for ayurvedic and allopathic treatment.
  - Janaki Kund eye hospital (free treatment and eye treatment camps are held)

#### SECURITY

- Sub Divisional Officer (Police) is posted having requisite police posts under him.



## ORCHHA

The medieval city built by the Bundella Kings in 16<sup>th</sup> and 17<sup>th</sup> century AD has the grandeur and legacy of the ages. The soaring temple spires and cenatophs create a spectacular view of the place from a distance. The interior of the palaces represent some of the finest Bundella wall frescoes. It is located 20 kms from Jhansi with a diversion on the road to Khajuraho.

### PLACES TO SEE

- Jahangir Mahal
- Raja Mahal
- Rai Praveen Mahal
- Chaturbhuj temple
- Laxminarayan Temple
- Ram Raja Temple
- Dinman Hardaul Palace
- Phool Bagh
- Sundar Mahal
- Chhatri Complex

### TOURIST FACILITIES

#### ACCOMMODATION

##### Private Hotels

1. 3 Star standard (not classified)  
Orchha Resort – 32 beds in rooms and 11 beds in tents.  
Tariff – Rs. 1750 – 2950 (Rooms)  
Rs. 1000 – 1600 (Tents)
2. Unstarred hotels/guest houses – 7 – 96 beds – Tariff – No rack rate. Fluctuates according to demand.

##### MPSTDC

- 2 Star standard (not classified)
- Sheesh Mahal - 15 beds - Tariff Rs. 490 to 2990 per room.
- Betwa Cottages - 20 beds - Tariff Rs. 490 to 790 per room.

Youth Hostel – Under construction.

Dharamshalas – 3



### RESTAURANTS/EATERIES/BARS

- Restaurants – 3    Cuisine – Indian & Chinese
- Eateries – 8    Cuisine – Thali meals
- Bars – Attached to Sheesh Mahal, Betwa Cottages and Orchha Resort.
- Liquor Shop – 8 Kms. away at tri-junction (Tigaila)

### TRANSPORT

#### **By Air**

Nearest Airport – Gwalior (120 Kms)

Convenient Airport - Khajuraho (170 Kms)

#### **By Rail**

- Orchha is a railway station on Jhansi-Allahabad line of Central Railways.
- Convenient railway station – Jhansi -- 20 kms

All south and west bound trains pass through Jhansi which is also connected by Shatabdi Express

#### **By Road Transport**

At railhead

- Two tourist coaches and 150 tourist cars (AC and non AC) are available for hire at Jhansi.
- Tempos and auto rickshaws are available at Jhansi

Local Transport

- Auto rickshaws - 15
- Tri-cycles on hire – 20

### GUIDES

- Approved by State Department of Archaeology - 17
- Language proficiency –
  - French – 3
  - German – 1
  - English – 7
  - Spanish - 1Rest are Hindi speaking.



## RECREATION/ENTERTAINMENT

### Cultural Events

- Keshav Jayanti, once a year
- Festival/ faires on Shankranti, Savan Teej, Ram Navami and Ram Vivah.

## SHOPPING

- Souvenir Shops – 8 - Selling Tikamgarh Brassware and religious trinkets.
- Rajasthani handicraft shops - 4.
- Kashmiri handicraft shop - 1.
- Tara Gram eco-friendly craft village manufacturing hand made paper, crockery and jute material..

## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- Nagar Panchayat, an elected body
- Area Development Master Plan under preparation with Town & Country Planning Department.

### ROADS

- Approach road from Jhansi is good.
- Internal Roads in the township is satisfactory.
- Approach to attractions:-
  - Upto Chhatri complex – ¾ Kms. metalled
  - Upto Laxmi Mandir – 1¼ Kms. Under construction
  - Road to Ram Raja Mandir – average

### WATER SUPPLY

- Regular water supply through open and tube wells, without filtration, is provided to the township with a distribution system. Supply is released for one hour each in morning and evening.
- Hotels have their own sources –
  - Sheesh Mahal from an old well.
  - Betwa Cottages from the river.
  - Orchha Resort from river and tube well.
- Under Water Conserveation Plan rain water is to be collected in old bawdies which have been cleaned.





#### ENERGY SUPPLY

- Source- MPEB
- Supply - Adequate

#### TELECOM SERVICES

- Telephone and Fax connections are available.
- STD/ISD PCO's – 8, out of which one PCO has Internet connection.

#### POSTAL SERVICES

- Dak clearance and distribution once a day.
- Money order and registration facilities.

#### CIVIC AMENITIES

- Nagar Panchayat has -
- Scavenging staff with handcarts.
- Garbage collection and disposal in tractor trolley. Dustbins are proposed.
- No sewage system for solid waste disposal.
- Street Lights.
- Parks – Phool Bagh, Ram Raja Mandir & Chhatri Area.
- Public urinal facilities near Ram Raja Mandir, Gram Panchayat office (Toilet facility near Chhatri area is sanctioned by State Archaeology)

#### HEALTH FACILITIES

- Primary Health Centre with doctor and nurse.
- Medicine Shops - 3

#### SECURITY

- Police post with Station House Officer.

#### BANKS

- Banks and money changing facility available at Jhansi (20 Kms).



### **INTACH ACTIVITIES**

- Face lift of Raja Mahal.
- Preservation of Havelis near Sheesh Mahal.
- Preservation of Hammam near Rai Praveen Mahal.
- Preservation of Small Chhatris between Rai Praveen and Sheesh Mahal.
- Face life of Dau-ki-Kothi.
- Strengthening of corner bastions and fortification wall of the fort.
- Excavation of buried structures, original roads and pathways and other residential buildings.
- Preparation of estimates for conservation of Sheesh Mahal, Jahangir Mahal, Raja Mahal, Chaturbhuj Temple, Laxmi Mandir, and Rai Praveen Mahal. These are being submitted to State Archaeology Department for provision of funds.

### **STATE ARCHAEOLOGY DEPARTMENT**

- Preservation of all the major monuments.
- Setting up of interpretation centre at Raja Mahal.
- Heritage trail from Raja Mahal-Dau ki Kothi – Camel Stable – Jahangir Mahal – Hammam – Rai Praveen Mahal.
- Proposed cafeteria (Sheesh Mahal), planned by INTACH, being constructed..
- Conservation of Borud Khana for establishing Ramayan museum jointly by M.P. Tourism and Lok Kala Parishad.

### **FOREST DEPARTMENT**

The forest area along the river front has been declared as Orchha Sanctuary. Following actions are being taken:-

- Development of eco-tourism.
- Nature trails.
- Bird watching locations.
- Increase in herbivores.
- Conservation of gangetic tortoise.



## AMARKANTAK

Amarkantak is the source of Narmada and Son rivers and is situated at an altitude of 1065 meters at the meeting point of the Vindhya and Satpura ranges. In its lap lie the nature at its best with holy ponds, lofty hills, forest glades and beautiful water falls.

### POLACES TO SEE

- Narmada Mandir (place of origin of Narmada ½ km south)
- Karan Mandir
- Sonagiri water falls
- Sonmuda
- Kapildhara
- Rudraganga
- Jaleshwar
- Mai-ki-Bagia
- Bhrgu Kamandal
- Dhunipani
- Kabir Chabutra
- Jain Mandir
- Kalyan Seva Ashram
- Sri Mahameru Sriyant Mandir (Under construction)

### TOURIST FACILITIES

#### ACCOMMODATION

##### Private Sector

- Hotels (4) – 80 beds - Tariff Rs 100 – 150 per room
- Kalyan Ashram – 120 bed  
Rooms are classified into luxury, deluxe and ordinary. Guests are not charged room rent but are requested to donate fund for various welfare activities of the Ashram.

##### MPSTDC

- Holiday Homes – 30 beds - Tariff – Rs. 325-490 per room and Rs. 60 per bed for dormitory
- Tourist Bungalow – 16 beds - Tariff – Rs 150 – 190 per room

##### Dharamshalas

- Ram Krishna Kutia – 50 beds
- Jain Mandir Dharamshala – 200 beds



## RESTAURANT/BAR/EATERIES

- Eateries and Bhojanalayas – 10 Thali meals  
(Non vegetarian food and liquor prohibited)

## TRANSPORT

### By Air

Nearest Airport – Jabalpur (230 Kms)

Jabalpur is connected to Delhi and Gwalior by regular air service.

### By Rail

Nearest Railhead – Pendra – 45 Kms.

(A Forest road constructed by Hindalco is of shorter distance – 22 kms )

Pendra is a railway station on the Katni-Bilaspur section of South Eastern Railways. Trains to Bhuvaneshwar, Bilaspur and Indore pass by this route.

### By Road Transport

External

Transport from railhead.

- 5 passenger buses operate to and from Pendra.
- Jeeps and commander vehicles are available – Rs. 400 per trip from and to Amarkantak.
- Passenger buses operate to Jabalpur, Rewa, Shahdol, Dindori, Raipur, Bilaspur, Seoni and Allahabad.

Local Transport

- Tourist cars – 10 vehicles (Jeep Commander, Marshal and Tata Sumo).- Local Sight seeing charge Rs 500 per trip..
- Auto rickshaws – 4 - flat charges according to the places visited.
- Tongas – 3
- Tri-cycles on hire - 6

## GUIDES

- Approved by Nagar Panchayat - 5
- Unapproved - 5
- Language proficiency – Hindi

## RECREATION/ENTERTAINMENT

- Cultural Events – Frequent religious fairs are held. Religious discourses are held daily. Folk dances could be arranged on demand.



- Boating – Narmada Dam

## SHOPPING

- Souvenir Shops – 2
- Large number of pavement shops selling local products, religious photos, statues and trinkets.

## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- Nagar Panchayat - an elected body.
- Illegal encroachment along the river side banks by a few Ashrams and local people is polluting and shrinking the river because of absence of sewage disposal system.
- Kapildhara approach point has a large number of temporary shops which have narrowed the road and taken over the vehicle parking area.
- A part of the Kapildhara area fall in the jurisdiction of Dindori district. The adjoining Nagar Panchayat is charging Rs. 10 as per parking fee per vehicle with the understanding of developing of proper parking area. But no action has been taken so far.

### ROADS

#### External

- Link roads from Pendra, Dindori and Bilaspur are in very bad shape.
- Shahdol-Amarkantak road has been included in the list of BOT Roads for upgradation.

#### Internal

- Roads within the township – unsatisfactory.
- Approach roads to the points – broken and untarred.

### WATER SUPPLY

- Source - Tubewell
- A few Ashrams and accommodation units have their own tube wells.
- Under Water Conservation Plan a dam has been constructed around a low lying area. This will help in raising the water table.

### ENERGY SUPPLY

- Source- MPEB
- Supply - Regular



#### TELECOM SERVICES

- Telephone connections with STD facility available.
- STD/ISD PCO's – 6

#### POSTAL SERVICES

- Letter clearance once and dak delivery twice.
- Money order and registration of letters facility.
- Telegraph facility.

#### CIVIC AMENITIES

- Scavenging staff with garbage collection by tractor trolley.
- Solid waste disposal and sewage system absent.
- Street Lights..
- Parks – 2 - One of Nagar Panchayat and the other of Horticulture Department.
- Bus stand – Permanent with facilities of waiting shed & toilets.
- Public toilets/urinals - Nil

#### HEALTH FACILITIES

- Primary Health Centre with doctor, nurse and 2 emergency beds..
- Shri Chandrachar Dharmarth Hospital (private) with doctors, nurses and wards with 30 beds. A charitable hospital which once a year invite foreign specialists.
- Medicine Shops - 1

#### SECURITY

- Police post with Station Officer.

#### BANKS

- State Bank of India – no money changing facility.



## SHIVPURI

A charming holiday resort in the midst of a serene forest area with lakes. It is situated on 427 meters high plateau, has an equable climate and was once the summer residence of Maharaja of Gwalior. The dense forest on either side of VHS and Jhansi Road, now form the Madhav National Park which has tiger, panther, a variety of herbivores and local and migratory birds. In the area of the National Park, Sakhya Sagar with the stately Boat Club, George Castle and Bhadaiya Kund are worth seeing. The water of Bhadaiya Kund is reputed to have mineral properties.

The cenotaphs of Maharani Sakhiya Raje, in buff sand stone, and of Maharaja Madhav Rao Scindia in marble, with inlay work, has a beautiful complex with well laid out garden, pool and a temple.

### EXCURSION

Surwaya – 21 Kms on Jhansi road. An old Hindu monastery with ruins of three temples.

Naiwar – 26 kms. A prominent old fort with monuments and temples.

Chanderi – 132 Kms. Known for Chanderi Sarees. Surrounded by hills, lakes and forests, it has several monuments of Bundela Kings and Malwa Sultans.

### TOURIST FACILITIES

#### ACCOMMODATION

##### Private Sector

Unstarred Hotels – 2 -, 30 beds – Tariff – Rs 600 AC & Rs 450 Non AC per room

##### MPSTDC

Tourist Village - 42 beds – Tariff – Rs 390 – 690 per room

Dharamshalas – 4

#### RESTAURANTS/EATERIES

- Restaurant – 1      Cuisine - Indian
- Eateries – 25      Cuisine – Thali meals
- Liquor Shops - 3



## TRANSPORT

### By Air

Nearest Airport – Gwalior (112 Kms)

Gwalior is connected to Delhi and Jabalpur by air.

### By Rail

- Shivpuri is a railway station on Guna-Itawa line of Central Railway. Intercity Express (Gwalior to Indore) and Dehradun-Indore express operate on this route.
- For tourist the convenient railheads are Gwalior (112 kms) and Jhansi (100 Kms.). These two stations are located on the main line of Central Railways.

### By Road Transport

#### External

- Very well connected by passenger bus services from other parts of the State.
- Special coaches operate to Jaipur, Lucknow, Kota and Jhansi.

#### Local Transport

- Maruti Vans – 10 – Rate - Rs. 3.50 per km. & Rs. 350 for sightseeing.
- Auto rickshaws – 50
- Cycle rickshaws - 10
- Tongas – 10
- Tri-cycles on hire - available

## GUIDES

- Approved by Park authority – 8
- Guiding fee – Rs. 35 per trip
- Language – Hindi & English

## RECREATION/ENTERTAINMENT

- Boating on Sakhia Sagar Lake.
- Film shows on wildlife by Park Authority.
- Devotional music at Chhatri precincts.

## SHOPPING

- Shopping Plaza – City market
- Souvenir Shops – 4





## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- Shivpuri district town is administered by Municipal Corporation - an elected body.
- National Park is managed by the Director, Madhav National Park under Forest Department.

### ROADS

- Being on the National Highway the approach roads are in good condition.
- Roads within the town area - Average
- Road inside the National Park – WBM in good condition.

### WATER SUPPLY

- Regular water supply system
- Source – Sakhia Sagar Lake
- Supply - Adequate

### ENERGY SUPPLY

- Source - MPEB
- Supply - Regular

### TELECOM SERVICES

- Telephone, Fax and Internet services available.
- STD/ISD PCO's – 20

### POSTAL SERVICES

- Letter clearance and delivery – regular.
- Money order, registration, Speed post – Available.
- Telegraph facility.

### CIVIC AMENITIES

Municipal Corporation has -

- Manual scavenging system.
- Garbage collection and disposal by tractor trolley.
- Sewage system for solid waste disposal.
- Drainage system.
- Street lights.



- Gardens & Parks – 4 Public Parks in town area.
- Bus Stand – Presently temporary. To be sifted shortly to a permanent facility.
- Public toilet facilities – 4 in the township & also available at National Park entrance.

#### HEALTH FACILITIES

- District level hospital with doctor, lady doctor, nurse and patient wards.
- Medicine Shops - 30

#### SECURITY

- Adequate. Being a district town.



## BANDHAVGARH

Bandhavgarh National Park, spread in an area of 448 sq. kms. is densely populated with tiger and other wildlife species of gaur, nilgai, sambhar and barking deer. In the backdrop of the park is the old fort which has references in Shiva Purana and Panch Ratna. The Park also has the archaeological relics of Sheshai Vishnu and number of caves.

### TOURIST FACILITIES

#### ACCOMMODATION

##### Private Sector

Resorts and Lodges – 178 beds – Tariff – Dollar 90 – 130 per person Jungle Plan which includes stay, meals, wildlife viewing, tiger show and entry fees.

In IR 100 – 900 per person

##### MPSTDC

White Tiger Forest Lodge – 52 beds – Tariff – Rs. 590 – 890 per room

##### State Govt.

PWD Rest House – 8 beds – Rs. 250 per person.

Forest Rest House – 8 beds in rooms and 12 beds in tents - Tariff – Rs. 250 per tent and Rs.590-790 per room.

#### RESTAURANTS/EATERIES

- Restaurants and Bars attached to resorts and hotels.
- Eatery - Dhaba at bus stop. Serving Indian food
- Liquor Shops - 3

### TRANSPORT

#### By Air

- Nearest Airport – Jabalpur (185 Kms)
- Jabalpur is connected to Delhi by regular flights.

#### By Rail

- Nearest rail head – Umaria – 32 Kms.

It is a railway station on Katni-Bilaspur section of South Eastern Railways.

#### By Road Transport

##### External

- From railhead Jeeps and Jipsy vehicles available – Rs. 15 passenger and Rs. 300 for full vehicle.
- Only one bus operates from Shahdol.

##### Local Transport

- Jipsy vehicles – 25 – Rs. 500 per park trip.



## GUIDES

- 30 guides approved by Park authority (but untrained)
- Guiding fee – Rs. 90 per trip

## RECREATION/ENTERTAINMENT

- Cultural Events –Folk dances could be arranged on demand.
- Film shows – Infrequent shows by Park Authority.
- Museum – Martand Singh Trust.

## SHOPPING

- Souvenir Shops – 2 (one at Park entrance)

## INFRASTRUCTURE

### ROADS

#### External

- Umaria to Bandhawgarh road needs improvement and widening
- Satna to Umaria road has been included in BOT roads for upgradation/.

#### Internal

- Forest roads are maintained by the Park authority as per specifications.

## WATER SUPPLY

- Source – Open well and borewells. Hotels and Lodges have independent Borewells.
- Supply - Adequate

## ENERGY SUPPLY

- Adequate with no problems.

## TELECOM SERVICES

- Telephone, Fax connections operative.
- Internet connections do not work satisfactorily.
- STD/ISD PCO's – 3



#### POSTAL SERVICES

- Clearance and delivery once a day.
- Money order and letter registration facilities available.
- Postage material supply inadequate and erratic.

#### HEALTH FACILITIES

- Primary Health Centre with a compounder.

#### SECURITY

- Police post with SO.



## KANHA

Kanha is known for the stately Barasingha (the Central Indian Swamp Deer) though a variety of other animals, tiger, gaur, Sambar, barking deer, spotted deer and sloth bear inhabit the park. It has more than 90 species of birds. It was one of the first parks chosen under the Tiger Project for conservation and intensive breeding of the fast diminishing breed of Tigers. It is now a Tiger Reserve. The best period to see the park is November to June, the park remains closed during the monsoon.

### TOURIST FACILITIES

#### ACCOMMODATION

##### Private Sector

At Mocha ( 10 kms)

Resorts and Lodges – 174 beds – Tariff – Dollar 60 – 120 per person Jungle Plan which includes stay, full board, wildlife viewing, Tiger show and entrance fee. In IR the range is 500 to 1500 per room.

##### At Mukki

Resorts – 54 beds – Tariff same as at Mocha.

##### MPSTDC

3 Units – 96 beds ( 72 in rooms and 24 in dorms) – Tariff – Rs 150 – 890 per room  
Rs 300 per person in dorms  
With full board.

##### Forest Dept.

Rest House – 14 beds Tariff – rs 690 – 890 per room.

**Total bed strength - 284 beds**

#### RESTAURANTS/EATERIES/BARS

- Restaurant and bars attached to the hotels and lodges.
- Eateries – 3 Dhabas – Indian style food.
- Liquor Shop at Mocha - 1



## TRANSPORT

### By Air

Nearest Airport – Jabalpur (185 Kms)

Jabalpur is connected to Delhi and Gwalior by Indian Airlines flight.

Convenient airport – Nagpur – 285 Km.

Nagpur is connected to Delhi, Calcutta, Hyderabad, Chennai by Indian Airlines Flights.

### By Rail

- Nearest convenient railhead – Jabalpur – 185 kms.

Jabalpur is on the Mumbai-Howrah (via Allahabad) line of Central Railways having frequency of trains from Delhi, Mumbai and Calcutta.

### By Road Transport

External

- Two passenger buses, one each in the morning and evening operate from Jabalpur.
- Tourist coaches and cars are available at Jabalpur.

Local Transport

- Jeeps and Maruti Jipsy – 30 - Rs. 9 per km.  
(Park round in the morning is of 70 kms. While in the evening it is 30 kms.)

## GUIDES

- Park authority approved – 20
- Language – Hindi & English

## RECREATION/ENTERTAINMENT

- Cultural events – Not regular, can be arranged on demand.
- Film shows – Forest Deptt. At visitors centre.

## SHOPPING

- District Rural Development Authority approved outlet at Khatia selling, printed cloth, statuettes, bamboo and woodwork.
- Park authority souvenir shop at Khatia selling, T Shirts, Chains, Bookmarks.
- Tourist Information Centre, Khatia, selling priced publications.

## INFRASTRUCTURE

### ROADS

External

- Jabalpur to Mandla (110 Kms) – Satisfactory.
- Mandla – Kanha (75 Kms.) – Single lane unsatisfactory.
- Mandla-Kanha road has been included in the list of BOT road for upgradation.

Internal

- Road inside the Park are maintained by the Park Authority as per specifications.

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*20 years Perspective Plan of Tourism for the State of Madhya Pradesh*



#### WATER SUPPLY

- Source – Open wells and tube wells
- Supply – All the units have there own tube wells/wells for supply.

#### ENERGY SUPPLY

- Source- MPEB Rural feeder
- Supply - Inadequate

#### TELECOM SERVICES

- Adequate Telephone connections and 2 Internet connections are available.
- STD/ISD PCO's with Internet at Mocha (10 Km.)

#### POSTAL SERVICES

- Post office is located at Mocha (10 kms.)
- Clearance and delivery of Dak once a day.
- Money orders and registration facilities available.

#### HEALTH FACILITIES

- Primary Health Centre at Mocha with doctor, nurse and 2 emergency beds..
- Medicine Shops – 1 at Mocha

#### SECURITY

- Police Post with Station officer at Khatia (7 Kms.)

#### BANKS

- At Mandla (74 Kms.), money changing facility not available.





## BHEDAGHAT

Marble rock of various shades and hues rise to more than 100 feet on either side of river Narmada. After flowing through a gorge it plunges down in a waterfall known as Dhuandhar. Boating in Narmada, with awesome marble cliffs on either side, is an unforgettable experience. The Chaunsath Yogini temple, located on the hill top, commands a singular view of the surroundings. The temple belongs to Kalchhuri period and is dedicated Goddess Durga.

### TOURIST FACILITIES

#### ACCOMMODATION

Non Star Private Hotels – 3 – 40 beds  
Tariff – Rs. 200 to 300 per room

MPTDC – 4 beds – Tariff Rs. 450

Dharamshala – 1- Nagar Panchayat

Shikshak Sadan – Dormitory

#### RESTAURANT/EATERIES

- Restaurant – 1- Indian Style food.
- Eateries – 1 – Thali meals

#### TRANSPORT

##### **By Air**

Nearest Airport – Jabalpur – 20 kms.

Jabalpur is connected to Delhi and Gwalior by regular flights.

##### **By Rail**

- Nearest railhead – Jabalpur – 20 kms.
- Madan Mahal – 15 kms.

Both of the stations are located on the Mumbai-Howrah (via Allahabad) section of Central Railways.



### **By Road Transport**

#### External

Tempos and auto rickshaws are available at Jabalpur for Bhedaghat.

#### Local

Two tempos.

### **RECREATION/ENTERTAINMENT**

- Cultural events – Sharad Poornima fair with folk dances.
- Boating on River Narmada – Rs. 225 per boat / Rs 15 per person

### **SHOPPING**

Large number of souvenir shops selling soap stone, stone statuettes and artifacts.

### **INFRASTRUCTURE**

#### **LOCAL ADMINISTRATION**

- Nagar Panchayat – an elected body.
- An allotment of Rs. 17.50 crores has been sanctioned by Govt. of India for integrated development. The plans are being prepared by Jabalpur Development Authority.

#### **ROADS**

- Road from the diversion point to Bhedaghat is unsatisfactory.
- Approach to Dhuandhar with RCC top well maintained.

#### **WATER SUPPLY**

- Raw water from the river and tube wells.
- Supply adequate.

#### **ENERGY SUPPLY**

- MPEB-Adequate

#### **TELECOM SERVICES**

- Telephone and fax connections are available.
- STD/ISD PCO's - 2

#### **POSTAL SERVICES**

- Clearance and delivery of letters once a day.



- Money orders and letter registration facility available.

#### **CIVIC AMENITIES**

- Scavenging system with garbage collection in tractor trolleys.
- Solid waste disposal and drainage not provided.
- Street lights available.
- 2 parks well maintained.
- Temporary bus stand with no facilities.
- Sulabh Shauchalaya., public toilet system.

#### **HEALTH FACILITIES**

- Primary Health Centre with doctor and nurse.

#### **SECURITY**

- Police Post with Station Officer.

#### **BANKS**

- Money changing facility at Jabalpur.



## PACHMARHI

It is lovely hill girdled plateau on the Satpuda Hills which's about 1067 metres 3500 ft. high. Unlike the Himalayan hill stations, Pachmarhi has a bracing climate all the year round. Forest glades, racvines, water falls and pools are the characteristic features of the landscape of Pachmarhi. It has nearly 45 points and a number of trekking routes which could present a challenge to the seasoned trekker.

In 1999 the Ministry of Environment, Govt. of India has set up Pachmarhi Bio-sphere Reserve with a total area of 4926 sq.kms. It envelops three wildlife conservation areas of Bori Sanctuary (518 sq.kms.), Satpuda National Park (524.37 sq.kms.) and Pachmarhi Sanctuary (461.37 sq.kms. It has 511 villages with altitude varying from 320 – 1385 metres.

Subsequently in January 2000 Satpura Tiger Reserve was formed by including Bori Sanctuary, Pachmarhi Sanctuary and Satpura National Park.

### PLACES TO SEE

Dhupgarh, Pandav caves, Big fall, Beefalls, Rajat Prapat, Priyadarshini, Chauragarh, Jatashankar, Bada Mahadeo, Handi-kho, Rajendragiri and Sangam.

### TOUIRST FACILITIES

#### ACCOMMODATION

##### Private Sector

- Hotels – 800 beds. Tariff range – Rs. 150 to 1200 per room.
- MPSTDC – 166 beds. Tariff Rs. 175-1800 per room.
- SADA (Special Area Development Authority)  
Units – 5 Tariff Rs 125 – 900 per room
- Guest Houses – 50 beds. Tariff Rs. 500-1000 per room.

#### RESTAURANT/EATERIES

- Restaurant – 5- Cuisine – Indian and chinese
- Eateries – 8 – Thali meals
- Liquor shop - 1



## TRANSPORT

### By Air

- Nearest Airport – Bhopal – 210 kms.  
Bhopal is connected by daily air services for Delhi, Mumbai and Indore.

### By Rail

- Nearest railhead – Piparia – 54 kms.  
Piparia is a scheduled halt station for trains operating on Mumbai – Howrah ( via Allahabad)line of Central Railways.

### By Road Transport

#### From Railhead

- Passenger buses are available every hour..
- Vehicles on hire Tata Sumo, Toyota Qualis, Maruti Van, Jeep, Tempo Track are available. Charge Rs. 400 per trip to Pachmarhi
- Passenger buses from Bhopal, Indore and Nagpur also operate via Piparia. .

#### Local Transport

- Tourist Cars – Maruti Jipsi – 100, Jeeps – 70 (170)  
Private vehicles charge Rs. 600-700 for full day excursion. MPSTDC charges Rs 630 for full day and Rs. 400 for half day.
- Mini coach – Operated on Pachmarhi – Mahadeo route Rs. 20 per head.
- Tricycles – Hire charges – Rs. 50 for full day.  
Rs. 20 for 4 hours.

## GUIDES

- Approved – 35 – Charges Rs. 100 for groups of 4 or less, Rs. 150 for groups of more than 4 persons. Guides are jointly approved by National Park Authority, SADA and MPSTDC.
- Unapproved – 45
- Language Proficiency – Hindi & English

## RECREATION/ENTERTAINMENT

- Cultural Events– Mahashivratri and Kartik Poornima fairs. Tribal dances could be organized on demand.
- Film Show – At Bison Lodge by Park Authority on prior demand.
- Boating – On Pachmarhi Lake – 15 boats – Charge Rs. 50 for half hour.



#### Other Activities

- Wildlife museum at Bison Lodge.
- Skating, Badminton, Table Tennis, Chess, Carom and throw ring at Youth Centre.
- Horse and camel ride at Children's park.

#### SHOPPING

- Shopping plaza – Pachmarhi Bazar
- Handicraft Emporium – 2 of MP Hastha Shilpa Vikas Nigam, needs better display.
- Souvenir shops – 4 – Assorted craft material.

#### INFRASTRUCTURE

##### LOCAL ADMINISTRATION

Entire area of Pachmarhi is divided into three parts – Pachmarhi town, civil lines and forest areas. These are administered by -

- Pachmarhi Town – Cantonment Board.
  - Civil Lines – Special Area Development Authority.
  - Forest Area – Satpura National Park and Pachmarhi Sanctuary by Forest Department.
- There is lack of coordination between these three units of administration, specially between the Cantonment Board and the SADA.

#### ROADS

##### External

- Link roads from Bhopal and Chhindwara are in unsatisfactory state.
- Hoshangabad – Pachmarhi road has been included in the list of BOT roads for upgradation.

##### Internal

- Within the town and civil lines the roads are not in good state.
  - Biridal path to the view points are badly damaged.
- Park authority charges entry fee to the view points @ Rs. 50 for vehicle and Rs. 10 for domestic/Rs. 200 for foreign tourists. This is chargeable once a day. This collection could be used for improvement of paths.



#### WATER SUPPLY

- Source – Beefall water supply system and tube wells.
- Supply – Regular and adequate.
- Under Water Conservation Plan, dykes and bunds have been constructed on the canals and low lying areas.

#### ENERGY SUPPLY

- Source – MPEB
- Supply – Adequate

#### TELECOM SERVICES

- Telephone and fax and Internet connections are available.
- STD/ISD PCO's - 5

#### POSTAL SERVICES

- Clearance and delivery of Dak - once a day.
- Money orders, letter registration and speed post facility available.
- Telegraph facilities.

#### CIVIC AMENITIES

- Scavenging staff with garbage collection in tractor trolley.
- Solid waste disposal – separate chambers for each house.
- Street lights.
- Gardens & parks - 8
- Bus stand permanent with waiting shed, public toilets and MP Tourism Information Centre.
- Public toilet facilities – 6 Near Govt. garden, Childrens' park and township.

#### HEALTH FACILITIES

##### Primary Health Centre

- Doctor and Nurse.
- Dentist thrice a week
- 2 private ward, male ward - 10 beds, female ward – 6 beds.

#### SECURITY

- Police Post with Station Officer.

#### BANKS

- Two – money changing facility not available.



## OMKARESHWAR

Situated at the confluence of rivers Narmada and Kaveri, the 'OM' shaped island is the seat of one of the 12 Jyotilingas in the temple of Omkar Mandhata.

### PLACES TO SEE

- Omkar Mandhata Temple
- Siddhnath Temple
- 24 Avatars
- Saptmatrika Temple
- Kajal Rani Cave

### TOURIST FACILITIES

#### ACCOMMODATION

- Private Sector Hotel –1 - 20 beds. Tariff – Rs. 350 to 450 per room
- MPTDC – Under construction
- Dharamshala – 2 (100 persons)
- Yatraika – 1 (30 persons)

#### RESTAURANT/EATERIES

- Restaurant – 1- Indian Cuisine.
- Eateries – 10 – Thali meals  
(Non vegetarian cuisine and liquor prohibited)

### TRANSPORT

#### By Air

- Nearest Airport Indore (80 Kms)  
Indore is connected to Mumbai, Delhi and Bhopal by regular air services.

#### By Rail

- Nearest railhead – Mortaka – 13 kms.  
On Indore-Khandwa section of Western Railway.
- Convenient Railhead – Indore – 80 Kms.  
Connected by rail to Mumbai, Delhi, Pune, Dehradun, Bhopal.





### By Road Transport

#### External

- From nearest railhead (Mortaka) – Tempo's and minibus are available.
- From convenient railhead (Indore)  
Regular passenger buses every two hours.
- Tourist Cars/Coaches on hire.

#### Local Transport

- Autorikshaws - 10
- Tricycles on Hire - 15

### RECREATION/ENTERTAINMENT

- Cultural events – Makar Sankranti, Shivratri, Narmada Jayanti and regular religious discourses
- Film Shows – On religious festivals and on demand.
- Boating – On the river.
- Flood lighting – Of temples during religious festivals.

### SHOPPING

- Private handicraft and souvenir shops selling Maheshwari Sarees and religious trinkets and statuettes.

### INFRASTRUCTURE

#### Local Administration

- Nagar Panchayat, an elected body.

### ROADS

#### External

- Approach road from Mortaka (13 Kms.) – half tarred and half untarred – condition unsatisfactory.

#### Internal

- Roads to temples are tarred.

### WATER SUPPLY

- Source – River.
- Supply – Regular system and adequate.



#### ENERGY SUPPLY

- Source – MPEB
- Supply – Regular and Adequate

#### TELECOM SERVICES

- Source – BSNL & Airtel.
- Telephone and fax connections are available.
- Internet Connection - 1
- STD/ISD PCO's - 20

#### POSTAL FACILITIES

- Clearance and delivery of letters - once a day.
- Money orders, letter registration and speed post facilities are available.
- Telegraph facility available.

#### CIVIC AMENITIES

- Garbage collection and disposal by tractor trolley.
- Drainage open
- Street lights available.
- Area plantation nearly 1200 hectares by Forest Deptt.
- Bus stand – Temporary with toilet facilities & shops.

#### HEALTH FACILITIES

- Primary Health Centre with doctor, lady doctor, nurse and 4 emergency bed.
- Medicine shop - 4

#### SECURITY

- Police Post with Station Officer.



## MAHESHWAR

Mahishmati, the old Maheswar, is a temple town on the banks of river Narmada which finds mention in Ramayan and Mahabharata. It was the set of Holkar Queen Rani Ahilya Ba, who constructed the fort and the temples.

### PLACES TO SEE

- Rajgaddi and Rajwada
- Temples of Kaleswar, Rajragheshwar, Vetthaleswar and Ahileswar.
- The Sprawling Ghats

### TOURIST FACILITIES

#### ACCOMMODATION

- Private Unstarred Hotels – 3 – 46 beds – Tariff – Rs 100 – 150 per room.
- MPSTDC – 12 beds. Tariff – Rs. 390 to 550 per room
- Dharamshala – 3 (150 persons)
- Yatraika – 1 (24 persons)

#### RESTAURANT/EATERIES

- Restaurant – 1- Indian Cuisine.
- Bar – 1
- Eateries – 10 – Thali meals
- Liquor shop – 1

#### TRANSPORT

##### **By Air**

Nearest Airport Indore (85 Kms)

Regular Air services to Mumbai, Delhi and Bhopal.

##### **By Rail**

- Nearest railhead – Indore – 85 kms.  
Connected to Mumbai, Delhi, Hawrah, Nagpur, Pune.

#### BY ROAD TRANSPORT

##### External

- Passenger buses from Indore regular.
- Coaches and cars on hire at Indore.



#### LOCAL TRANSPORT

- Tourist Cars – 2
- Auto rickshaws - 5

#### RECREATION/ENTERTAINMENT

- Cultural Events – Religious festivals on Makar Sankranti, Shivratri, Narmada Jayanti.
- Film Shows – On demand.
- Boating – On river Narmada.
- Flood lighting – On religious festivals.

#### SHOPPING

- Shopping plaza – Township Market
- Handicraft souvenir – M.P. Laghu Udyog Nigam and M.P. Handloom Cooperation.

#### INFRASTRUCTURE

##### LOCAL ADMINISTRATION

- Nagar Panchayat, an elected body.
- Master plan for Area Development under preparation.

##### ROADS

- Approach of 12 kms. From Dhamnod on NH3 is untarred.
- Internal roads – 5 kms – untarred.
- Approaches to monuments – 5 kms. tarred.

##### WATER SUPPLY

- Source – River.
- Supply – Regular system and adequate.

##### ENERGY SUPPLY

- Source – MPEB
- Supply – Adequate

##### TELECOM SERVICES

- Telephone, fax and Internet connections available.
- STD/ISD PCO's - 20



#### POSTAL FACILITIES

- Clearance and delivery of letters - once a day.
- Money orders, letter registration and speed post available.
- Telegraph facility available.

#### CIVIC AMENITIES

- Scavenging system and garbage collection and disposal by tractor trolley.
- Drainage system - open
- Street lighting available.
- Bus stand – Temporary with passenger waiting shed.

#### HEALTH FACILITIES

- Primary Health Centre with doctor, lady doctor, nurse and 20 beds patient ward.
- Medicine shop - 20

#### SECURITY

- Police Post with Station Officer.



## UJJAIN

Ujjain, situated on the banks of river Kshipra has its origin in the ancient Hindu mythological tale of churning of the ocean. While the demons chased the gods across the skies for Holy Nectar, a few drops were spilt, one fell at Ujjain. It is also linked to the name of Kalidasa and his immortal poetic creation of Meghdootam.

### PLACES TO SEE

- Mahakal Temple (A Jyothilinga)
- Bade Ganeshji Temple
- Chintaman Ganesh
- Pir Matsyaendranath
- Bhartrihari caves
- Harsiddhi Temple
- Kaal Bhairav
- Sandipani Ashram
- Mangalnath Temple
- Kaliadeh Palace
- Ved Shala (Observatory)

### TOURIST FACILITIES

#### ACCOMMODATION

- Private 2 Star Standard (unclassified), (60 beds). Tariff – Rs.800 to 2000 per room.
- Unstarred – 500 beds. Tariff – Rs. 150 to 400 per room
- Dharamshala – 50. Tariff – Rs. 25 to 30 per room

#### MPTDC

- Hotel Shipra – 56 beds. Tariff – Rs. 350 to 800 per room
- Yatri Niwas – 66 beds (58 beds in dormitories). Tariff – Rooms - Rs. 290.
- Doom – Rs. 75 per bed

#### RESTAURANT/EATERIES

- Restaurant – 4- Cuisine – Indian/South Indian.
- Bar, attached to hotels – 4
- Liquor shop – 12
- Eateries – Many – Thali meals



## TRANSPORT

### By Air

- Nearest Airport Indore (55 Kms)  
Indore is connected to Mumbai, Delhi and Bhopal to daily Air services.

### By Rail

- Railway Station – Ujjain on Western Railway  
Connected by rail to Ratlam, Pune, Delhi, Dehradun, Bhopal and Indore.

## BY ROAD TRANSPORT

### External

- Passenger buses frequently operate from Bhopal, Ratlam, Gwalior and Indore.

### LOCAL

- Tourist Cars – 60 AC and Non-AC
- Tourist Coaches 15 AC and Non-AC
- Auto rickshaws – In good numbers.
- Cycle Rikshaws – In good number
- Tangas– In good number
- Tri – cycle on hire – in good number

## GUIDES

- Non approved - 20
- Language proficiency - Hindi

## RECREATION/ENTERTAINMENT

- Cultural events –
  - a. Kalidas Samaroh and Panch Kroshi Yatra and other important religious festivals.
  - b. Theatre in Kalidas Academy – thrice a week.
  - c. Religious discourses and Aarti.
- Film Shows – Cinema Halls.
- Flood lighting – Of temples on religious festivals.

## SHOPPING

- Shopping plaza – Town Centre Market (Ghantaghar)
- Craft village – Bhairongarh Print village .  
Chitre community – Wall frescoe painters.
- Souvenir shops – In large number.



## INFRASTRUCTURE

### Local Administration

- Ujjain Municipal Corporation.
- Temples are managed by Management Committees and Trusts.
- A Master plan for Area Development approved by the State Government, is under implementation with Ujjain Development Authority.

### ROADS

- Road from Indore is in good state while from Ratlam, it is bad.
- Approach roads to temples and monuments generally good except to Kaliadeh Palace and Mangalnath temple.

### WATER SUPPLY

- Regular water supply.
- Source – River (Gambheer river dam)
- Supply – Inadequate in summer.
- Tubewells – successful.

### ENERGY SUPPLY

- Regular with no problem.

### TELECOM SERVICES

- Regular – no problem.

### POSTAL FACILITIES

- Clearance and delivery, Money orders, letter registration, speed post and Telegraph facilities available.

### CIVIC AMENITIES

- Being a big town civic facilities are available.
- Bus stand – permanent with relevant facilities.
- Public toilet facilities at Mangalnath Temple, Mahakal Temple and Siddhanath Temple.





#### HEALTH FACILITIES

- District level hospital with all the facilities.
- Medicine shop – In good number.

#### SECURITY

- Adequate arrangements.



## MANDU

Mandu, a small plateau clothed in green and surrounded by ravines, has some of the finest and massive afghan monuments of medieval period. It was a “City of Joy” for the Sultans of Malwa and was visited by Jehangir a few times during the rains. The balladeers of Malwa still sing poems on the royal romance of Bazbahadur and Roopmati.

### PLACES TO SEE

- Darwazas (Gateways)
- Jahaz Mahal
- Hindola Mahal
- Jama Masjid
- Hoshangshah Tomb
- Asharfi Mahal
- Bazbahadur’s Palace
- Roopmati Pavilion
- Nilkantheswar
- Echo point (the Delphic oracle of Mandu)

### TOURIST FACILITIES

#### ACCOMMODATION

- Private Unstarred Hotels – 2 (40 beds). Tariff – Rs. 200 to 800 per room

#### MPSTDC

- Units – 2 – (56 beds). Tariff – Rs. 390 to 850 per room
- Dharamshala – 1 – 50 persons

#### RESTAURANT/EATERIES

- Restaurant – 2- Indian/Continental/Chinese.
- Eateries – 5 – Thali meals
- Liquor shop – 1

#### TRANSPORT

##### **By Air**

Nearest Airport Indore (90 Kms)

Indore is linked to Mumbai, Delhi and Bhopal by regular Air services.



### By Rail

- Nearest railhead – Indore – 90 Kms.  
Connected by trains to Mumbai, Delhi, Pune, Nagpur, Bhopal, Dehradun and Ratlam.

### BY ROAD TRANSPORT

#### External

- Transport from rail head – Buses operate between Indore-Dhar-Mandu  
At Indore – 15 coaches and 150 cars (AC & Non AC) available for hire.  
Overnight Luxury coaches operate between Mumbai and Indore.

#### LOCAL

- Tourist Cars – 1 AC and 2 Non-AC
- Autorikshaws – 4
- Tri-cycles on hire - 10
- Conducted tour – operated by MPSTDC during rainy season.

### GUIDES

- Non approved – 15
- Approved – 1
- Language proficiency – Hindi & English

### RECREATION/ENTERTAINMENT

- Cultural events – Not regular, Tribal dances could be organised on demand.
- Film Shows – On demand.
- Boating – Not at present, but proposed in next tourist season.

### SHOPPING

- Shopping plaza – DRDA Market
- Handicraft Emporium – M.P. Laghu Udyog Nigam

### INFRASTRUCTURE

#### Local Administration

- Nagar Panchayat – an elected body.
- Master plan for Area Development approved by the State Government, is under implementation with Nagar Panchayat.

### ROADS

#### External

- Condition of approach road from Dhar is unsatisfactory.
- Road from Gujri (Connecting NH3) is being upgraded under BOT scheme.

#### Internal

- Approach roads to the monument are broken and generally untarred.



#### WATER SUPPLY

- Source – Dam and tubewell
- Supply – Not regular and inadequate.

#### ENERGY SUPPLY

- Source – MPEB Rural Feeder
- Supply – Not adequate.

#### TELECOM SERVICES

- Agency – BSNL, Airtel
- Telephone Connections – Adequate
- STD/ISD PCO's - 2

#### POSTAL FACILITIES

- Clearance and delivery of letters once a day. Money orders and letter registration facilities available.
- Telegraph facility available.

#### CIVIC AMENITIES

- Garbage collection and disposal solid waste disposal system not available.
- Drainage system - Open
- Street Lighting – Available
- Area Plantation 1000 sq. kms. by Forest Deptt.
- Bus stand – permanent with no facilities.
- Public toilet near the monument - 2

#### HEALTH FACILITIES

- Primary Health Centre with Doctor and Nurse.
- Medicine shop – 1

#### SECURITY

- Police post with 1/8 Strength.



## SANCHI

It is a place Buddhist pilgrimage having some of the finest stone carvings of ancient India. It is closely connected to the life of Emperor Ashoka, who as governor of Vidisha (13 kms), made extensive renovations. It was from Sanchi that his son Mahendra set out to propagate Buddha in Srilanka.

### PLACES TO SEE

- The Great Stupa and its four Gateways.
- Ashoka Pillar
- Supta No. 2
- Supta No. 3
- Nunnery
- Chaitya Hall
- Temples of Gupta period.

### TOURIST FACILITIES

- Private Sector Hotels – Nil
- MPSTDC – 2 units (16 beds)
- Dharamshalas – Mahabodhi Society – 78 beds (Rooms 46, Dorms 32)  
Tariff – Rs. 100 to 350 per room  
Rs. 50 per head in dorms.

### RESTAURANT/EATERIES

- Restaurants – 2 (MPSTDC) – Indian (Veg. & Non Veg.)
- Liquor Bar - 1
- Eateries – 2 – Thali meals.
- Liquor Shop - 1

### TRANSPORT

#### By Air

- Nearest Airport – Bhopal (45 Kms)  
Connected to Delhi, Mumbai and Indore by regular flights.

#### By Rail

- Railway Station – Sanchi – on Delhi-Mumbai line of Central Railways.  
Schedule haltage of Dadar – Amritsar Express. Other mail and express Indian stop on request of passengers at the time of booking.
- Convenient railhead – Bhopal – 45 Kms – A railway station on Delhi-Mumbai line of Central Railways. All west and south bound trains have scheduled haltage.



## BY ROAD TRANSPORT

### From railhead

- Passenger buses passing by Sanchi every 30 minutes.
- Tourist cars and coaches available for hire.

## LOCAL TRANSPORT

- Autorickshaws – 4 – Rs. 50 for Railway station to the Stupa.
- Tri-cycles on hire - 30

## GUIDES

- Approved by ASI – 2 (generally not available as they operate from Bhopal for Foreign tourist groups.)

## RECREATION/ENTERTAINMENT

### Cultural Events

- Exposition of Relics of disciples of Buddha in the month of November annually.
- Annual World Heritage week celebrations.

## SHOPPING

- Shopping plaza – Local market near Bus Stand.

## INFRASTRUCTURE

### Local Administration

- Nagar Panchayat – an elected body.
- Stupa hill top and slopes are protected by ASI.
- Entry fee to the monuments @ Rs. 10 for domestic and \$5 for foreign tourists are charged by ASI.
- Adjoining stupas at Sonari and Satdhara are being renovated by ASI with foreign financial assistance.
- Nagar Panchayat levies vehicle parking charges of Rs. 10 for cars, Rs. 25 for mini coaches and Rs.50 for coaches without providing parking facility at the hill top.

## ROADS

### External

- Approach roads via Salamatpur and Raisen respectively are not in good condition.
- Risen-Vidisha sector of the road has been included for upgradation in the scheme of BOT roads.
- Bhopal – Sanchi road via Salamatpur is being upgraded.



#### INTERNAL

- Roads within the township are good.
- The road upto the ghill top, maintained by ASI, is good.

#### WATER SUPPLY

- Source – Tube wells.
- Supply – Regular and adequate
- At hill top it is problematic as the efforts to pump up the water has failed.

#### ENERGY SUPPLY

- Source – MPEB Rural feeder.
- Supply – Not adequate with long hours of load shedding.
- A supply line with poles and wires from urban feeder at Vidisha is ready but not yet commissioned.

#### TELECOM SERVICES

- Telephone and fax facilities available.
- Internet connection – not working.
- STD PCO's – 7 (ISD facility not available).

#### POSTAL FACILITIES

- Dak clearance and distribution once a day.
- Money orders and letter registration facility.
- Telegraph facility.

#### CIVIC AMENITIES

- Scavenging staff but no system of garbage collection.
- No sewage system.
- Open drainage on railway station to Stupa road.
- Street lighting available.
- Temporary bus stand with waiting shed and Sulabh Shauchalaya.
- Public toilets in the township Sulabh Shauchalaya.
- Public toilet at the monument managed by ASI but facing water supply problem.

#### HEALTH FACILITIES

- Primary Health Centre with 3 doctors, nurse and 10 beds of medical ward.
- Medicine shop – 3

#### SECURITY

- Police post with Station Officer.

#### FUEL STATION - 1



## GWALIOR

The majestic fort of Gwalior has a long and chequered history dating back to 600 AD. The dynasties that have ruled Gwalior from time to time, have left a variety of evidences on the fort and the surroundings. Important attractions are Man Mandir, Gujar Mahal, Sasbahu Temple, Teli-ki-lat, Surajkund and the statues of Jain Tirthankaras on the Gwalior fort. Other places to see are the tombs of Mohd. Gaus and Tansen, Chhatri of Rani Laxmibai, Jaivilas Palace museum and darbar hall, art galleries and sun temple. It is a convenient point to visit Shivpuri National Park.

### TOURIST FACILITIES

#### ACCOMMODATION

##### Star Hotels

<b>Classified</b>	1 (Heritage)	60 beds	
<b>Unclassified</b>	3 star standard	5	280 beds
	2 star standard	1	72 beds
			Tariff Rs 700-1200
			Tariff Rs 450-1200

Non Star Hotels	12	250 beds	Tariff Rs 400-700
DHARAMSHALAS	6		

#### RESTAURANTS/EATERIES/LIQUOR SHOPS

- Restaurants of good standard    4    Cuisine    Indian & Chinese
- Eateries    any number
- Liquor shops    20

### TRANSPORT

#### CONNECTIVITY

##### By Air

Indian Airlines flights

Delhi – Gwalior – Delhi

Thrice a week

Delhi – Gwalior – Jabalpur and back

Thrice a week

##### By Rail

Important railway station on Delhi-Mumbai line of Central Railways. All southbound trains also have a schedule halt. Connected by Taj Express and Shatabdi Express.





## Road Transport

### External

- Passenger buses operate every half an hour to different destinations
- Night coaches to Indore, Jaipur and Agra.

### Local

- Tourist Coaches non AC 4
- Tourist Cars AC 7 Non AC 12
- Auto rickshaws Any number
- Tongas more than 50
- Conducted sight seeing tours Nil

## GUIDES

Approved by ASI 1

Non-approved 2

## RECREATION/ENTERTAINMENT

Cultural events are held more or less every week during the tourist season. Most important event is Tansen Festival. Cinema Halls organize regular film shows. Being a big town other sources of entertainment are also available .

### Sound and light show at Gwalior fort

October – March	1900 –1950 hrs	Hindi version
	1955 –2045 hrs	English version
April – June	1930 – 2020hrs	Hindi version
	2025 – 2115hrs	English version

## SHOPPING

Being a town shopping areas with souvenir shops, emporia and other handicraft/curio/jeweler shops available.



## INFRASTRUCTURE

### LOCAL ADMINISTRATION

- Municipal Corporation, an elected body with Mayor as the head.
- An Area Development Plan for the future expansion, prepared by State Town & Country Planning Dept. is implemented by Municipal Corporation.
- Gwalior is also identified as the Counter Magnetic Town of National Capital Region. Under this scheme an extensive area in Gwalior west is being developed. from the funds given by the Ministry of Urban Affairs, Govt. of India. Phase 1 schemes are :-
  - a) Development of arterial roads. A four-lane road is being constructed from Rairu on NH3 to Tigra to Laxmiganj (on NH3).
  - b) 132/133 kva power station being set up for energy supply.
  - c) Widening of Gwalior – Tigra road
  - d) Development of tourism infrastructure and provision of facilities of amusement parks, ornamental garden, resort and hotels, golf course, stadium, water sports – Tigra is already identified for this activity under Adventure & eco tourism Policy. With Paisari & Kaketo dams feeding water to Tigra there will be no shortage of water.
  - e) Development of Institutional Area – IT Park, engineering institute, commerce & management institute, legal institute.
  - f) Development of residential township.
  - g) Development of Commercial Area.
  - h) Telemedicine center from Kerala in 20 acres land.
- INTACH Gwalior Chapter is engaged in following works: -
  - a) Conservation and protection of monuments, which are not protected by ASI, with the help of local financial support.
  - b) Gopachal Parvat (Jain temples) –Watershed development programme with landscaping for tourist activity, plan prepared by Madhav Engineering College of Technology, Gwalior.
  - c) Boundary Wall at the base of the fort to save it from encroachment and for landscaping – a 50 lacs project.
- Gwalior Trade Fair is being developed on the lines of Pragati Maidan Fair.ITPO has approved of a plan for setting up an Export Facility Centre.The Confederation of Indian Industries is setting up a regional chapter.

### ROADS

- Located on NH 3 the approach roads to Gwalior are satisfactory.
- Roads within the town and approach to the monuments are in good condition



## WATER SUPPLY

Regular water supply system, which generally falls short of requirement during summer months.

ENERGY SUPPLY      Adequate.

TELECOM SERVICES      Adequate with no problems.

POST & TELEGRAPH      All the facilities with twice clearance and Delivery systems.

## CIVIC AMENITIES

- The Municipal Corpn operates relevant activities of scavenging, garbage and solid waste disposal, drainage and streetlights.
- Permanent bus station with all the facilities is available.

## HEALTH FACILITIES

- The town has hospitals and medical college attached hospital.

## SECURITY

- Adequate arrangements



## **ANNEXURE 5**

### **SELECTED ACTIVITIES FOR DEVELOPMENT OF ECO AND ADVENTURE TOURISM IN MADHYA PRADESH**

1. Camping
2. Trekking
3. Angling
4. Water Sports
5. Elephant safari
6. Cycle Safari
7. Riding Trail
8. Canoeing Safari
9. White Water Rafting
10. Rock Climbing/Mountaineering
11. Para Sailig/Para Gliding
12. Hot Air Ballooning



## ANNEXURE 6

### IDENTIFIED PLACES IN THE STATE ON EXPERIMENTAL BASIS FOR DEVELOPMENT OF ECO AND ADVENTURE TOURISM

Proposed Activities	Place/Spot
1.   Camping, Trekking	Area adjacent to Satpura National Park
Elephant Safari	Area adjacent to Panna National Park
	A Area adjacent to Pench National Park
2. <b>Water Sports</b>	
a) Tawa Project, Distt. Hoshangabad	
b) Kalisot Project, Distt. Bhopal	
c) Halali Project, Distt. Raisen	
d) Barna Project, Distt. Raisen	
e) Gandhi Sagar Project, Distt. Mandsaur	
f) Tigra Project, Distt. Gwalior	
g) Harsi Project, Distt. Gwalior	
h) Mohini Sagar Project, Distt. Shivpuri	
i) Kolar Project, Distt. Sehore	
j) Rani Avanti Bai Project, Distt. Jabalpur	
3. <b>Canoeing Safari/White Water Rafting</b>	
a) River Narmada	
b) River Tons	
c) River Chambal	
d) River Ken	
e) River Son	



**4. Rock Climbing and Mountaineering**

- a) Pachmarhi Escarpment Distt., Hoshangabad
- b) Raisen Fort
- c) Gwalior Fort
- d) Narwar Fort
- e) Asirgarh Fort

**5. Para Sailing/Para Gliding/Hot Air Ballooning**

- a) Pachmarhi Escarpment
- b) Tamia to Patalkot
- c) Mandu
- d) Wanchu Point
- e) Raisen Fort



## ANNEXURE 7

### LOCATIONS FOR ECO AND ADVENTURE TOURISM

#### A- Category

1. Adjoining Area of Satpura National Park
2. Kalisot Project, Distt. Bhopal
3. Halali Project, Distt. Raisen
4. Mohini Sagar Project, Distt. Shivpuri
5. Pachmarhi Escarpment (Pachmarhi-Chouragarh-Dhooopgarh-Bada Mahadeo-Rajendragiri)
6. Gwalior Fort

#### B- Category

1. Tawa Project, Distt. Hoshangabad
2. Bargi Project, Distt. Raisen
3. Tigra Project, Distt. Gwalior
4. Kolar Project, Distt. Sehore
5. Rani Avanti Bai Project, Distt. Jabalpur
6. Mandu, Distt. Dhar

#### C- Category

1. Narwar Fort, Distt. Shivpuri
2. Asirgarh Fort, Distt. Khandwa
3. Raisen Fort
4. Wanchu Point
5. Tamia to Pataalkot
6. Harsi Project, Distt. Gwalior
7. Adjoining Areas of Panna National Park
8. Adjoining Areas of Pench National Park
9. Gandhi Sagar Project, Distt. Mandsaur



## **ANNEXURE 8**

### **PROCEDURE FOR ISSUANCE OF LETTER OF INTENT AND FOR PRIVATE SECTOR PARTICIPATION**

1. A Letter of Intent will be issued by the Govt. of Madhya Pradesh to private entrepreneurs after taking security deposit of Rs. 50,000/- per hectare. This will enable the entrepreneur to carry out the pre-determined Eco and Adventure Tourism activities at identified location. The validity, of the Letter of Intent, would be one year from the date of issue.
  - 1.1 The Letter of Intent issued to the entrepreneur will entitle the entrepreneur to enter the identified location and make necessary arrangements to launch and conduct Eco and Adventure Tourism activities in accordance with Government guidelines.
  - 1.2 Within 9 months from the date of receiving the Letter of Intent, the entrepreneur will have to submit a detailed project report to the Department of Tourism on the Eco/Adventure activities to be conducted and the works to be undertaken.
  - 1.3 The project report submitted by the entrepreneur would be examined within a time frame of three months (before the expiry of the Letter of Intent) and a final decision taken. In the event of the application being finally approved, the plot of land/building applied for, will be given to the entrepreneur on a lease of 30 years at prescribed rates.
  - 1.4 The amount of security deposit will be adjusted against the premium due only after acceptance of the application. The premium and annual lease rent rates are shown.





S.No.	Premium	*Annual Lease Rent
Place of A Category	Rs. 2.50 lakh/ha.	Rs. 12500/ha.
Place of B Category	Rs. 1.25 lakh/ha.	Rs. 6250/ha.
Place of C Category	Rs. 0.75 lakh/ha.	Rs. 3750/ha.

The following rates will apply to existing constructed areas/Rest Houses constructed by the Water Resources Department

Place of A Category	Rs. 100 per sq. ft.	Rs. 5 per sq.ft.
Place of B Category	Rs. 50 per sq. ft.	Rs. 2.50 per sq.ft.
Place of C Category	Rs. 25 per sq. ft.	Rs. 1.25 per sq.ft.

\* Note – The amount of least rent will be increased by 50% after every 10 years.

- 1.5 The amount of annual least rent will be increased by 50% every ten years.
2. While considering proposals, projects of less density would be given preference. Whilst sanctioning projects, the commercial viability of existing projects at the same location will be taken into account.

### **Procedure for Private Sector Participation**

- a) Private entrepreneurs will have to apply in the prescribed format (Annexure-V). The application must clearly and specifically mention the activities proposed to be undertaken at the identified locations.
- b) The applications will be addressed to Principal Secretary, Government of Madhya Pradesh, Department of Tourism, Mantralaya, Bhopal.
- c) The applications will be considered on “First Come, First Served” basis.
- d) The applications received will be scrutinized following a prescribed procedure and selections will be made



- e) The selected applicant will be issued a Letter of Intent. The Letter of Intent will be valid for a period of one year.
- f) A security deposit @ Rs. 50,000/- (Rs. Fifty Thousand) per hectare for the land applied for, will have to be deposited by the applicant before receiving the Letter of Intent. This amount will not be refunded. In case the entrepreneur is finally given the lease after his project report is accepted, the security deposit will be adjusted against the premium for the land/building.
- g) The applicant will have to submit a detailed project report of the proposed scheme within 9 months from the date of issue of the Letter of Intent, failing which the LOI will lapse.
- h) The Letter of Intent will authorize the applicant to enter the location and also to make initial/preliminary arrangements for launch of activities as per the proposed scheme in consonance with the instructions from the Government.
- i) While preparing the project report, the entrepreneur will have to make the following provisions compulsorily.
  - (i) Detailed description of the construction work connected with the activity in the field of Eco and Adventure Tourism.
  - (ii) Clear mention of the arrangements to be made for disposing of solid and liquid waste.
  - (iii) Details of trails to be constructed for hiking, trekking, walking.
  - (iv) A clear action plan for conservation and management of the allotted land.
  - (v) A site development plan.
  - (vi) The extent to which weightage/importance is being given to the points listed below when the projects becomes operational:
    - i. The extent of use of locally available foodstuffs and locally produced items.
    - ii. Percentage of job opportunities for the local residents.
    - iii. Use and promotion of non-conventional energy.



- iv. Measures to be taken for ensuring that ecological balance and carrying capacity is maintained and not adversely affected under any circumstances.
- j) The project report will be accepted/rejected at government level.
- k) On acceptance of the scheme, the entrepreneur will have to deposit prescribed premium and annual lease rent. The security amount deposited earlier would be adjusted against the premium.
- l) The proposed site will be given on a lease for 30 years.
- m) Other things being equal, projects of low-density tourist intake will be given preference.
- n) The lease deed shall have the clause that if the entrepreneur fails to construct the tourist facilities as per the project report, within two years, the least will be deemed void.

### **Restrictions**

- (A) Except for camp fire use, the use of wood as fuel would be prohibited. The wood for making camp fires will have to be procured from depots of the Forest Department.
- (B) The facilities constructed under the scheme and the land/building allotted for the scheme will not be allowed to be diverted for any other use.

### **Facilities to be given to successful Applicants**

- a) The vehicles mentioned in the project report for transporting tourists to visit the identified location will enjoy an exemption from transport taxes for a period of 5 years. This will be considered to be a ‘sunset facility’ and it will expire automatically after 5 years.
- b) To operate liquor shops in the identified location the following concessions will be given in FL 3 License fee.
- c) The current norm of having a minimum of ten rooms for guests in a hotel and certain other conditions applicable for FL 3 license will be relaxed.



## **ANNEXURE 9**

### **NORMS AND CRITERIA FOR THE APPROVAL AND RECOGNITION OF TOURIST TRANSPORT OPERATORS**

In pursuance of the Department of Transport, Govt. of Madhya Pradesh, Notification of September 2001 for exemption of taxes on tourist vehicles, the Department of Tourism has laid down the following norms and criteria for the approval and recognition of Tourist Transport Operators:

1. Exemption from the taxes shall be restricted within the State of Madhya Pradesh.
2. Only those Tour operators who wish to ply tourist transport for promotion of tourism only on the tourist circuits as specified by the State Government, shall be approved and recognized for exemption from the taxes provided the fulfill the following eligibility conditions:-
  - a) A company or an individual engaged in the business of promotion of tourism by providing tourist transport vehicles on tourist circuits,
  - b) Any travel agency which possesses its own vehicles or have taken vehicles on lease for this purpose for a period of at least one year and provides tickets for travel by air/rail/ship, or arranges passport, visa/accommodation, tours and other tourism related services,
  - c) Company/travel agency or an individual should have minimum 4 vehicles either of their own or on lease for a period of one year,
  - d) Age of the vehicles should not be more than 5 years,
  - e) Vehicles with seating capacity of more than 35 and less than 6 shall not be considered for exemption from the taxes,



- f) The tour operator should have a registered office under the charge of full time member of their staff, who is adequately trained / experienced in matters regarding transport / accommodation / currency / customs regulations and general information about travel and tourism related services with telephone, fax facilities.
- g) The turnover in terms of foreign exchange should be a minimum of 20,000 dollars or equivalent to other foreign currency. Hotel bills, purchase of train/air tickets shall not be accounted for. The details of such income shall have to be furnished in the form No. 10 CCAE prescribed by the Income Tax department under sub-rule (6) of rule 18 BBA.
- h) Before commencement of date of each trip, the tour operator shall have to submit a list of passenger along with stay arrangements of the group to the concerned Regional Transport Officer,
- i) The applicant should have been in the tourism trade for a minimum period of three years,
- j) The tour operator will have to be Income Tax assessee and should have filed income tax return for the current assessment year.

## **AMENDMENTS**

In the said notification in para 2 for clause (d), the following clauses shall be substituted, namely:-

- (d) Out of all the Vehicles in possession with the company/travel agency/or an individual, only those vehicles which are having an age of not more than 8 years, shall be eligible for exemption from the taxes.
- (dd) Cases relating to renewal of exemption from the taxes in subsequent years or application received for the first, time for the vehicles ageing more than 8 years, shall be referred to the joint technical committee consisting of officers from Transport and Tourism departments under the chairmanship of the Secretary, Government of Madhya Pradesh, Transport Department,



for inspection of vehicles. On the basis of the recommendations of the joint inspection committee such cases shall be submitted to the Empowered Committee of Tourism Department for approval. Cases approved by the Empowered Committee shall be exempted from the taxes.”

### **Tax Exemption**

The Department of Transport, Govt. of Madhya Pradesh has, by notification of September 2001, exempted the tourist vehicles of MP State Tourism Development Corporation and such tourist transport operators who are duly approved and recognized by the Department of Tourism, Govt. of Madhya Pradesh from payment of taxes for a period two years on following conditions and restrictions:

1. Such vehicles shall be exclusively operated on the tourist circuit routes specified in the annexure appended with this notification,
2. Such vehicles shall be plied strictly through all the intervening stations of the tourist circuit routes specified in said annexure,
3. Such vehicles shall be plied either on the basis of all India Tourist permits obtained under Motor Vehicles (All India Permit for Tourist Transport operators) Rule, 1993 or under special permit granted under section 88 sub-sections (8) of the Motor Vehicles Act by the transport authority after obtaining approval of Secretary, Tourism Department, Govt. of Madhya Pradesh on the application of such vehicle owner,
4. The owner of such vehicles shall deposit a security amount of rupees One lac with the taxation authority for availing the aforesaid exemption,
5. Such vehicles, if found plying in violation of the conditions of the permit or other than the purpose for which the permit has been granted, or



contravene the provision of clauses 1 and 2 of this notification, security amount of rupees One lac shall be forfeited,

6. Such vehicles if found committing offence under section 66 read with section 192-A of the Motor Vehicles Act, 1988 (No. 59 of 1988) and other law for the time being in force shall be liable for the punishment of such offence under the relevant provisions of law in this behalf and also shall be liable for the recovery of higher rate of tax prescribed under the appropriate provisions of the said Adhiniyam,
7. Such vehicles shall be painted in white color with a blue ribbon of 5 centimeters width at the center of the exterior of the body and the word “Tourist” shall be inserted on two side of the vehicle within a circle of 60 centimeters diameters In a 35 seater vehicle on the exterior of either side there shall be a circle of 18 centimeters diameters “Tourist Permit” and the map of Madhya Pradesh shall be inscribed in maroon color inside the circle. On the left side of the front windscreen “Madhya Pradesh Paryatak Vahan” shall be inscribed in red color, with letters having minimum height of 5 centimeters.

