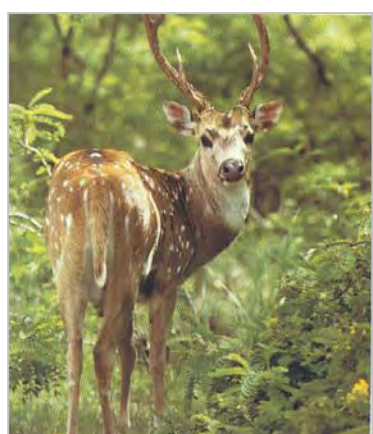


**GOVERNMENT OF INDIA
MINISTRY OF TOURISM & CULTURE
DEPARTMENT OF TOURISM
MARKET RESEARCH DIVISION**

**FINAL REPORT
ON
20 YEAR PERSPECTIVE PLAN FOR DEVELOPMENT OF
SUSTAINABLE TOURISM IN
CHHATTISGARH**



MARCH 2003

ABX

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E.1 EXECUTIVE SUMMARY

E.1. INTRODUCTION

DCEL (Dalal Consultants And Engineers Ltd.), has been assigned a study to prepare a **20 Years Perspective Plan For Development Of Sustainable Tourism** in the state of **Chhattisgarh**, by Department of Tourism, Government of India.

Chhattisgarh has been carved out from earlier eastern Madhya Pradesh areas, as the 26th state of Indian union, on 1st November, 2000. It is strategically located in east-central part of India, surrounded by six states, viz. Madhyapradesh, Maharashtra, Uttar Pradesh, Jharkhand, Orissa, and Andhra Pradesh.

Chhattisgarh being a relatively newly born state, with several unique features, rich history, heritage and natural resources (Minerals, Forest, Natural and Man-made Water bodies, natural caves, herbal plants), culturally rich life style of tribal etc; has a vast inherent potential for tourism development. However, looking at the level of tourism development in the area at present, it can be safely called a virgin area for tourism development, i.e. it has a vast unexploited potential for tourism development in the state. There are several places which can be developed as unique destinations.

E.2. STUDY BACKGROUND

The government of India has realized the importance of Tourism development in general and its beneficial impact, due to multiplier effect, on overall economic development of the country. India in general has a vast variety of attractions for domestic and foreign tourists and it is strongly felt by the central government that this potential has not been exploited fully till date.

In the light of this background, Government of India, desires to assess the potential of tourism development of various states and DCEL has been assigned this task as a part of a larger assignment, which also includes preparation of similar perspective plans for other states, apart from Chhattisgarh. Other states included are states of Gujarat, Maharastra , Karnataka and Punjab.

It is appropriate to undertake such a study at this stage, which will provide direction and time frame to the state government, central government and all stake holders, for integrated tourism development in the state in the coming years.

It is also important to ensure that such tourism development is sustainable, i.e. it is economically viable, environmentally friendly, and compatible with the state's socio-cultural environment.

On the other hand, such tourism development has to be participative rather than exploitative and should help in achieving / accomplishing larger goals of the state to generate employment for locals, earn foreign exchange and develop positive brand image about the tourism products and services offered as '**Value For Money**', to both domestic and Foreign Tourists coming to the state.

E.3. METHODOLOGY

DCEL started this assignment, by having internal brain storming sessions, formation of teams for different states, followed by designing of Questionnaires for Domestic Tourist, Foreign Tourist, Tour operators, Hotel owners (hospitality industry management) etc'. These questionnaires are enclosed with this report as Annexure-I. DCEL team also evolved checklist for field data collection and prepared an exhaustive contact list for covering maximum information in optimum time limit.

The Consultants have undertaken this study by deploying their team in the field and obtained first hand information about Tourist inflow at different destinations, tourist profile, tourist behavior, tourist spending pattern, tourist preferences, problems faced and Tourists' expectations about the state or potential destinations.

The study has also included findings about the status of various tourist destinations, tourist infrastructure availability and gaps, basic infrastructure availability and deficiencies, environmental status, linkages available, uniqueness of the state in terms of tourist attractions, heritage, history, art, culture, and life style of aborigines etc;.

Information on the state tourism policy including State vision, mission and philosophy of Tourism development, State priorities about development of various destinations and preferred tourism themes in the state was obtained during several interactions with state Tourism Directorate.

Information were also obtained about the incentives and concessions offered by the state government for tourism development in the state, the status of Tourism industry in the state, the status of the hospitality industry, availability of trained manpower and steps taken for human resource development by state authorities. Interactions were also made with all concerned departments like Forest, Irrigation, PWD, Environment, Art & culture, state archaeology, Infrastructure development corporation, finance, state economic statistics and planning, commercial taxes, Information technology, and transport.

Apart from this, the team had interactions with representatives and associations of hospitality industry, chamber of commerce, CII, Tour and travel industry etc;. The list of contacts made is appended in Volume II - Annexures.

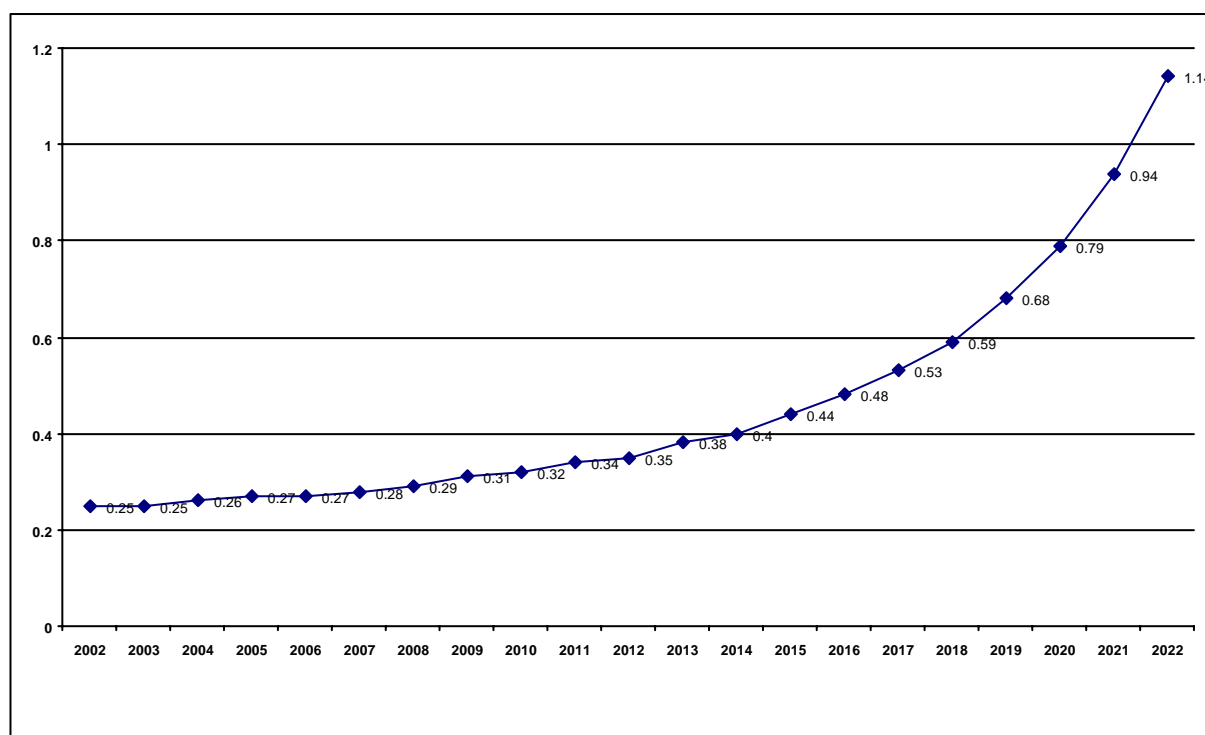
E.4. CURRENT STATUS OF TOURISM IN THE STATE

As described in the methodology, the current status of tourism development in Chhattisgarh has been found out from the field survey and secondary data / information collected by DCEL team.

The current status of tourism is described in terms of information on state profile, including information on state economic indicators GDP, NSDP and per capita income, demographic data of population, literacy, male/female ratio etc;. It also includes information on state's climatic parameters and natural resources like forest coverage, mineral resources, man-power resources etc;. In this section, current status of Tourism development, along with details of past trend in domestic and foreign tourist traffic has also been discussed. State tourism policy and information on existing tourist circuits have been included. Apart from tourism policy, all other state policies that will have a bearing on tourism development in the state have been briefly discussed, while copies of these policies have been included as Annexures to this report

It can be inferred from the available data that, Chhattisgarh does not have any significant presence at present on the tourism map of India, both in terms of domestic as well as foreign tourist traffic. Tourism has not been developed as significant contributor to state GDP so far. Present contribution is only 0.25 % of NSDP.

Figure E.1.1: Percentage Contribution to state NSDP



However, the state government is aware of the importance of tourism development and its beneficial impact on the overall economy of the state. Further, the state has a vast potential for development with a wealth of natural resources and rich cultural heritage, and the highest forest coverage in India. Since the state has remained less developed so far, due to one reason or the other, the present state government is keen to develop tourism at a fast pace, with whatever resources are available with them. In this context, they have framed tourism policy for the state and are in process of forming Tourism Development board.

E.5. FIELD SURVEY

As discussed earlier, DCEL team had a series of meetings with state government officials, including tourism department and state directorate of tourism, to understand their vision for tourism development in the state and their priorities. Based on these discussions and interaction with various stake holders of the tourism industry, tourism experts, destination visit plan was derived to optimize the time available. State areas were grouped in three geographical zones, viz. North zone, Central zone, and South zone. 53 destinations and attractions were covered through out the length and breadth of the state, as widely as possible, and these destinations have been listed in the section, and also shown on state map.

During destination visits, tourists were interviewed for their views on various aspects covered in the questionnaire. Apart from that, manager or main person of attraction was contacted about various information as regards available infrastructure for tourist, tourist inflow, tourist season and special

occasions of mass arrivals, availability of basic infrastructure, tourist spending pattern, repeat visit etc;. These findings are summarized briefly as under:

E.6. Field Survey Findings – Domestic Tourists

- 62% of the domestic tourists were in the age group of 25 – 34 years.
- 43% of the domestic tourists were professionals and 29% were self-employed.
- 40% of the domestic tourists were visiting Chhattisgarh for leisure purposes.
- 65% of the domestic tourists travel with their families and 29% in groups.
- 98% of the tourists were not travelling on a package tour.
- 82% of the domestic tourists preferred roads as a means of transportation.
- 92% of the tourists stay for less than a week in Chhattisgarh and their average length of stay is 4 days.
- 53% of the domestic tourists had visited the state more than once.
- 86% of the tourists obtained references, about places of tourist interest in Chhattisgarh, from their friends and relatives.
- 53% of the tourists spent less than Rs.500 per person per day, 31% tourists spent between Rs.500 to Rs.1000 and 12% spent between Rs.1000 to Rs.2000. The average spending per person per day was Rs.600.
- 46% of the daily expenses of domestic tourists are spent in transportation, 23% for food, 17% for accommodation, 9% for entertainment and 4% for shopping.
- 44% of the domestic tourists were day tourists and did not stay the night at any destination; 20% tourists preferred star class hotels; 18% preferred dharmshala & lodges; and 14% preferred Govt. approved hotels and budget hotels.
- On a given scale, domestic tourists awarded highest ranking to tourist attraction and the lowest ranking to availability of domestic airlines.

E.7. Field Survey Findings – Foreign Tourists

- 43% of the foreign tourists were in the age group of 35 – 44 years.
- 43% of the foreign tourists were professionals and 29% were executives.
- 43% of the foreign tourists had arrived through Delhi and 57% had arrived through Mumbai.
- Foreign tourists were visiting Chhattisgarh to primarily pursue activities like culture & heritage, business & conference and leisure.
- Almost all the foreign tourists were travelling either with their families or were in groups.
- 86% of the foreign tourists were travelling on a package tour.
- The surveyed foreign tourists used a mix of transportation modes including roads, rail and air.
- Foreign tourists obtained references from two primary sources – travel guides and references from their friends and relatives.
- 57% of the foreign tourists had visited the state more than once.
- 57% of the tourists stayed for more than 2 weeks in Chhattisgarh and their average length of stay was 12 days.

- 57% of the tourists spent between US \$ 51 – US \$ 100 per person per day, 29% tourists spent less than US \$ 50 and 14% spent between US \$ 100 to US \$ 150 .The average spending per person per day was US \$ 68.
- 50% of the daily expenses of foreign tourists were spent in accommodation, 22% for transportation, 20% on food, 7% for shopping and 1% for entertainment.
- 42% of the foreign tourists preferred to stay in heritage palaces, 29% preferred star category hotels and the balance 29% tourists preferred Govt. approved hotels and budget hotels.
- Foreign tourists awarded highest ranking to tourist attractions / sight seeing and safety of tourist and the lowest ranking was awarded to availability of facilities for elderly and disabled.

E.8. Field Survey findings of Tour Operators

- There is no system or procedure for approval of Tour Operators/ Travel Agents by the Department of Tourism
- There is a lack of awareness amongst the interstate & international tour operators about the tourist destinations
- There is a limited involvement of international tour operators in the state
- Only a limited number of package tours are being organized in the state
- Lack of trained guides in the state is a constraint for organizing efficient package tours.

E.9. Existing Tourist Traffic and Comparison With National Data

**Table E.1.1: Comparative Tourist Arrivals Chhattisgarh Vs India
(Estimate for the year 2000-01)**

Particulars	Chhattisgarh	India	% of India
Domestic Tourists (in Nos.)	6,00, 000	21,01,13,540	0.28%
Foreign Tourist (in Nos.)	11,000	24,88,371	0.44%
Total Tourist (in Nos.)	6,11,000	21,26,01,911	0.29%

Source: Field Survey findings and Secondary published data.

**Table E.1.2: Existing Accommodation facilities (Hotels)
Particulars of Hotels and Stay Facilities in Chhattisgarh**

Sr. No.	Tourist Place	Category of Hotels	Number of Hotels	No. of Rooms
1	Raipur	Star Category	5	229
		Medium Level	20	300
		Lower category	25	500
2	Chamapran #	Medium category	3	500
3	Durg	Star Category	1	26
		Motel	1	20
4.	Bhilai / BSP	Star Category	4	120
5.	Rajnandgaon	Non star category	2	30
6	Bilaspur	Star (High) category	4	120
		Medium category	15	225
		Lower category	15	150

Sr. No.	Tourist Place	Category of Hotels	Number of Hotels	No. of Rooms
7	Kawardha	Lower category	3	50
		Heritage	1	8
8.	Ambikapur	Star Category	1	20
		Lower category	5	100
9.	Korba	Medium category	2	30
10	Raigarh	Higher category	4	80
		Medium category	14	250
11	Dhamtari	Medium category	2	30
12	Kanker	Star Category	1	22
		Heritage	1	4
13	Jagdalpur	Star Category	0	0
		Medium	6	180
		Lower	5	80
14	Dantewada #	Lower category	2	25
15	Bacheli (NMDC)	Medium category	1	20
16	Dongargarh #	Medium /Lower category	7	150
		Sub Total	150	3269
17	Other places incl. Dharmshala of different temples / wayside stay / lodges etc;		50	1000
18		Total	200	4269

Note: # Includes stays facilities of temple trusts at Champaran, Dongargarh, and Danteshwari Temple.

E.10. Existing Development / Investment Plans For Tourism Development:

**Table E.1.3: State Xth Five Year Finance Plan (2002-07)
Out lay for Tourism Development**

Rs in Lakhs

Sr. No.	Particulars of Planned Expenditure	2002-07
1	Tourism Education/Training	18.00
2	Development of tourist centre	80.00
3	Publicity & Promotion	500.00
4	Fairs & Festivals	100.00
5	Information & Technology	125.00
6	Development of Health centres	200.00
7	Development of Tourism circuits	1250.00
8	Grant in Aid to local bodies	100.00
9	Youth and adventure tourism	900.00
10	Tourism Development funds	300.00
11	Flood Lighting	200.00
12	Investment in Public sector undertaking	57.60
13	State share for central scheme	500.00

Sr. No.	Particulars of Planned Expenditure	2002-07
14	Up gradation of units of CGTDB	100.00
15	Interest subsidy for Heritage hotel	100.00
16	15% investment subsidy	150.00
17	Central share for central scheme	0.00
18	Misc. & Other Expenditure	20.00
19	Total	4700.60
20	Eleventh Finance commission	1000.00
21	Grand total	5700.60

(Source: State Directorate of Tourism-Government of Chhattisgarh)

E.11. Prioritization of Tourism Destinations

Tourist destinations were prioritized based on survey findings and giving them rating for different parameters. Based on this rating, destinations were ranked for objective evaluation, based on tourist accessibility, volume of tourist inflow, tourist attractions, availability of basic and tourist infrastructure, state government priorities, sustainability of tourism development, possible socio-economic development due to tourism development, etc;

Table E.1.4: Region wise score of Tourist Destinations and Places

Zone	District	Destination / Tourist Place	Project name	Themes / Type of Projects	Score (Max:50, Min:10)
NORTH ZONE	Surguja	Tata-Pani	Nature Lodge & Ayurvedic Centre	Health & Eco	33
		Manpur Lake	Resort cum Boating house	Leisure	27
		Samath Sarna (Dipadih)	Picnic spot with special interest / archaeological camp	Culture & heritage	28
		Ramgarh (Sita Bengra)	Resort cum picnic spot	Leisure	31
		Surguja palace	Heritage hotel & museum	Heritage	35
		Mahamaya Temple	Religious & cultural centre	Culture & heritage	31
		Shyam Ghunghutta Dam	Water front development	Leisure & adventure	34
			Guided tour to Thintini Patthar	Special Interest	33
		Mainpat – Tibetan camp, Fish point, tiger point, Mehta point	Hill resort	Eco & leisure	35
	Korba	Kendai Waterfall	Eco cum picnic spot	Eco	30
		Hasdeo-Bango Dam	Water front development	Leisure & adventure	32
	Jashpur	Kailash Caves - Shiv (cave) temple	Eco & health resort	Health & Eco	28
	Raigarh	Raigarh city	Tourist information kiosks	Tourism infrastructure	40
	Janjgir	Champa – Janjgir	Tour to sericulture farm, silk production centre	Special interest	25
		Sheorinarayan	Tourist accommodation	Tourism infrastructure	38
		Bilaspur city	Tourist information centres	Tourism infrastructure	39

NORTH ZONE	Bilaspur		Guided tours to Ratanpur, Pali, Malhar, Tala	Culture & heritage	36	
		Pendari – kanan	Tourist accommodation & picnic spot	Leisure	32	
		Kabir Chabutra	Ayurvedic health resort	Health	34	
			Camping & trekking	Eco	38	
		Sone Madhwa	Tourist accommodation	Tourism infrastructure	37	
			Camping & trekking	Eco	40	
		Achanakmar Sanctuary	Forest lodge & trekking	Eco	37	
			Ayurvedic health resort	Health	38	
		Malhar	Tourist accommodation	Tourism infrastructure	35	
	Kawardha	Bhoramdeo	Tourist cottages	Leisure	32	
Lake development & boating			Leisure	33		
Kawardha		Tourist accommodation-budget	Tourism infrastructure	33		
		Guided tour to tribal village	Culture & heritage	34		
CENTRAL ZONE	Rajnandgaon	Dongargarh	Tourist complex and amusement park	Leisure	36	
			Integrated religious circuit tour	Religious & leisure	31	
	Durg	Raipur – Durg	Shivnath Resort	Leisure & Highway	39	
	Raipur	Arang	Heritage site development	Heritage & culture	28	
		Vir Narayan Singh (Kodar) Dam	Motel with water front development	Leisure	31	
		Sirpur	Tourist complex	Leisure	34	
			Archaeological site development and monument conservation project	Heritage & culture	33	
		Barnawapara Sanctuary	Nature trail	Eco	37	
		Rajim	River front development	Leisure	30	
		Raipur	Raipur city	Tourist information kiosks	Tourism infrastructure	41
				Heritage interpretation centre	Culture & heritage	33
	Lake restoration & development			Leisure	35	
	Multiplex theatre			Leisure	30	
	Dhamtari	Gangrel Dam	Water resort	Leisure & adventure	33	
	SOUTH ZONE	Kanker	Keshkal	Nature camp & trekking	Eco	34
			Kanker	Heritage hotel	Culture & heritage	37
Tribal tour centre				Culture & heritage	33	
Bastar		Jagdalpur town	Lake front development	Leisure & adventure	42	
			Haat Bazaar	Leisure, culture & heritage	36	
			Tourist information kiosks	Tourism infrastructure	39	
		Kanger valley National	Cave tourism development	Adventure	34	

		Park	Elephant safaris	Adventure	32
			Nature camping & trekking tour	Eco	35
		Bastar	Tour to sericulture farm, silk production centre	Special Interest	29
			Model tourist village	Village tourism	27
		Chitrakote waterfalls	Nature camping & trekking tour	Eco	36
		Kondagaon / Kumharpara	Motel & handicraft centre	Leisure, culture & heritage	35
	Dantewada	Dantewada	Herbal resort	Health	38
			Nature trail	Eco	32
			Eco Resort	Eco	28
			Snake park	Special Interest	26

Source: DCEL analysis and assessment

E.12. Destination wise Tourist inflow Projections

Domestic and Foreign tourist inflow have been assessed at various destination based on our survey and interactions with a cross section of stake holders in tourism industry. This is summarized in Appendix-4.1.

Tourist inflow for the entire state have also been estimated by other two methods as under:

1. Projecting tourist arrivals for the year 2000-01, based on past (Historical) trend of domestic and foreign tourists in Madhyapradesh, of which Chhattisgarh was a part earlier, and allocating proportionate tourist flow for Chhattisgarh area. Madhya Pradesh had average domestic tourist flow of 4 million tourists and Foreign tourist inflow of 1.10 lakhs. Chhattisgarh accounted for approx.15 % domestic tourist and 10 % foreign tourists, i.e 600,000 domestic tourists and 11,000 Foreign tourists.
2. Hotel industry plays an important role in tourist inflow information. Total hotel industry sales turn-over details were obtained during field survey as well as from secondary data sources, and this information was co-related with average occupancy data of hotel industry to estimate the total tourist arrivals in the state.

E.13. Short Term and Long Term Targets

As mentioned earlier, Chhattisgarh state has prepared a Tourism policy, but they are yet to prepare a State Vision document for Tourism development. However, based on our tourist inflow estimates and perceptions , Destinationwise tourist inflow have been projected for the state. This

Projections have been worked out on following basis:

- (a) **Short Term Period (2002 to 2007):** Short term period will be from 1 to 5 years . Here it is assumed that, with available tourist infrastructure , basic infrastructure and tourist inflow at various destinations, as well as similar trend in other neighboring states like Madhyapradesh and Maharastra, the tourist inflow will have 2.5 % CAGR (Compounded average Annual growth rate).

This growth rate will be possible as state government has also started their efforts in tourism development and formulated favorable policies for tourism development. The state government is also actively promoting Chhattisgarh state for Tourism. All these factors will have cumulative impact in achieving the targeted growth rate of tourist inflow. These projections have been summarized in Appendix.4.1.

- (b) Medium Term Period (2008 to 2012): Medium term period will be from 6th year to 10th year. As per infrastructure development policy and vision document obtained from Chhattisgarh Infrastructure Development Board, the state government is contemplating heavy investment (Rs.100,000 Crores) in building basic infrastructure like roads at all levels, developing transportation linkages (including co-ordination with central agencies for railways and Air transport development), developing power supply, Water supply and Urban infrastructure.

The state government have given high priority to link all existing and potential Tourist destinations in their road policy. In consideration of the positive impact of such infrastructure investment and further impact of tourism development efforts (promotional efforts) of the state government, Tourist inflow growth rate has been assumed at 5.0 % CAGR for Mid term period.

- (c) Long Term period (2013 –2022) : In working out long term targets, Tourist inflow is being projected at 7.5 % CAGR. At this stage, this CAGR seems to be optimistic, but considering targeted economic growth in Chhattisgarh ,as projected by state government, (Chhattisgarh is planning to double NSDP and increase per capita income level at least by Rs.5000/- by year 2010), the projected growth rate seems reasonable. (Please refer Appendix 4.2- State Economic vision document copy).

Further, the state government is projecting a shift in sectorial contribution to the economy. The state government has projected an average CAGR of 7.77 % for tertiary sector (of which Tourism is an important component). Hence, our CAGR projection is justified and inline with state government sectorial growth rate objective. Thus, on the presumption of basic infrastructure development, tourist infrastructure development, including commissioning of various tourism projects and active participation of private sector in tourism development in Chhattisgarh, **long term projections have been worked out at CAGR of 7.5 %.**

E.14. Tourism Development Perspective Plan For Chhattisgarh State

It is important to understand the perspective plan methodology and process. This has been simplified here for wider understanding and to have correct perception of the importance of integration of various information and data gathered during the study. This has been described in following steps:

1. Destinationwise Domestic and foreign Tourist inflow projections for 20 years plan period is the beginning of this process.
2. Based on these tourist inflow projections, future demand for basic tourist infrastructure like Tourist accommodation (in terms of bed-nights) and rooms have been estimated for the entire state. This demand is further broken up in Tourist accommodation units demand.

3. During the field survey, various infrastructure gaps have been identified for these destinations. Information on these gaps have been summarized in the chapter 4.0. Based on these gaps, infrastructure projects have been identified for various destinations.
4. Apart from this, tourism projects have also been identified for tourism development, depending upon the natural advantage available at various destinations and potential for development. Projects have also been given ranking based on several relevant parameters.
5. Tourist destinations have been prioritized for development based on their relative ranking. Destination prioritization and project prioritization form the basis for investment phasing as Short term, Mid term and Long term projects for development.
6. Projects have been grouped theme wise, and geographical location wise and classified as Short term, Mid Term and Long term period for development. Projects have been mostly prioritized within the same plan period again on the basis of their project ranking
7. Model project profiles have been prepared for revenue generating commercial projects, and include estimation of Project cost, Means of Finance, Man Power requirement, Profitability estimates and Return on Investment (ROI) estimates.
8. Investment needed for various support infrastructure projects like Wayside amenities and Signages, Tourist Information Centers, etc; have been based on gaps identified and related with particular destination in different zones and plan period for project development at those destination.
9. The investment estimates in the perspective plan are based on the investment estimates for Tourism project, Tourism support projects and basic infrastructure projects of the state government infrastructure development plan.
10. Suggesting strategy for achieving the targeted growth of tourism and Institutional set-up for implementation of the perspective plan.

E.15. Cost Configuration of Likely Investment

The cost configuration for investment envisaged for the state of Chhattisgarh is summarized in following table:

Table E.1.5: Cost Configuration of Likely Investment

Sr.No.	Particulars of Cost component	Cost Estimate Rs. In Crores
1	Accommodation	189.24
	Heritage 3 *** hotels	13.45
2	Transportation	
a	Roads #	10,531.00
b	Airstrips Upgrading \$	10.00
c	Railways*	119.45
4	Wayside amenities	3.65
5	Signage	3.05
6	Tourist Information Centers	2.04
7	Adventure Tourism	9.10

Sr.No.	Particulars of Cost component	Cost Estimate Rs. In Crores
8	Eco-Tourism	1.64
9	Leisure Tourism	52.37
10	Health Tourism	3.50
11	Hatt Bazar/ Heritage	0.78
12	Special Interest Tourism	1.50
	Sub Total-1 Basic & Tourism Infrastructure	10,871.88
13	Tourism Promotion	71.00
14	Flood Lighting	3.00
15	Fairs & Festivals	1.60
16	Interest / Inv. Subsidy	4.00
17	Tourist circuits/TDF	25.70
18	State Share for Central Schemes	7.60
19	Information technology	10.75
20	Tourism Training & Misc.	2.86
21	Grant in aid	1.40
22	Eleventh finance plan funds	14.00
23	Sub Total-2	141.91
24	Total Investment	11,013.79

E.16. Year Wise Phasing Of Investment

Year Wise phasing of tourism project investment and Tourist support infrastructure has been summarized in Appendix.5.5. Total investment envisaged is also summarized in Appendix.5.6.

As indicated earlier, total plan period is divided in three periods, Short term, Mid Term and Long term and Year wise investment have been phased in these periods.

E.17. Existing / New Tourism Projects

(i) Expansion Projects

Chhattisgarh being a new state, Tourism development activity has only recently started. There are no expansion projects proposed in this perspective plan at this stage.

(ii) Up-gradation Of Facilities

Chhattisgarh state has inherited tourism properties from MPTDC (Madhya Pradesh Tourism Development Corporation) at the time of bifurcation of the state. These properties have been listed in Table 3.6. However, the exact status of these properties is not known and hence except one location (Raipur Lake development), they have not been taken into account for suggesting their up-gradation.

(iii) New Projects

All other suggested Tourism projects are New tourism projects, and they are proposed to be set up as independent projects.

(iv) Project Viability

Viability for commercial projects have been worked. 9 Model Project profiles are enclosed in Volume 2 as Annexure.

(v) Agencies to Implement Activities In Perspective Plan

The implementation of this Perspective Plan for tourism development will require integration amongst several agencies and State government departments and various stake holders of tourism development.

Table E.1.6: List of Agencies for Integrated Implementation of Perspective Plan

Stake Holder	Role envisaged as per this perspective plan	Decisions based on information
State Tourism Department	State Tourism policy and plan, priorities, budget provisions, monitoring function	Communicating the plan and coordinating with various state government departments for resource allocation of respective departments; making policy and designing packages for attracting private investment in Tourism projects.
Directorate of Tourism-Govt of Chhattisgarh	Tourism related Data base preparation, Tourist projections, Developing tourism themes for which there is potential ; Developing destination profiles , project profiles for identified and prioritized tourism projects , suggesting tourism infrastructure projects for state funding	Detailed planning; Sponsoring feasibility studies, Setting up MIS cell for creating a Tourism database, Preparation of Tourism promotion plan (including media planning), attracting investors, acquisition and transfer of land till private investor takes over project.
Chhattisgarh Tourism Development Board (under formation)	Implementation of Tourism perspective plan, , project profiles to attract private entrepreneurs for Tourism projects	Preparing Tourism promotional literatures & acting as a coordinating agency for Single window clearance of private sector tourism projects to expedite Tourism development; Monitoring implementation of private sector projects till they are operational
Finance department	Recommending incentive schemes and financial assistance schemes for selected projects	Budgetary allocation for tourist infrastructure projects
Home Department	Maintaining the security status of existing Tourist destinations and traffic and other safety requirements	Coordinating with the state Tourism department about Tourism projects and Tourism related events like fairs and festivals at various Tourist destinations; providing guidance and security to domestic and foreign tourists by creating Special " Tourist Police Force:"
Chhattisgarh Infrastructure Development Corporation	Developing Infrastructure projects in the state, including basic infrastructure for Tourism projects and transportation projects , power, water and urban infrastructure projects proposed in next 10 years.	Road development at prioritized tourist destinations and tourism projects. Coordinating for Railway projects with Central government,. Coordinating for Air link development.
MPSRTC at present and CSRTC in future	Improving tourist access and development based on Tourist projections, destination priorities	Adding new routes to tourist destinations and supporting Tourism development in the state.
PWD	Minimizing basic infrastructure gaps	Resource allocation to development of roads, public amenities, signage etc

Stake Holder	Role envisaged as per this perspective plan	Decisions based on information
Forest	Proposed Eco-tourism Projects, tourist projections	Track identification; specifying and monitoring the carrying capacity of Nature sites; manpower planning and development; Guides for Cave tourism; restoration of forest guesthouses, camping facilities etc.
Environment Department & state PCB	Preserve the environment status at various tourist destinations and taking action for environment preservation	Coordinate with TDB in undertaking carrying capacity studies for existing and potential Tourist destinations and issuing clearances to proposed Tourism projects for public and private investments.
State- Archaeology dept	Listing of State heritage sites	Resource allocation and prioritization of restoration sites, Flood lighting of monuments, issuing clearances for specific projects like Light & sound show or cultural show at monuments.
Central Archaeology department	Listing of Central ASI sites	Conservation of Central ASI monuments and coordinating with state government for developing them as Tourist destinations
Urban Development Authorities	Upgrading urban infrastructure at important tourist gateways or hubs.	Coordinating with tourism department for incorporating tourism development details at various destinations and planning Urban infrastructure development accordingly.
Municipal Corporations	Proposed projects, creating adequate facilities for projected tourist arrivals	Water supply, sewerage and solid waste management, clearances, NOCs, land acquisitions etc
Funding Agencies	Financing selected Projects based on feasibility of project, socio-economic impact	Funding decisions
Tour Operators	Destination Prioritization, Tourist forecasts	Developing New tourist circuits, expansion of operations
Investors/ Entrepreneurs	Project profiles, Destination priorities, project priorities, projects expected.	Investment decisions, available investment opportunities, etc

Proper co-ordination is necessary for integrated tourism development in the state and speedier implementation of tourism development projects. “**Chhattisgarh Tourism Development Board**”, has a very crucial role to perform as a nodal agency for the implementation of this perspective plan.

E.18. Action Plan For Perspective Plan Implementation

The Action plan for implementation of the proposed perspective plan begins with identification of roles of various departments, agencies and stake holders in tourism development and the activities to be performed by them.

Subsequently, the role of nodal agency (Tourism development board) begins, as they have to communicate with all concerned departments and agencies about content of perspective plan and roles envisaged for them in the perspective plan and obtain the consent / approval of the respective department or agency.

After approval of the perspective plan, Chhattisgarh Tourism Development Board (CGTDB), will start coordinating with various agencies for implementation of various components of tourism development. They will form three cells for various activities of perspective plan implementation.

- (a) They will have Market Research cell, which will create and maintain Tourism Information data base, (MIS).
- (b) There will be a cell for promotion of Tourism products (destinations) and Tourism projects offered by Chhattisgarh state Tourism. This Cell will start tourism promotion along with other stake holders like Tour operators / Travel agents, to build up Brand Image for Chhattisgarh Tourism. They may develop a catchy Logo and slogan for creating a unique brand image for the state, e.g “ **The Hidden Treasure of Nature**”.

They will also form an appropriate strategy for attracting investors. This cell as a part of their marketing efforts will also assist private investors in coordination with various state government agencies, for obtaining various approvals and permissions from these departments. Thus, this cell will provide **Single Window Clearance** for Tourism Project Investors.

1. There will be an Environment Impact Assessment (EIA) cell, for clearance of various tourism investment projects as well as tourism infrastructure projects proposed in the perspective plan, before they are taken up for implementation.
2. Tourism development board will also help entrepreneurs to get funding for their Tourism projects from various funding agencies. Since at present, there is no state finance corporation in Chhattisgarh, they coordinate with All India financial institutes like Tourism Finance corporation, IDBI, ICICI and other scheduled banks for funding of such Tourism projects in Joint sector or with private sector participation.

Figure E.1.2: Process of Communication in Government

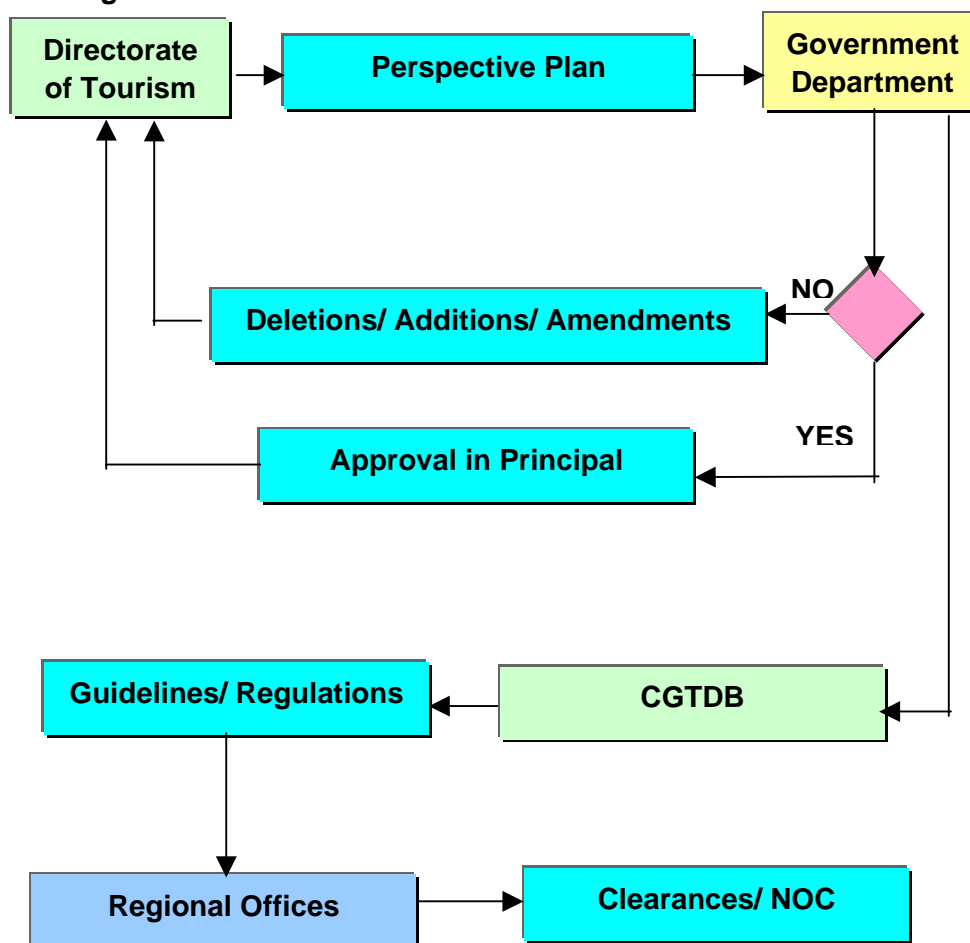
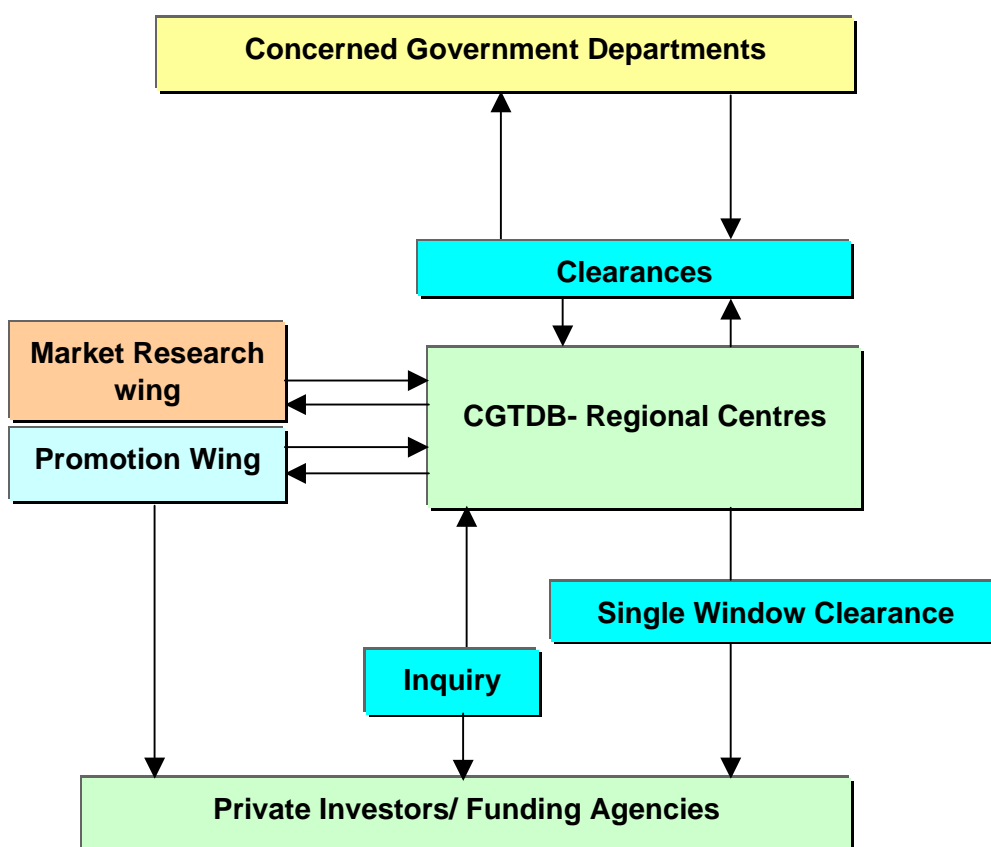


Figure E.1.3: Suggested Institutional set-up



E.19. Employment Generation By Tourism Development

The most important aspect of Tourism development is its multiplier effect on economic development in the area. This is achieved by employment creation due to tourism investment, both directly and indirectly. Employment generation has been estimated in Appendix-5.7.

The Salient features of employment generation due to envisaged Tourism development in the state are as under:

- The study estimates direct employment for around 35000 persons at the end of Short Term plan period (2002-07), 50000 persons at the end of Mid Term plan period (2011-12) and 105000, persons by the end of plan period (2021-22) based on envisaged investment in Tourism projects.
- An important aspect of employment generation in tourism sector is that most of the employment is generated for persons living in remote areas, at their door step, i.e without displacing them from their natural habitats. Thus, the Socio-cultural structure of the society and state will be preserved.
- Tourism will generate direct employment for women and tribals in forest areas.
- In many of the projects suggested in the perspective plan, employment generation is envisaged based on the age old knowledge, art , craft and cultural heritage skills of the local population.

- (e) However, the state tourism department would need to develop these human resources to cater to the demand for trained man-power capable of providing **“Quality Tourism Products and Services”** from the state.
- (f) Employment generation will help indirectly in achieving state government objective of increasing per capita income by Rs.5000, as this will help to raise income level in all areas alike.

E.20. Suggested Projects For External Assistance (Foreign Funding)

As such, no specific tourism projects have been identified for foreign funding, as most of these suggested projects are small and medium size projects, and comparatively small for international funding.

However, two projects for which foreign funding may be availed are entertainment related projects viz Amusement park project at Dongargarh and Multiplex project at Raipur. Foreign funding can be in the form of financial collaboration or direct investment.

Furthermore, three foreign funding agencies have been identified for tourism and related infrastructure projects:

- (a) World Bank –The IBRD (International Bank For Reconstruction and Development), provides major funding for infrastructure, environment and conservation projects.
- (b) UNDP (United Nations Development Programme)- The UNDP is an important source agency for funding of Tourism planning and tourism related projects, through the WTO as executing agency.
- (c) ADB (Asian Development Bank)- The Asian Development Bank offers some assistance on aspects of tourism development in their member countries. India is a member country of Asian Development Bank.

Chhattisgarh Tourism Development Board may assess the suitability of availing such funding depending upon their cost and relevance for Tourism development in the state.

E.21. Suggested Incentives For attracting Private Participation

In the state Industrial development policy, the state government has declared Tourism Development as a Thrust area for development, and thereby granted it industry status indirectly. However, there is no specific incentive package evolved so far by the industry department for attracting investment in Tourism projects in the state.

It is understood that the state tourism department is in the process of evolving an Incentive package for Tourism projects/investment in the state. The details are summarised as under:

- The state government will provide investment incentives and power at concessional rate, to basic infrastructure project development and large Tourism projects, by giving industry status to these projects.
- The state will provide 15 % investment subsidy (with a maximum ceiling of Rs.20.00 lakhs) to Tourism projects, coming up at notified tourist areas, with a view to increase tourist potential of these places.

- The state administration will provide land at a subsidised rate to private entrepreneurs or provide grant in aid for joint sector tourism development projects.
- The state will provide luxury and entertainment tax relief to special tourism projects having investment above certain specified limit. The state has already simplified and rationalised commercial tax structure for hotel industry in the state.
- In addition to the above incentives, it is suggested that the following incentives for tourism development in the state may be provided:
- Investment in basic infrastructure development, including development of approach road, development of water source, and electricity source, for Tourism project development should also qualify for investment incentives.
- The expenditure made on Human resource development by hospitality industry should be subsidised for at least five years period, to encourage such efforts.
- Interest subsidy and investment subsidy should be provided for small and medium scale tourism projects, specifically related to providing basic tourist infrastructure like Tourist Accommodation, Eating facilities, public amenities (Shulabh Sauchalays), and Health Tourism projects.

E.22. Suggested Institutional Machinery To Monitor Tourism Infrastructure

Chhattisgarh Tourism Development Board is expected to act as the monitoring agency at state level. The regional tourism development council and district tourism promotion councils are expected to assist CGTDB in monitoring tourism development at Regional level and district level. These agencies are expected to provide a critical and constructive review of tourism development in the state during perspective plan implementation period.

E.23. Potential for Health Resorts / Ayurvedic System Of Medicine /

Nature Cure Facilities / Yoga Classes

Chhattisgarh has been declared as a 'Herbal state' by the state government. The state tourism department has also stated its priority for Herbal / Ayurvedic / Nature cure tourism project development in the state.

Further, based on our field survey also, suitable destinations have been identified for such projects. In all, 5 Herbal / Ayurvedic / Nature cure projects have been suggested at various destinations in North zone and South zone in Short-term and Mid-term plan period. Similarly, Yoga meditation center has also been suggested in one of the locations in the north zone. As such, yoga activities will also be a part of Herbal / Ayurvedic resorts, along with other healthcare facilities, like gymnasium.

E.24. Suggested Strategy For Local Community Participation

In the preparation of the perspective plan and identification of various destinations/projects for development, the focus has been on Sustainable Tourism Development. This essentially means that the suggested tourism development has to be Economically sustainable, Environmentally sustainable and Socio-culturally sustainable.

This can only be achieved by participative tourism development and not exploitative development.

It is a matter of significance that the state government is also aware about these aspects and while defining the state tourism policy, they have laid emphasis on protecting cultural heritage and intellectual property of the state.

In the light of this policy, it is suggested that :

1. As far as possible, local people must be employed in the tourism projects coming up in the development area. Even if some training / human resource development is required, it should be imparted to enable their employment. e.g locals in the forest area should be trained as guides for nature trail or for working in herbal resorts.
2. Art, Craft and skills of the region should be appreciated and highlighted while promoting those regions for tourism purpose. Artisan workshops should be organized from time to time to demonstrate their skills to the tourist. As far as possible, artisans should get an opportunity to directly market their products to tourists, or help in marketing of their products from appropriate out-lets, so that artisans get maximum return for their produce. In short, it should be ensured that artisans are not exploited by traders or customers and they get appropriate return.
3. A part of local resources may be allowed for the use by artisans of that area for developing handicraft and handloom cottage industry, for e.g some quantity of forest wood should be made available at concessional rate as compensation to local people who are helping in forest protection /conservation. Article manufactured by such artisans should be marketed to tourist visiting those forest areas.

E.25. Environmental Issues

The most important aspects regarding sustainable tourism development is Environmental sustainability of such development. There can be adverse impact on various environmental parameters of tourism development, which have been grouped under following heads:

- Environmental impact on Water bodies:
- Environmental impact on Air quality
- Environmental impact on soil quality
- Environmental impact due to noise pollution
- Environmental impact due to solid waste generation and disposal
- Environmental impact on Flora and Fauna of reserved forest / Sanctuaries / National parks.
- Damage to heritage properties/ Historical monuments by tourists or locals.

All these all can have an impact either individually or collectively on human lives, flora and fauna, on natural resources like forest, water falls , rivers, streams, lakes, irrigation dams and canals, heritage sites, historical monuments etc;. Such adverse impact can be minimized by suitable measures.

E.26. Suggested Measures To Minimize Adverse Environmental Impact

An environmental planning approach has been adopted for achieving sustainable development. Environmental aspects have been carefully considered in determining the most appropriate type and location of development.

The plan identifies both - the Ecologically sensitive and the less sensitive areas. Limited tourist activities and careful micro planning have been suggested for the ecologically sensitive areas like forests, hilly terrain, water bodies and special features(caves).

The places like religious centers, gateways and urban centers which are likely to be subjected to pressure due to high floating population need to build up proper infrastructure and develop environmental management system for managing problems like air and noise pollution, solid waste and littering, waste water discharge, and architectural / visual pollution.

As a part of the strategy to foster sustainable development, and specifically to minimize adverse environmental impact of such tourism development, a three pronged strategy has been suggested as under:

- To create an EIA cell in CGTDB for clearance of all tourism projects, commercial or infrastructure, prior to their approval for implementation. Study should be carried out from time to time for assessing environmental impact at all environmental sensitive destinations.
- To educate domestic and foreign tourist regarding minimizing adverse environmental impact by encouraging the use of environmental friendly / recyclable materials at environmental sensitive areas.
- To educate local residents and hospitality industry regarding possible adverse environmental impact and also its economic cost to the society. It should be ensured that if education does not help to minimize the impacts, there should be provision for legal recourse and penalty for people violating such legal provisions by damaging the environment. The state pollution control authority should also play crucial role and develop a preventive strategy, rather than take post damage curative action.

E.27. Suggested Strategy For Privatization Of Tourism Properties Owned By The State

It has been clearly indicated by Chhattisgarh – Directorate of Tourism, that their role is that of a facilitator and not of an operator. Therefore, the state is not planning to invest anymore in tourism projects. However, they will invest in some tourist support infrastructure initially for tourism development in remote areas till such projects become economically attractive for private sector participation.

As regards properties inherited by the tourism department from MPSTDC, the state would like to have private participation. However, the state has not formulated a strategy or plan for their privatization. It is suggested that the state adopt a supportive role and encourage privatization of Tourism properties owned by it.. It is also suggested that the state consider development and privatization of properties owned by other government departments at tourist destinations. Such properties can be PWD rest houses, PWD inspection bungalows, Irrigation rest houses near dam

sites, Forest department guest houses and spare staff quarters, health department unused buildings etc;.

Suggested Strategy for Reaching Targets of Tourism Development

In line with state government overall economic target of doubling NSDP by 2010, and increase per capita income at least by Rs.5000/- the Following strategy for Tourism development is suggested. Also contribution of Tourism industry from current level of 0.25 % of NSDP is projected to increase to the level of 1.14 % of NSDP by year 2022. This is described here below as Target and strategy for reaching these targets:

Target:

To increase Tourist traffic to Chhattisgarh from current level of 6 lakhs domestic tourist per annum to 18 lakhs domestic tourist per annum by the year 2022. To increase Foreign tourist traffic from current 11,000 per annum to 35000 by year 2022.

Strategy:

The state will promote aggressively, keeping all stake holders along and build Brand Image for Chhattisgarh Tourism Destinations and products as “Value for Money”, to attract more number of tourist to the state.

Sub Strategy:

1. To create Market promotion cell in the CGTDB for coordinating promotion of state and building brand image for it in specified time period.
2. To invite Travel writers, Travel agents and Tour operators on FAM tour to Chhattisgarh for building opinion leaders about State Tourism.

Target:

To increase contribution of Tourism in NSDP from present level to target as per projection, there will be need for increasing per capita spending of both domestic tourist and foreign tourist. Currently , domestic tourist spending is less than Rs.600 per person per day, and foreign tourist spending is Rs.3250 per person per day. Increase this to 4 times in 20 years span.

Strategy:

To increase the contribution of Tourism Industry, and increase per capita spending have following:

- Develop and offer higher value added quality Tourism products and services with innovative concepts and combination of themes at tourist destinations.
- Efforts should be towards extended stay of tourists in the state for having higher per capita tourist expenditure, for this increase more attractions at destinations.

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Chhattisgarh

March 2003

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Chhattisgarh

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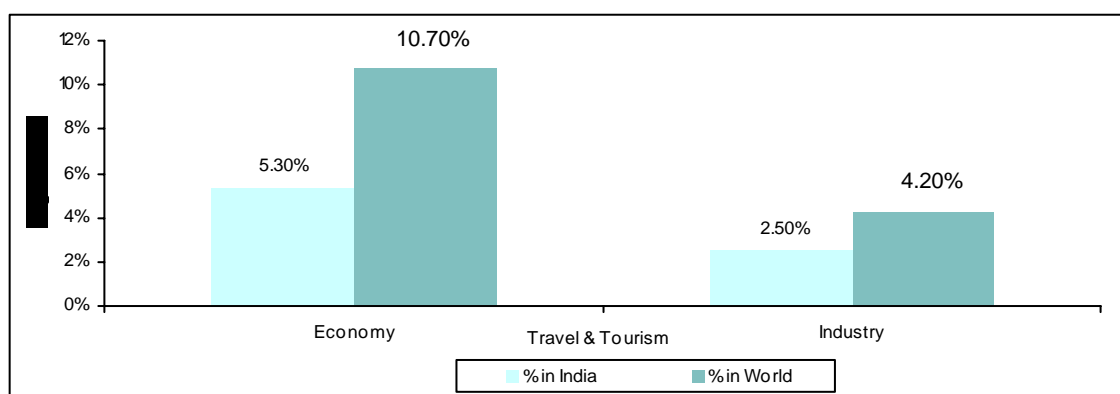
1 INTRODUCTION

1.1 Tourism Scenario in India – An Overview

1.1.1 Contribution to the economy

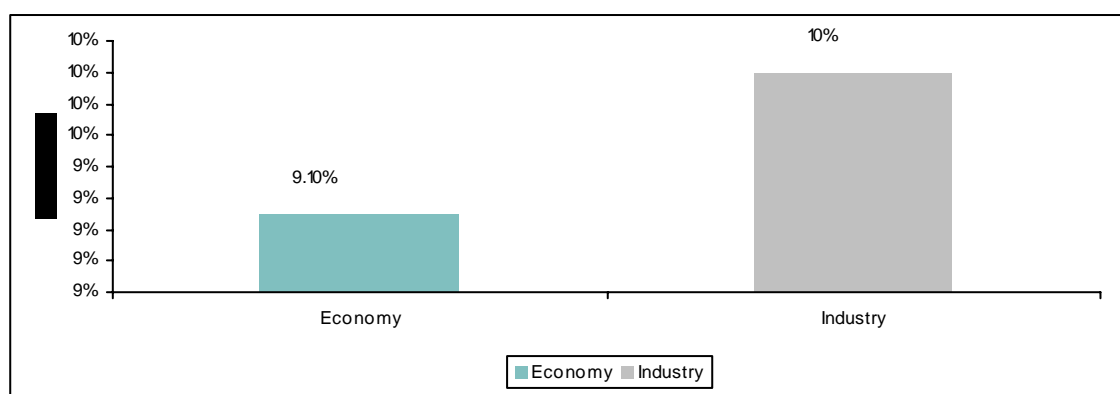
In 2001, Travel & Tourism (T&T) in India was expected to generate Rs 1564 bn of economic activity (total demand) making India the 22nd largest tourism market in the world.

Figure 1.1: Share of T&T economy and T&T industry (as % of GDP)



The T&T economy in India accounts for 5.3% of the GDP as against 10.7% of GDP worldwide. The T&T industry in India contributes 2.5% of GDP as compared to a world average of 4.2%.

Figure 1.2: Projected growth of T&T economy and T&T industry as % of GDP



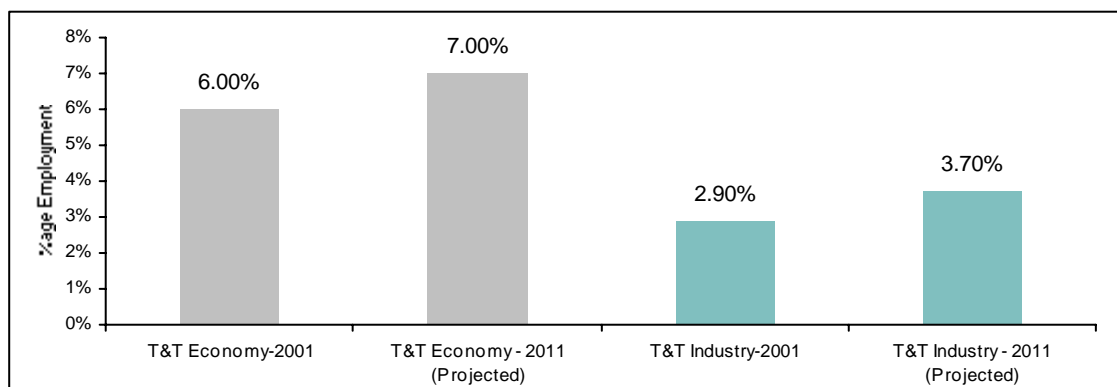
The T&T economy in India is projected to grow at 9.1% annually and the T&T industry is projected to grow at 10% annually through 2011.

(T&T industry produces products and services for visitor consumption while T&T economy produces products and services for visitor consumption as well as products and services for industry demand)

(Source: World travel and trade council)

(i) Employment generation

Figure 1.3: Projected share of Employment



India's travel and trade economy accounts for 25 million jobs or 6% of all employment. The department of tourism estimates of travel and trade industry jobs are 4.2 million or 2.9% of all employment. The share of T&T economy is projected to rise to 7% and the share of T&T industry is projected to rise to 3.7% through 2011.

The employment in T&T economy is projected to grow at 2.8% annually and the employment in the T&T industry is projected to grow at 3.6% annually through 2011.

(ii) Capital investment in India on Travel & Tourism

Capital investment in India on travel and tourism infrastructure, equipment, plant and facilities were estimated to be US\$ 7328.9 million in 1999 and are projected to grow at 7.6% annually till 2011.

(iii) Government Expenditure in India on Travel & Tourism

The spending by government agencies to provide goods and services to visitors or travel companies was estimated to be US\$ 599.6 million in 1999 and projected to grow at 4.9% annually through 2011.

(iv) Share of India in world tourism traffic

The total number of international arrivals (world) reached a record 699 million, an estimated growth of 7.4% in 2000 according to results received by WTO (World tourism organization). International tourist arrivals to India in 2000 were estimated at 2.64 million, a growth of 6.4% over the previous year. India was estimated to have a share of 0.38% in world tourism traffic in 2000.

WTO has classified the world into 6 regions viz., Africa, Americas, East Asia / Pacific, Europe, Middle East and South Asia. Europe and Americas are the main tourist receiving regions. Europe accounted for 58% of the world tourism traffic and Americas accounted for 18% of world tourism traffic in 2000. South Asia has a market share of 0.9% in the world tourism traffic. India is the leading destination in the South Asia region with a share of 41.2% of tourist arrivals to South Asia in 2000. (The South Asia region comprises India, Iran, Pakistan, Maldives, Nepal, Sri Lanka).

(v) International Tourism receipts in India

World wide, International tourism receipts amounted to US\$ 475.8 billion (\$ 680 per person), an estimated growth of 4.5% in 2000 according to WTO. International tourism receipts in India were estimated to be US\$ 3.3 billion (\$ 1250 per person) in 2000, a growth of 9.5% over the previous year. India was estimated to have a share of 0.69% in international tourism receipts in 2000.

The United States is the leader with an estimated US\$ 85.2 billion in international tourism receipts in 2000. South Asia is estimated to have a share of 1.1% in international tourism receipts of which 65.8% is accounted for by India.

(vi) Trends in International tourist arrivals

Figure 1.4: Trend in international tourist arrivals in India

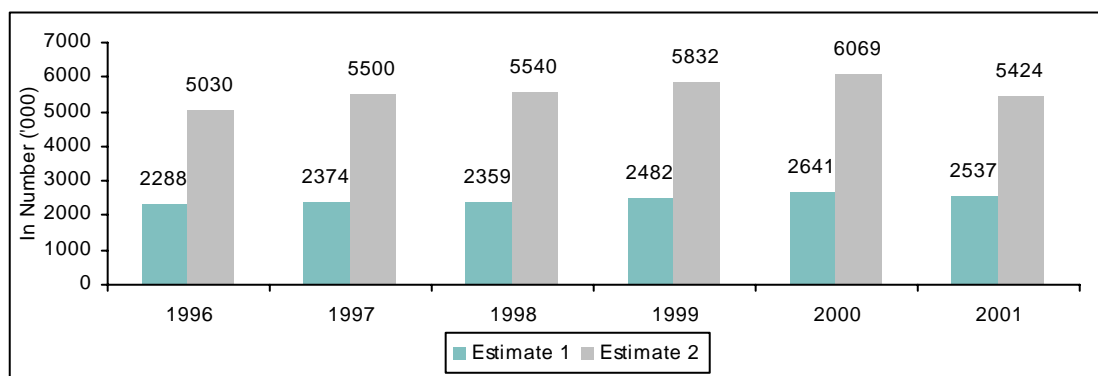


Table 1.1: Growth in International tourist arrivals

Year	Estimate (Nos.) (1)	Growth (%)	Estimate (Nos.) (2)	Growth (%)
1996	2287860		5030342	
1997	2374094	3.77%	5500419	9.34%
1998	2358629	-0.65%	5539704	0.71%
1999	2481928	5.23%	5832105	5.28%
2000	2649378	6.70%	5893542	1.05%
2001	2537282	-4.2%	5423667	-7.97%

Source: 'Tourist Arrivals in India', Ministry of Tourism, Govt. of India

Annual report, Department of tourism, Govt. of India

Note: Estimate (1) refers to data on foreign tourist arrivals compiled from disembarkation cards at port of entry

Estimate (2) refers to data collected from various accommodation establishments by State Govt / UT administration

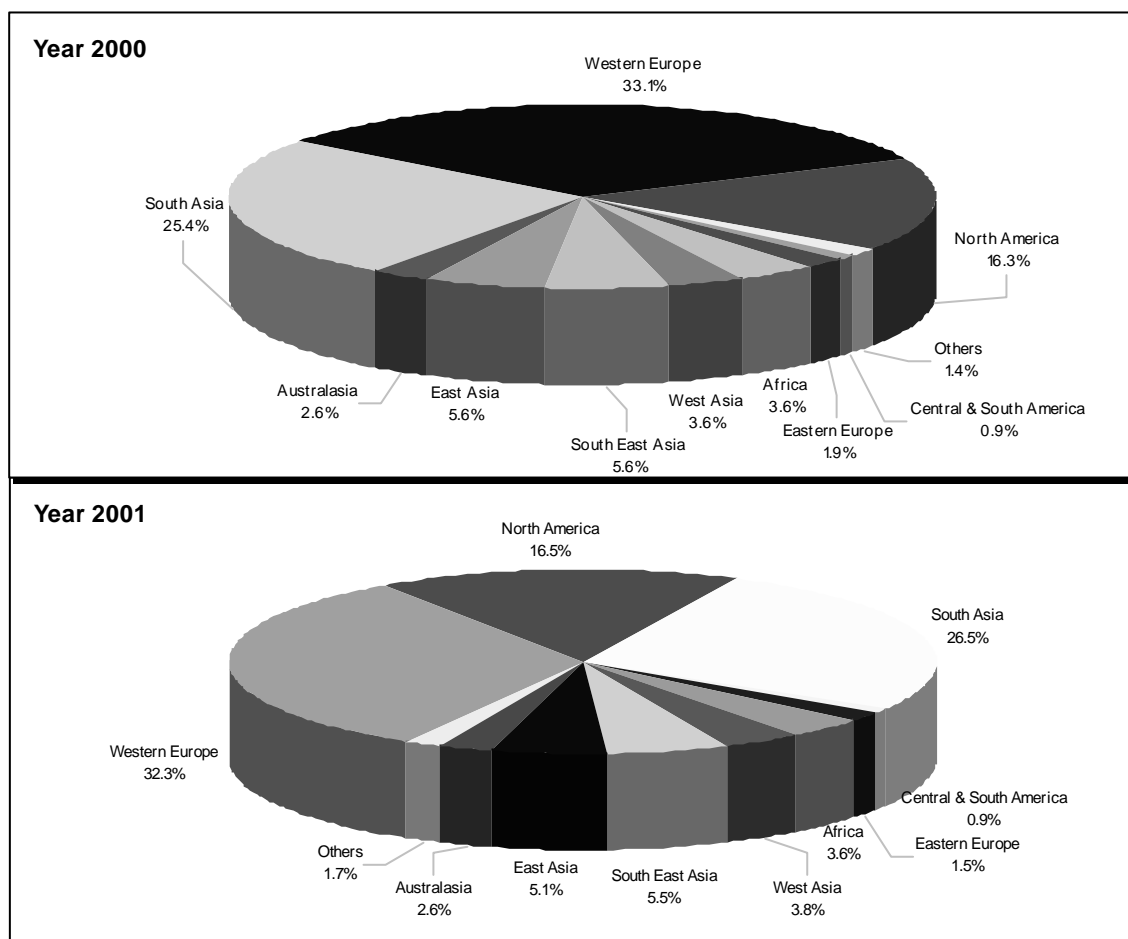
Table 1.2: The percentage share in total arrivals from different regions

Regions	Percentage share in total arrivals	
	2000	2001
North America	16.3	16.5
Central and South America	0.9	0.9
Western Europe	33.1	32.3
Eastern Europe	1.9	1.5
Africa	3.6	3.6
West Asia	3.6	3.8
South Asia	25.4	26.5
South East Asia	5.6	5.5
East Asia	5.6	5.1
Australasia	2.6	2.6
Others	1.4	1.7

Source: Ministry of Tourism, Government of India

A number of factors such as tourism brand image, global economic situation, political stability, tourism facilities contribute to the flow of foreign tourist arrivals to the country. Although, there are seasonal variations, the peak months are November to February while the lean months are May- June when the climate is hot.

Figure 1.5: Share of different regions in International tourist arrivals



(vii) Trends in Foreign exchange earnings

Figure 1.6: Trend in foreign exchange earnings

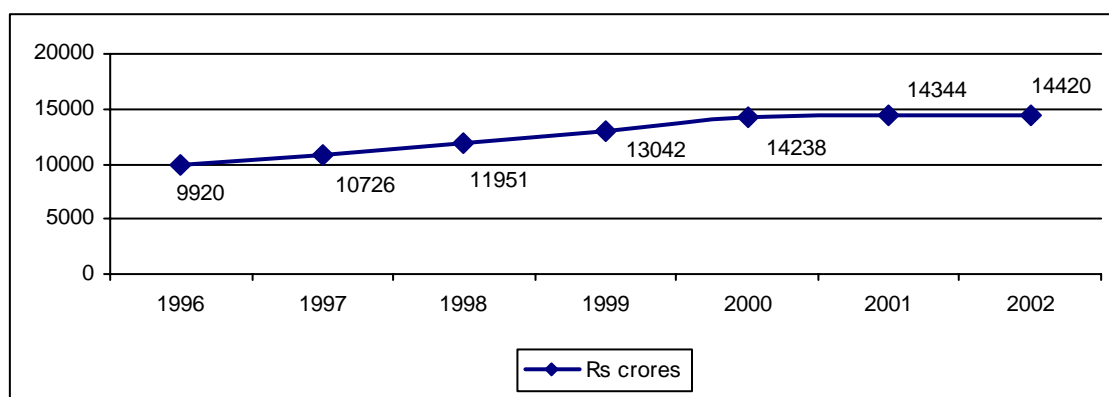


Table 1.3: Growth in foreign exchange earnings

Year	Forex earnings	Growth	Travel receipts in India	Growth
	Rs crores	(%)	US \$ million	(%)
1996	9919.96		2832	
1997	10725.64	8.12%	2889	2.01%
1998	11950.78	11.42%	2948	2.04%
1999	13041.81	9.13%	3009	2.07%
2000	14238.00	9.17%	3168	5.28%
2001	14344.00	0.7%	3042	-4.0%
2002	14419.82	0.5%	2964.7	-2.5%

Note: Based on RBI figures

Source: Annual Report, Department of Tourism

Tourist arrivals in India', Department of tourism

(viii) Trends in domestic tourism

Domestic tourism has grown substantially during the last few years due to the increase in income levels and emergence of a dynamic middle class.

Figure 1.7: Trends in domestic tourism

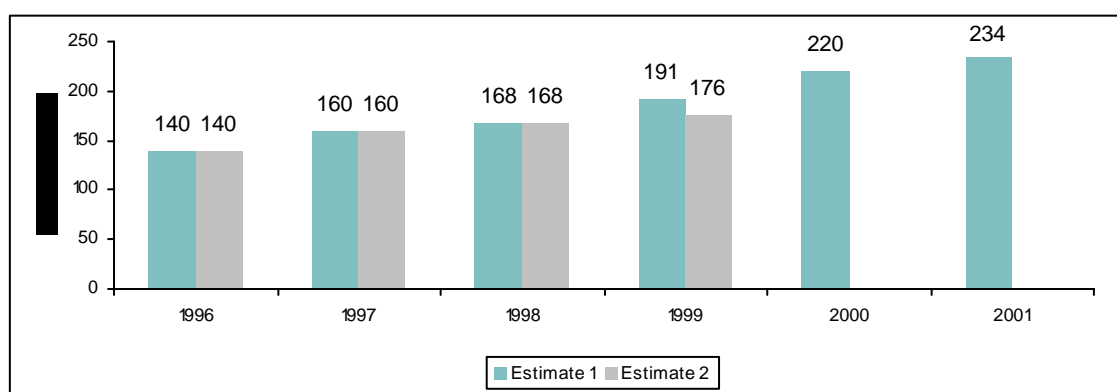


Table .: Domestic arrivals - Estimates

Year	Estimate (1)	Growth (%)	Estimate (2)	Growth (%)
1996	140119672		140119672	
1997	159877008	14.10%	159877008	14.10%
1998	168196000	5.20%	168196000	5.20%
1999	190671014	13.36%	176082442	4.69%
2000	220106941	15.44%	NA	NA
2001	234200935	6.4%	NA	NA

Source: 'Tourist Statistics 2000', Dept. of Tourism, Government of India

Note: Estimate (1) refers to data compiled by state govts/ UT administration

Estimate (2) refers to data compiled by World Travel and Tourism Council

(ix) National tourism policy

Tourism policy was announced for the first time in Nov. 1982. The measures suggested in the policy included

- Granting export industry status to tourism, adopting a selective approach for developing tourist circuits,
- Inviting private sector participation and
- Utilization of national heritage for attracting tourists.

The policy recognized the importance of international tourism in earning foreign exchange and accorded high priority to its development. The policy recognized that facilities provided are minimal for the large number of domestic tourists who travel on pilgrimage or as tourists for other motivations and the need to substantially improve and expand facilities for domestic tourists.

A national action plan for tourism was drawn up in May 1992. The objectives of the action plan included

- Socio economic development of areas,
- Increasing employment opportunities,
- Developing domestic tourism especially for the budget category,
- Preservation of national heritage and environment,
- Development of international tourism and optimization of foreign exchange earnings,
- Diversification of tourism product and
- Increase in India's share in world tourism.

The strategies for achieving the objectives outlined

- Improvement of tourism infrastructure,
- Developing areas on a selective basis for integrated growth along with marketing of destinations to ensure optimal use of existing infrastructure,
- Restructuring and strengthening the institutions for development of human resources and
- Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings.

Tourism was declared as a priority sector for foreign investment in July 1991.

A new national tourism policy has been drafted to keep pace with the developments taking place around the world and under consideration of the Government of India. The draft tourism policy includes provisions like facilitating the development of a dynamic private sector in tourism, promoting eco-tourism and rural tourism, facilitating domestic tourism by promoting amenities and facilities for budget tourist, giving greater stress to development of pilgrimage centres and integrated development of identified tourist destinations with the involvement of all the infrastructural departments, states and the private sector.

The salient features of the draft tourism policy are as follows:

- (a) Providing for people's participation in the development of tourism and in sharing the benefits of tourism
- (b) Facilitating the development of a dynamic private sector in tourism industry
- (c) Coordinating the efforts of different government departments and agencies in making India a tourist friendly country and in providing the required infrastructure
- (d) Facilitating domestic tourism by promoting amenities and facilities for budget tourists
- (e) Integrated development of identified tourist destinations with the involvement of all the infrastructural departments/State govts and the private sector.
- (f) Development of tourism in the North East, Himalayan region, Jammu & Kashmir and the islands of Andaman and Nicobar and Lakshwadweep, as part of an overall strategy of economic development of the regions.
- (g) Enhancing outlay for infrastructure
- (h) Enacting suitable legislation on travel trade / tourist police for protection and security of tourists
- (i) Liberalisation of the visa regime
- (j) Uniformity and rationalization in taxation structure
- (k) Focused and cost effective marketing strategy

To strengthen infrastructure facilities, 21 circuits and 12 destinations have been identified so far for development through the joint effort of central and state governments and the private sector. These are listed in Appendix 1 (A, B). Additionally, 33 pilgrim centres in 17 states have been identified for the development of infrastructure facilities. These are listed in Appendix 1 (C).

Six new circuits to be developed for tourism were announced in the 2002-03 budget by the finance minister. The selection is specially aimed at attracting tourists from Japan, Korea, Thailand, Indonesia and other far eastern countries.

- The first is the Bihar circuit which includes the traditional Buddhist circuit covering Bodhgaya, Rajgir, Nalanda and Varanasi
- The second is the Buddhist monastic circuit between Himachal and Kashmir and includes Kulu, Manali, Lahaul, Spiti and Leh.
- The third is a heritage circuit covering Gujarat which includes Ahmedabad, Dhola Vira, Rajkot, Dwaraka, Porbunder, Somnath, Girnar and Palitana
- The fourth is the South Indian circuit that covers Chennai, Mahabalipuram, Kanchipuram, Thiruvannamalai, Ginjee and Pondicherry
- The fifth is the Kerala circuit which covers Palghat, Kochi, Kottayam, the backwaters in Kumarakom and Trivandrum
- The sixth circuit is the north-eastern circuit which includes Guwahati, Kaziranga, Shillong and Tawag

Special tourism areas: The State Governments of Kerala, Tamil Nadu, Orissa and Maharashtra and Union Territory Administration of Daman and Diu have declared Bekal Beach (Kerala), Muttukadu-Mamallapuram (Tamil Nadu), Puri (Orissa), Sindhudurg (Maharashtra) and Diu as special tourism areas for integrated development.

The new Tourism Policy of 2002 is attached as Appendix 1.4.

(x) Plan outlays for tourism

The budget for tourism has been hovering around 0.15 – 0.20 % of the total central plan outlay.

There has been a gradual increase in Central Plan outlay for tourism over the plan periods from Rs 1.58 crores in the second plan to Rs 272 Crore in the eighth plan. As against the eighth plan outlay of Rs 272 Crore (1991-92 prices), the expenditure during the period has been Rs 490.42 crores.

The approved allocation for tourism for the ninth plan period (1997-2002) was Rs 485.75 crores.

Figure 1.8: Break up of 9th plan allocation

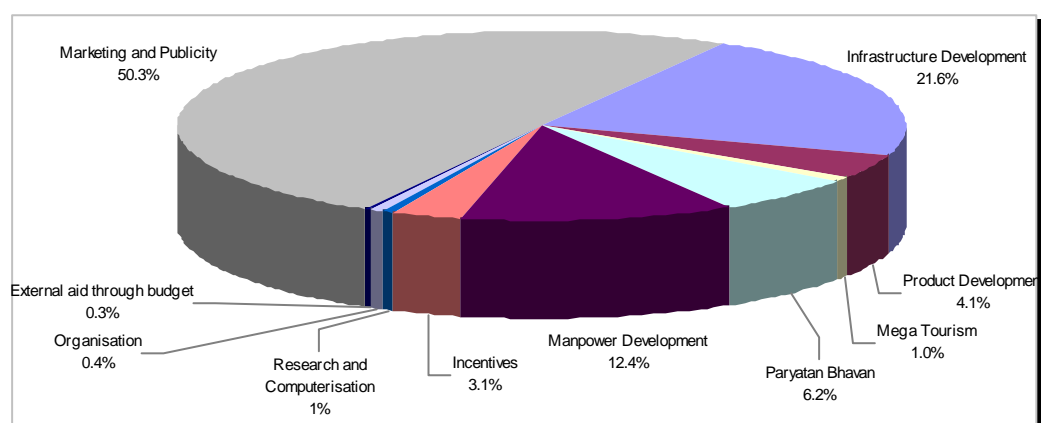


Table 1.5: Ninth plan outlay (1997-2002)

Name of the scheme / Project programme	Outlay (Rs crores)
Infrastructure Development	105.00
Product Development	20.00
Mega Tourism	5.00
Paryatan Bhavan	30.00
Marketing and Publicity	244.43
Manpower Development	60.00
Incentives	15.00
Research and Computerisation	3.00
Organisation	2.00
External aid through budget	1.32
Total	485.75
Source: Annual Report, Department of Tourism	

The budgetary allocation for 2002-03 has gone up to Rs 225 Crore.

(xi) Major tourist circuits and destinations

India is accessible from all four directions – north, east, south and west. Each of the four gateways has its own history.

Figure 1.9: MAJOR TOURIST CIRCUITS IN INDIA



Northern circuit: Delhi, the capital city, is steeped in history. It combines the grandeur of Mughal architecture of Old Delhi with the formal splendour of New Delhi, built in the early 20th century. Along with Jaipur and Agra, Delhi forms the ‘Golden Triangle’. Agra is home to the Taj Mahal, a world famous monument while Jaipur offers the visitor a chance to experience royalty at its luxury hotels which were palaces of the local rulers.

Western circuit: Mumbai is the commercial capital of the country. It is also a major international airport and harbour. The British influence is evident from the architecture of the Gateway of India, Bombay high court, Old Secretariat, University buildings and Victoria Terminus. Pune, the capital of the Marathas during the reign of the warrior king Shivaji, is 163 kms from Mumbai. Aurangabad, the main stopover before visiting the world heritage sites, Ajantha and Ellora is 400 kms from Mumbai. The sculptures of Hindu, Buddhist and Jain faiths found in the 34 caves at Ellora date back to over a 1000 years while the ones at Ajantha date back to the fifth century.

Southern circuit: The southern gateway to the country, Chennai, is the symbol of Dravidian culture. It is the starting point to the temple towns of Mahabalipuram, Kanchipuram, Chidambaram, Tanjore, Tiruchirapalli, and Madurai. The French style of coastal town of Pondicherry lies to the south of Chennai. Kerala, with its beautiful coconut beaches lies on the western coast. Kanyakumari, a popular pilgrimage town is the southern tip of country, where one can watch the sun set and moon rise at the same time.

Eastern circuit: Kolkata, listed among the world's largest cities, came into being as a British trading post and later capital of British empire in India during the 17th century. The Indian museum, the Victoria memorial, the botanical gardens and Dakshineswar's kali temple are famous landmarks in the city.

Northwards of Kolkata, is the hill station of Darjeeling, which offers spectacular views of Kanchenjunga peak (8586 metres). The state of Orissa, on the eastern coast has a rich heritage of classical dance, music, silverware, handicrafts and sculpture and its own 'Golden Triangle' comprising the three temple towns of Bhubaneswar, Puri and Konark. Puri is counted among the four holiest cities in India and famous for the 12th century Jagannath temple. Konark features in the circuit for its Sun temple, an architectural masterpiece.

Preferred destinations in India

The most popular destinations in India for foreign tourists have been the golden triangle of Delhi-Jaipur-Agra, Goa, Rajasthan, and very recently, Kerala. The National Geographic has rated Kerala among the 50 must see destinations of a lifetime.

As per the survey conducted by the Ministry of Tourism, the most visited destinations in India by foreign tourists include:

- | | |
|------------------------|----------------------------|
| • Delhi | • Udaipur, Rajasthan |
| • Mumbai, Maharashtra | • Pune, Maharashtra |
| • Agra, U.P | • Mysore, Karnataka |
| • Chennai, Tamil Nadu | • Ajmer, Rajasthan |
| • Kolkata, West Bengal | • Goa |
| • Jaipur, Rajasthan | • Secunderabad, A.P |
| • Varanasi, U.P | • Cochin, Kerala |
| • Bangalore, Karnataka | • Shimla, Himachal Pradesh |
| • Panjim, Goa | • Ahmedabad, Gujarat |

The top 10 states in India which account for more than 90% of the foreign tourist arrivals are given in Table 1.6.

Table 1.6: Top 10 States: Foreign Tourist Arrivals (2001)

Sl. No	State	Foreign Tourist Arrival (% of total)
1	Maharashtra	16.80
2	Delhi	15.30
3	UP	14.70
4	TN	14.30
5	Rajasthan	11.20
6	West Bengal	5.20
7	Goa	4.80
8	Kerala	3.90
9	Karnataka	2.60
10	HP	2.50
	Total	91.30

Source: Ministry of Tourism, Govt. of India

The top 10 states which account for around 90% of the domestic tourist arrivals is given in Table 1.7

Table 1.7: Top 10 States: Domestic Tourist Arrivals (2001)

Sl.no	State	Domestic Tourist Arrival (% of Total)
1	UP	29.00
2	AP	22.50
3	TN	10.20
4	Karnataka	6.00
5	Uttaranchal	4.10
6	Maharashtra	3.60
7	Gujrat	3.50
8	Rajasthan	3.30
9	Bihar	2.60
10	HP	2.20
	TOTAL	87.00

Source: Ministry of Tourism, Govt. of India

(xii) Bali declaration

India is signatory to the Bali declaration on barrier free tourism for people with disabilities. The declaration urges governments to develop action programs to promote barrier free tourism for people with disabilities, older persons and families with young children. The declaration also requests the governments to respect the rights of disabled persons to have equal access to tourist facilities, programs and services and strengthen craft production, entrepreneurial and marketing skills among them.

(xiii) SWOT Analysis of India as a Tourist Destination

Table 1.8: SWOT analysis

Strengths <ul style="list-style-type: none"> • Rich culture and heritage • Variety of landscapes, lifestyles and cuisines • Rich tradition in handicrafts • Colourful fairs and festivals 	Weaknesses <ul style="list-style-type: none"> • Poor accessibility to many tourist destinations due to basic Infrastructure bottlenecks • Lack of tourist infrastructure & basic amenities at many tourist destinations • Lack of information about tourist destinations • Unfavourable brand image as a tourist friendly destination.
Opportunities <ul style="list-style-type: none"> • Global trend towards exotic destinations like India • Tourism potential unexploited 	Threats <ul style="list-style-type: none"> • Aggressive marketing and promotion by competing destinations in Asia like Malaysia

1.2 Study Objective

To prepare a 20 year perspective plan for development of sustainable tourism in Maharashtra.

1.3 Scope of the Study

The Ministry has provided guidelines to be followed for preparation of perspective plan which are listed as follows:

- A perspective plan with a time frame of 20 years needs to be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resources available.
- The plan should indicate short term and long term plans, targets and ground realities
- The plan should indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity.
- The plan should be able to assess the existing tourism scenario in the state with respect to existing traffic levels and inventory of :
 - Natural resources
 - Heritage and other socio-cultural assets
 - Quantitative / demographic factors like population, employment, occupation, income levels etc
 - Services and infrastructure already available
- The plan should review the status of existing development / investment plans of schemes for the development of tourism in the region

-
- The plan should list and evaluate existing potential tourist destinations and centres and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of traffic flow etc
 - The plan should analyse and categorise existing / potential destinations and centres , as a stand alone destination, part of a circuit and /or as major attractions for special interest groups etc
 - The plan should assess the existing infrastructure levels at identified destinations / centres in terms of quality of roads / transportation facilities, civic amenities, enroute transit facilities, boarding and lodging facilities etc
 - The plan should be able to broadly assess traffic flow to identified destinations and centres for assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, future expected developments including likely investments by the state and investment climate / incentive for private sector etc
 - The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and to prioritize investment needs by drawing up a phased investment plan covering the next 20 years
 - The plan should identify the existing as well as new tourism projects for expansion / augmentation, upgradation of facilities and services, destinations and centres, which have potential for development
 - The plan should undertake product conceptualization cum feasibility exercise inter alia for identified projects covering aspects like locational evaluation, schematic product planning and conceptualization including quantification of individual project parameters, assessment of overall investments levels and of project viability cum feasibility exercise etc.
 - The plan should prepare an action plan for implementation of identified potential development scheme / projects / products and for development of infrastructure in conformity with the policy objectives and guidelines provided by the concerned state / central agencies / departments and the requirements of national development and funding agencies. The overall development plan to also take into account WTO's Bali declaration on tourism development.
 - The plan should include project wise potential for employment generation; a reasonable percentage of potential employment is to be reserved for women.
 - The plan should indicate the actual and projected number of domestic and foreign tourist arrivals for each proposed tourist place.
 - Prioratise the scheme on the basis of employment potential of the project and tourist arrivals at the proposed place.
 - An inventory of existing infrastructural facilities (including paying guest facility) is to be made; after which, the proposed infrastructure needs to be split up into various segments concerning different state government departments , such as PWD, Forest, Culture, handicrafts etc and dovetailed with the tourism plans
 - Since the perspective plan would be used for external assistance, it would be desirable to suggest state tourism projects to foreign funding agencies for financial assistance; each project has to be properly scrutinized and finalized accordingly
 - Other sources of funding such as loans from the Financial Institutions, the Tourism Finance Corporation of India (TFCI) etc needs to be explored. Besides, proper incentives need to be suggested for private sector participation

- Further the available institutional machinery in the state to oversee / coordinate the development of tourism infrastructure has to be specifically suggested
- Facilities for performance by local artists; cultural troupes should be built into the perspective plan
- Cultural complexes can be suggested with the financial help from the State Department of Culture and later made economically viable on the pattern of Dilli Haat
- Handicraft shops should be suggested at various tourist places; these could be run by women
- Perspective plan should include potential for developing health resorts at / near the tourist places. Yoga classes, nature cure facilities, ayurvedic system of medicines should be available at these places to attract tourists.
- Consultant preparing the perspective plan should be asked to give an executive summary of the plan along with the report
- The perspective plan should incorporate attractive packages / schemes to attract private sector investment
- It is necessary that the environmental issues are dealt with sufficient details and environmental impact assessment studies made in respect of all new projects
- The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local participation and local commitment to the project.
- Measures necessary for mitigating the adverse environmental impacts and rehabilitation of the tourist places already environmentally damaged should be incorporated in the perspective plans
- The perspective plan should include strategy for privatization of tourism related properties owned by the state and the State tourism Corporations

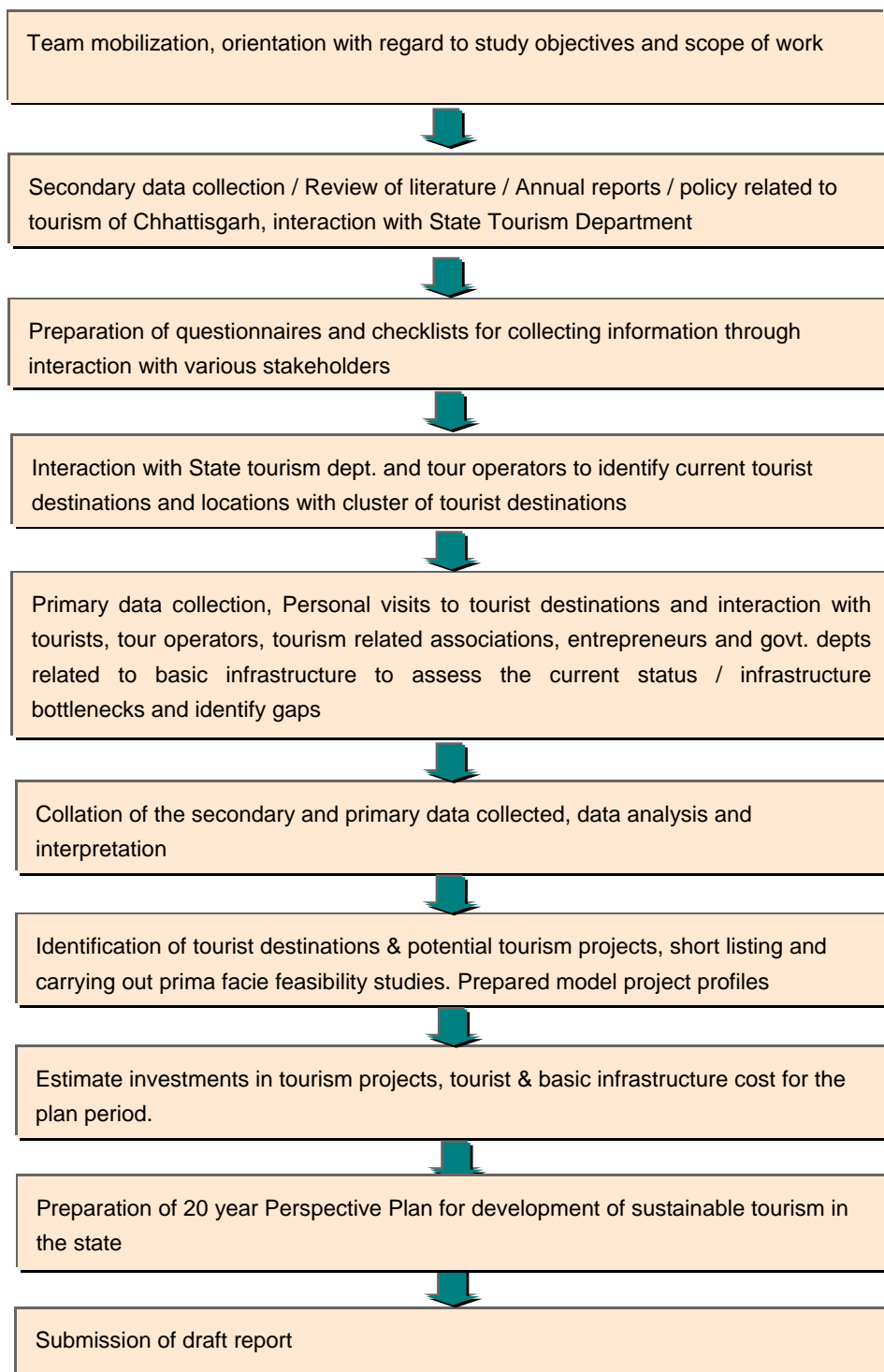
1.4 Approach & Methodology

As indicated in our proposal, a two pronged methodology is being adopted to carry out the study. This will include:

1. Collection of information from the relevant secondary sources
2. Conducting field exercises, including site visits to select tourism destinations including potential destinations, and
3. Interaction with all possible stakeholders to assess the present tourism scenario, infrastructure available and shortages therein, potential tourism destinations, likely tourist inflows, requisite infrastructure, investment requirements, prioritising the same and presenting the whole into a comprehensive perspective plan for development of sustainable tourism in the state over the next 20 years.

Details of the methodology envisaged for the study is depicted below:

Figure1.10: Methodology Adopted for the Study



1.5 Report Format

The draft report is presented in two volumes:

Volume 1: Main report

Volume 2: Annexures

The main report (Volume 1) is presented in 6 chapters and an Executive summary

Chapter 1 INTRODUCTION

An overview of the tourism scenario in India as well the objective and scope of the study and the methodology adopted to carry out the study is presented.

Chapter 2 CURRENT STATUS OF TOURISM IN THE STATE

The state tourism policy, state plan outlays on tourism, trend in tourist arrivals, travel circuits and destinations / attractions , status of tourism infrastructure and basic infrastructure in the state, environmental aspects and status of institutional framework are discussed in this chapter.

Chapter 3 FIELD SURVEY FINDINGS

The chapter presents the findings of the sample field survey of domestic and foreign tourists, tour operators and travel agents and interactions with relevant associations and institutions. A first hand assessment of the tourism infrastructure and basic infrastructure at the destinations visited during the survey is presented.

Chapter 4 PROJECT IDENTIFICATION, SELECTION AND VIABILITY

The tourism destinations in the state have been prioritized according to a set of parameters. At each destination, projects have been identified and prioritized according to a set of parameters. The viability of short listed projects has also been discussed in this chapter.

Chapter 5 PERSPECTIVE PLAN

A perspective plan for tourism development in the state has been presented based on the State tourism policy, a review of the market trends and potential and examination of relevant issues.

Chapter 6 IMPLEMENTATION PLAN

Promotional issues, financing issues, human resource development issues as well as identification of agencies to implement the plan are discussed in this chapter

The annexures (Volume 2) contain

- Profiles of the major destinations
- Profiles of projects
- Questionnaires and checklists used for the survey

-
- List of contacts made during the survey,
 - Relevant enclosures

1.6 Limitations of the Study

- There is limited published data available on the industry. Information about tourist arrivals and infrastructure availability at many destinations provided in the report are largely based on the limited available data and estimates of the local tourism department and stakeholders of these locations.
- Research studies to estimate the carrying capacity of the environment was not feasible to carry out in given time and cost constraints. Norms on the extent of development that can be allowed at various tourist destinations have yet to be developed by the state / local administration. Detailed destination specific studies will need to be carried out by the state tourism department in association with the Town planning department, environment department and other relevant govt. departments.
- Every effort has been made to meet the guidelines provided by the Ministry for preparation of perspective plan. However, separate master plans (destination specific) will need to be prepared by the state governments for various tourist destinations.

2 CURRENT STATUS OF TOURISM IN THE STATE

2.1 State profile:

Chhattisgarh is the 26TH state in India and was created out of Madhya Pradesh on November 1, 2000. The state has been carved out of 30.49% of the land area and forms 26.6% of the population of undivided Madhya Pradesh. Chhattisgarh is the 9TH largest state in India, and ranks 17TH in terms of population.

Among the larger states in India, Chhattisgarh has the highest percentage of population of people from the scheduled tribes, which is about 28% of the total population of the state. About 44% of the total area of the state is under forest cover. Chhattisgarh is famous in the entire country for its Sal forests. In the field of industrial development, Bhilai Steel Plant in Durg district is the largest integrated steel plant of the country. Chhattisgarh is also famous for its rice mills, cement and aluminium plants. About 20% of the country's steel and cement are produced in the state.

Population: According to population census of 2001, Chhattisgarh has a population of 20.79 million people, making it the 17th most populated state in the country. The geographical area of Chhattisgarh is 1,35,000 square kilometres and has a population density of 154 persons per square kilometre with a **literacy rate** of 65.18%. Hindi is the primary language of the people. There are, however, local and regional dialects such as Chhattisgarhi. There are other dialects like Halbi, Gondi and Bhilali which are used by the natives of Chhattisgarh. The main religion is Hinduism, while other religions such as Christianity, Islam and Sikhism are also practiced.



Rainfall: The annual rainfall in the state ranges between 900 – 2100 millimetres (for the year 1999-2000) with an annual average of 1292.1 mm.

GSDP & NSDP: The Gross State Domestic Product (GSDP) at current prices for 2000-01 was Rs.25068 Cr and at constant prices (1993-94) was Rs.17128.15 Cr. The NSDP at current prices for 2000-01 was Rs. 21059.80 Crores. At current prices, the growth rate in NSDP for the year 2000-01 was 2.74%.

Per Capita Income: The Gross per capita income at current prices for 2000-01 was Rs.12052 and at constant prices (1993-94) was Rs.8235. The net per capita income at current prices for 2000-2001 was Rs. 10125 . The growth in per capita income was 3.23%.

Originally, there were seven very large districts in Chhattisgarh area of undivided Madhyapradesh. These were subdivided and nine new districts were created in 1999. The Sixteen (16) districts of present Chhattisgarh include Bastar, Bilaspur, Dantewada, Dhamtari, Durg, Janjgir, Jashpurnagar,

Kanker, Kawardha, Korba, Koriya, Mahasamund, Raigarh, Raipur, Rajnandgaon, and Surguja. These districts comprise of 96 tehsils, 146 development blocks, 16 district panchayats, 146 Janpad Panchayats, 9129 Gram Panchayats, 49 Nagar Panchayats, 6 Municipal Corporations & 20 Municipalities.

2.2 Significance of tourism to the State

As per the national statistics, for every investment of Rs.10 Lakhs in tourism, 47.5 jobs are created directly and 89 jobs in the sub-sector of hotels and restaurants are created. It is estimated that every foreign tourist creates one job, while 17 domestic tourist creates one job.

2.2.1 Local employment

Employment in the tourism industry can be classified into direct (persons who work in tourism enterprises), indirect (jobs generated in the supplying sectors such as agriculture and manufacturing), induced (additional persons supported by income earned by direct & indirect employees), and construction employment (jobs generated in the construction of tourist facilities and infrastructure. In Chhattisgarh, there are about one lakh people involved in the tertiary (service) sector, which includes household industry, manufacturing-processing, servicing & repairs, etc. According to a publication (Chhattisgarh-General Knowledge), the state has over 200 hotels with a combined turnover of over Rs.25 Crores. It is estimated that the employment in the tourism industry in Chhattisgarh will be about 15000 persons.

2.2.2 Resources

Chhattisgarh also has abundant natural resources which support tourism development. 44% of the state is under forest cover. The state also possesses unique & ethnic tribal culture and traditions with a pro-active Govt. in support of tourism development. The state has rich art & culture with unique handicrafts and folk lore artists like Teejan Bai of Durg, who represent the state at international forums. Tourists from the six neighbouring states, namely Uttar Pradesh, Jharkhand, Orissa, Andhra Pradesh, Maharashtra and Madhya Pradesh, are arriving into Chhattisgarh in large numbers.

2.3 State tourism policy

The state of Chhattisgarh has developed a draft Tourism Policy and wish to actively promote Eco & Ethnic Tourism in the state. The state tourism department has also identified a few themes under which tourism will be promoted. Briefly, the objectives of this policy are

- Promote economically, culturally and ecologically sustainable tourism
- Strengthen the quality and attractiveness of tourism experience
- Preserve, enrich, and showcase the rich and diverse cultural and ecological heritage.
- Increase the contribution of tourism to the economic development of inter-related sectors.
- Encourage and promote private sector initiatives in developing tourism-related infrastructure.

-
- Transform the role of Govt. to that of facilitator.
 - Promote new concepts in tourism such as Time-share, Eco-tourism, village tourism, adventure tourism.
 - Respect the intellectual integrity and rights of the local communities.

To meet these objectives, the state has identified specific initiatives, which can be broadly classified as Infrastructure & Institutional Development, Tourism product offering, and Marketing. The State Tourism policy is enclosed as Appendix-2.1, to this chapter.

2.4 Other Policies of the State

In addition to the Tourism policy drafted by the Tourism Department, Govt. of Chhattisgarh, the state departments of Industries, Environment, Culture & Forest also have drafted their policies wherein they have emphasised eco, nature & cultural tourism. A brief analysis of the main policies are described below:

2.4.1 Industries Policy

The State Industrial policy has put **Tourism as Thrust area** for development. However, they not yet designed any specific package for Tourism project coming up in the state. State Industrial policy is enclosed as Appendix-2.2 to this chapter.

2.4.2 Environment Policy

The state's environment policy is aimed at ensuring sustainable development, enhancing environmental performance and improving the quality of life of citizens. State Environment policy is enclosed herewith as Appendix-2.3.

2.4.3 Cultural policy

The state's policy for promotion and encouragement of cultural activities emphasises on tourism development as a non-invasive instrument of biological, ecological and cultural conservation. The state Cultural policy is enclosed as Appendix-2.4, to this chapter.

2.4.4 Forest Policy

The policy highlights proper forest management, which includes conservation of medicinal Plants; Bio diversity conservation and also promotion of nature- tourism. The policy states that "Nature tourism or Eco tourism that utilises the forest scenic spots as well as the opportunities provided by the protected areas for wildlife viewing should be seen as a forest extension activity. This activity should also be promoted as a revenue generating mechanism that can benefit the rural communities through their active involvement in promotion of Eco tourism". State Forest policy is enclosed as Appendix-2.5, to this chapter.

2.4.5 Road Policy

The following primary objectives of the road policy will also boost the development of tourism:

- Ensuring good road connectivity in rural areas with particular emphasis on access to tourism locations and cultural heritage sites. High priority is accorded for road linkage to all tourist places.
- Promoting two north- south and four east – west access corridors to develop Chhattisgarh into a regional logistics and trans-shipment hub.
- Converting all national highways into two lane roads and three of the busiest national highways into four lane roads.

The policy also emphasises that to improve the linkages across the state, the existing road network would be superimposed over tourism and cultural map of the state to identify development projects.

2.4.6 Urban Development Policy

The key elements include enhancing availability of basic utilities like water supply, sewerage and sanitation in the urban areas. The policy emphasises preservation of heritage sites where in conservation plans will be prepared for all identified cultural heritage buildings. It also focuses on encouraging public – private partnership across areas like solid waste management, awareness campaigns for a cleaner environment, maintenance of roads, public parks, street lights and public toilets. These initiatives will be supportive for tourism development in the state.

2.5 State plan outlays on tourism

It is one and a half years since the state of Chhattisgarh was formed. The tourism department is in the process of planning and prioritisation of tourism activities in the state. The state tourism department is proposing a plan outlay of Rs. 57 Crores (including Rs.10 Crores under 11TH Finance Commission Scheme) for the next five years. The tourism department is laying special emphasis on promotion, marketing & publicity of tourist destinations in the state. A detailed plan outlay document for the state is enclosed as Appendix-2.6 to this Chapter.

2.6 Trends in tourist arrivals

Since Chhattisgarh was created only in November 2000, the tourist arrival data is clubbed along with Madhya Pradesh. Undivided Madhya Pradesh (including Chhattisgarh) accounted for 3.43% of the domestic tourist arrivals and ranked 12th among All India domestic tourist arrivals in the year 2000. Similarly, Madhya Pradesh (including Chhattisgarh) accounted for 2.65% of the Foreign tourist arrivals and ranked 10th among All India tourist arrivals in year 2000.

Total tourist arrivals to MP/ Chhattisgarh declined from 6.67 million in the year 1995 to 4.81 million during 2000.

Foreign tourist arrivals increased from 0.09 million in 1995 to 0.12 million in 2000 indicating a compounded annual growth rate of 6.02% while domestic tourist arrivals declined from 6.58 million in 1995 to 4.68 million in 2000.

As the tourist arrival figures for Chhattisgarh state are not readily available, we have estimated the domestic & foreign tourist arrivals in Chhattisgarh, which is about 6 Lakh domestic tourists and about 15000 foreign tourists in a year.

2.7 Existing Travel circuits and destinations / Attractions

In order to promote tourism in the state of Chhattisgarh, the state Tourism Department has prepared various itineraries, which include a wide range of tourist attractions like nature, wild life, temples & archaeology, waterfalls & caves, festivals & fairs, handicrafts & artefacts, etc.

- **Natural resource based** – The Natural resources of the state include Forests, 11 Wild Life Sanctuaries and 3 National Parks, caves, water falls, hot water springs, etc.
- **Heritage and Socio cultural asset based** – The state has several archaeological & mythological sites, palaces, forts, temples & religious sites, etc.
- **Man made attractions** – The state of Chhattisgarh has several man-made attractions like Large dams with hydro-electric power plants, water reservoirs, handicraft villages, silk farms, Bhilai Steel Plant, Korba Aluminium plant, Korba-NTPC-Super Thermal power plants, Korba-open pit Bauxite Mining operations and Iron Ore Mines of Bailadila (Bacheli) managed by NMDC, etc.
- **Festivals and Fairs** – Several fairs & exhibitions are organised in the state like the Dussherra festival of Bastar, Madhai of Narayanpur, Bharamdev festival, weekly tribal haats, Navratri / Shivratri fairs across the state, etc.

The state Tourism department has identified total 99 potential destinations and attractions in all the 16 districts of the state, the list is enclosed as Appendix-2.7. The detailed lists of the above is plotted on the Chhattisgarh Map and shown in Appendix-2.8. The State Govt. is also promoting a few itineraries to attract tourists to Chhattisgarh this is shown in Appendix-2.9 to this Chapter.

(i) Central ASI (Archaeological Survey of India) Monuments in Chhattisgarh

There are **47** monuments falling under the Central government, which are being looked after by the staff at these destinations. However, at some destinations, no staff are available to look after the monument or to provide any information or guidance about the monuments. Central ASI has a small representative office at Raipur, and majority decisions are made by South-Eastern Regional – ASI office at Bhubaneswar. There is insufficient staff to maintain and conserve these monuments. Due to this, there are delays in decision making at many places. At some places, central ASI is carrying out monument conservation work in small way for e.g at Pali, District Bilaspur. The list of Central ASI monuments is given as Appendix-2.10 to this Chapter.

(ii) State ASI (Department of Archaeology) Monuments in Chhattisgarh

Interactions were held with State Archaeology Department at Raipur. The state ASI has provided a list of **58** monuments falling under their purview. Maintenance and conservation work is being carried out by them at various monuments. During the visit of our survey team, monument cleaning and maintenance work was going on at the famous “Bharamdeo” temple in Kawardha district by the state ASI department. The list of State ASI monuments is given as Appendix-2.11, to this chapter.

2.8 Current status of Integrated Tourist infrastructure / Facilities

- **Internal transport system** – Most of the tourist attractions across the state are located in the interior areas, which are in the form of forests, tribal areas, water bodies including rivers & dams, etc. Internal transport facilities from the State & National Highways, to the interior areas, are very minimal. Internal transport facilities are available in selected pockets / areas of the state.
- **Accommodation facilities for tourists of different income groups** – Accommodation facilities for various income groups of tourists are available in major cities and towns of the state. The major cities & towns of the state include Raipur, Bhilai, Jagdalpur, Bilaspur, Ambikapur, Raigarh. The accommodation facilities include star class hotels, budget hotels, lodges, dharamshalas, PWD rest houses, Irrigation Department rest houses, Forest Department rest houses, etc.
- **Restaurants** – Most regions of the state are connected through a road network. Most of the roads are presently being repaired and widened for ease of cargo & passenger traffic. On most of these national & state highways, there are a few dhabas or eateries, which are located at long distances from each other. In some regions, like the northern & western parts of the state, dhabas are non-existent on national & state highways.
- **Entertainment and recreational avenues** – There are a few recreational facilities in the state of Chhattisgarh. A water park by the name of Water World has been set up on Durg – Rajnandgaon bypass (about 30km from Raipur). There is a musical fountain and a zoological park (Maitry Bagh) within Bhilai Steel Plant. The Ma Bamleshwari temple trust in Dongargarh (Rajnandgaon district) has developed a water park with boating facilities within the periphery of the temple.
- **Shopping centre, emporiums, Souvenir/Gift/Tourist literature shops** – The state of Chhattisgarh possesses rich art, culture & handicrafts which have been made available to discerning buyers through state emporia (Mrignayani), craft centres managed by NGOs (Parchanpal in Bastar district managed by Saathi) and independent craft centres like Kumharpara in Bastar district. The handicrafts and souvenirs of the state are also available in major cities like Raipur, Bilaspur, Jagdalpur & Raigarh.
- **Tourism information centres** – At present, tourist information centres, which provide information and act as guide to tourists, are non-existent across the state. The hotels in the state play a very important role in promotion of tourism. At present, majority of the tourists obtain information, about attractions at various destinations from the hotels. The hotels also make arrangements for travel, taxis, etc.
- **Intermediaries** - There are ample number of travel agents, tourist taxi operators, tour operators spread across the length & breadth of the state. A majority of them operate from urban centres (towns & cities). There are a few renowned artists like Teejan Bai, of Durg district, who perform at regular intervals in India & abroad. The state also has rural & tribal artists who present the culture & ethnicity through their traditional forms.

- **Basic amenities like drinking water, toilets, snack bars at the tourist sites** – At present, basic amenities like availability of drinking water, toilets, snack bars at various tourism sites are very negligible. Some of the important sites like Tirathgarh waterfalls in Bastar district, Kendai waterfalls in Korba district, Dongargarh in Rajnandgaon district, Champaranya in Raipur district, Danteshwari temple in Dantewada district, Rajim in Mahasamund district, etc. have basic amenities for tourists. Most of the Sanctuaries & National Parks do not have these facilities.
- **Other facilities (Paying guest accommodation, Language Interpreters, Tourist safety / Security)** – The local people of the state are very helpful and are excellent hosts. The residents also act as guides and interpreters for the tourists who wish to visit important sites. Apart from the north-west, eastern & western part of the state bordering Madhya Pradesh, Orissa & Maharashtra respectively, most parts of the state bordering Andhra Pradesh, Uttar Pradesh and Jharkhand are affected with security problems for tourists. The continuing security problems in the border areas pose a threat to prospective tourist inflow to the region.

2.9 Current Status of Tourism Related Infrastructure (Basic infrastructure)

2.9.1 Airports

The air transportation network in the State is quite limited. There is only one major airport in the State, which is situated in the capital city of Raipur. This airport serves as the gateway to places like Bilaspur, Bhilai, Raigarh, Ambikapur, Korba, Jashpur and Rajnandgaon. The airport at Raipur is connected with New Delhi and Nagpur by daily flights and with Mumbai and Bhubaneswar by tri-weekly flights. Apart from the airport at Raipur, there are eight airstrips located at Bilaspur, Jagdalpur, Bhilai, Ambikapur, Raigarh, Sarangarh, Jashpur & Korba. There are many helipads spread across the state, which are used on special occasions.

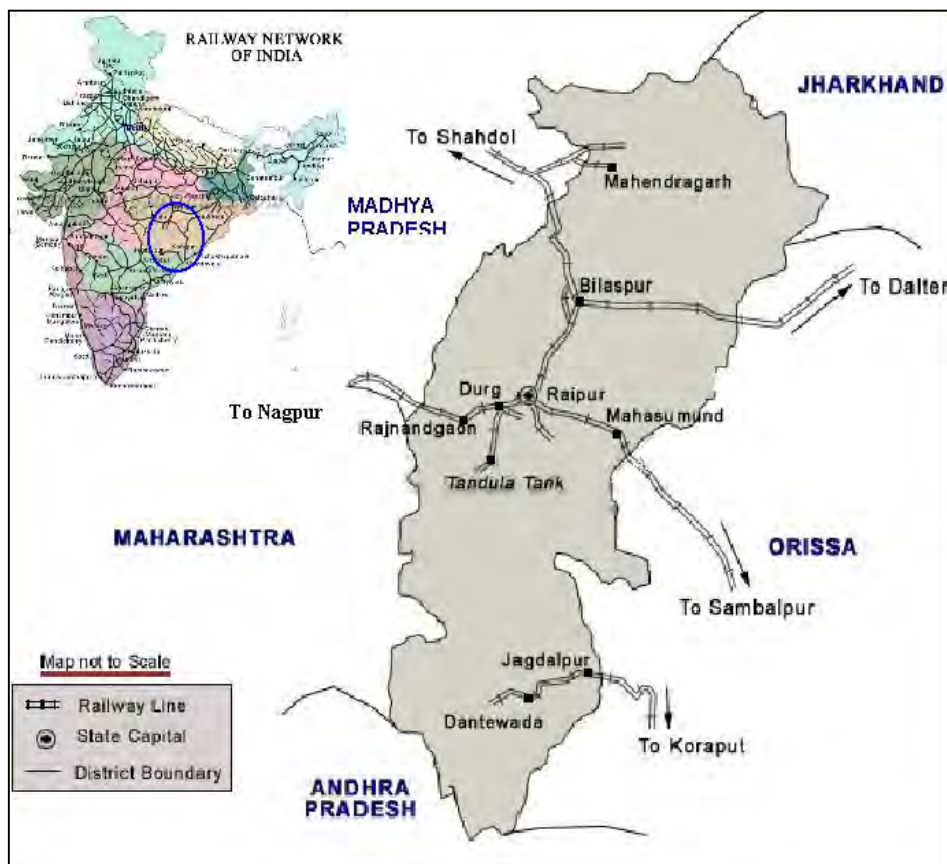
Figure 2.1: Map Showing Air Links



2.9.2 Railways

Railways form a very important aspect of the transportation network as it serves to carry a large quantity of cargo & passengers within and outside the State. The South Eastern (SE) Railway headquartered at Bilaspur operates the railway network in Chhattisgarh. The total network maintained by SE Railway consists of 1038.39 kilometres (out of this 949.28 km is broad gauge and the balance 89.11 km is narrow gauge). 90% of the above coverage is in the State of Chhattisgarh, with the balance being in Orissa. Apart from the above, the railways also services approximately 50 sidings in the State – important to ensure smooth movement of freight traffic. Although a very important means of transport, railways has a fairly limited coverage in the State. The north & north-eastern region along with south-central & south-western region of the state are not covered by a rail network. Ministry of Railways, Govt. of India has planned for two new railway lines, one from Dallirajahara to Jagdalpur and the other one from Bishrampur to Ambikapur. In addition to this, the Ministry also has plans for doubling railway lines covering seven stretches and Gauge conversion on the Jabalpur – Gondia stretch. The detailed plans of the Ministry of Railways are enclosed as Appendix-2.12 to this report.

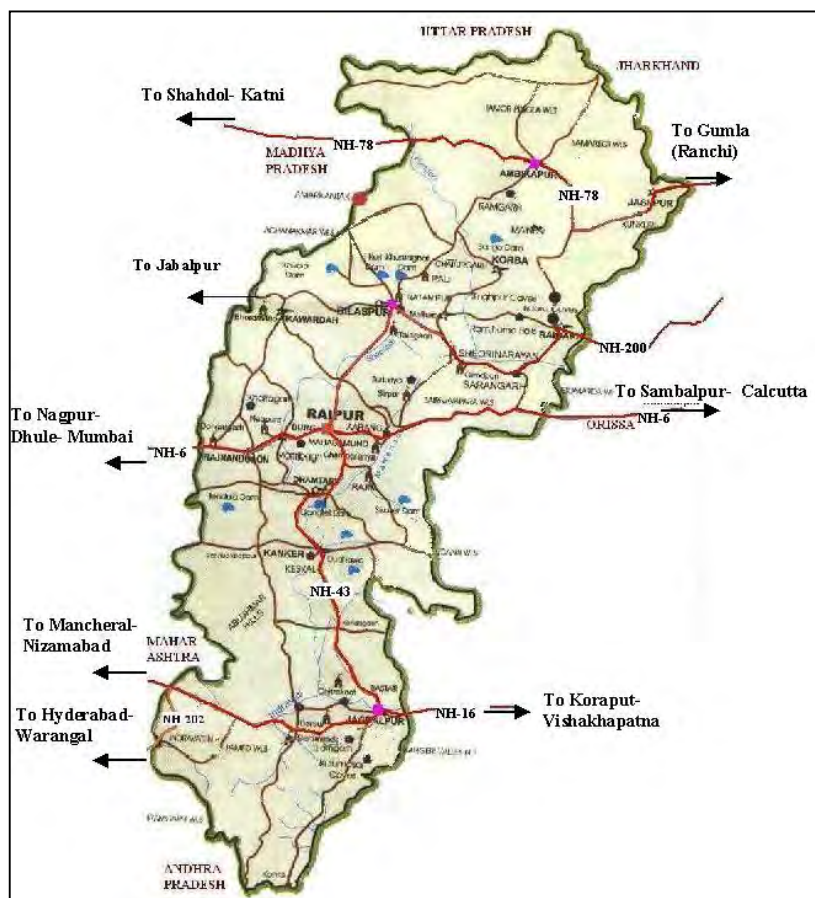
Figure 2.2: Map Showing Rail Network



2.9.3 Roads

Chhattisgarh has a total road network of 35388 kilometres of which 24005 km is metalled road whereas 11382 km of the total road network is un-metalled. This makes the road density per hundred square kilometres at 17.7% and 8.4% for metalled and un-metalled roads respectively. There are 9 national highways passing through the State. Even though the road length of National Highways is only 5% of the total State's road length, they carry most of the State's traffic. The Govt. of Chhattisgarh has undertaken measures for repair & maintenance of roads across the state. The State Government is taking up, on a priority basis, the development of two north - south and four east-west high speed road corridors for improving road connectivity.

Figure 2.3: Map Showing Road Network



2.9.4 Water

There are two main sources of water for the State of Chhattisgarh. This includes water from the State's internal resources i.e. rivers flowing in the State. The other source of water is from external resources i.e. through inter-State agreements on water sharing, etc. Ground Water includes wells and tube-wells for tapping the ground water table.

Most of the cities and villages are near the rivers. River Mahanadi and its tributaries provide water to almost 58% of the land area of Chhattisgarh. The tributaries of Godavari provide water close to 28%, Ganga's tributary Sone provides water to about 13% of area and rest 1% gets water from river Narmada. The State has four major river basins – Ganga Basin, Mahanadi Basin, Godavari Basin and Narmada Basin. The Major rivers flowing through the state are Mahanadi, Sheonath, Hasdeo, Mand, Eeb, Pairi, Jonk, Kelo Udanti, Indrawati, Arpa and Maniyari. In addition to the rivers, there are numerous lakes & ponds spread all over the state. The state also possesses number of dams & water reservoirs for holding & checking water flow in rivers.

Water is an extremely important resource for Chhattisgarh as almost 80% of its population rely on agriculture for their livelihood, hence irrigation systems are vital. The State has sufficient water resources and a large untapped potential. Aware of the critical importance of water resources, the

Government of Chhattisgarh has accorded high priority to the development of the sector by assigning Rs. 246.47 crores, i.e. more than 20% of the State's plan budget to the sector. 49 per cent of households in the state do not have access to safe drinking water. The per capita water availability in all cities except Bilaspur is well below the national average of 140 Litres Per Capita Per Day (LPCD). The actual availability is likely to be far lower due to distribution and transmission losses. In case of Raipur, the distribution network is almost 50 years old and is in urgent need of repair. Most of the urban centres get water supply from the River, Tube Wells and hand-pumps.

2.9.5 Electricity

Chhattisgarh State Electricity Board (CSEB) has 1360.20 MW of installed capacity of which almost 91% is accounted for by thermal power (coal) and the balance is hydel power. A thermal power plant by NTPC is also being planned in Korba, which will produce about 2500 MW of power. It is estimated that 77.9 million units were produced last year (2000-01), out of which the contribution from hydro sources was 4.6 million units or 5.5%. 41.2 million units of electricity were sold, out of which rural consumption was 32.2%. The per capita consumption of power was 242 KWh. The number of consumers increased by 2.1% from 1998-99 to 1999-2000. In the past Chhattisgarh produced more power than it consumed. It generated approximately 35.66% of power in undivided Madhya Pradesh, but consumed only 23.86% of the State's total power supply. Power supply is especially important for Chhattisgarh, where agriculture is the primary occupation in the State. Approximately 80% of its population are dependent on agriculture. Although 93 percent villages are electrified, 68 per cent of its households do not have an electricity connection.

2.9.6 Sewerage

Most of the cities are not serviced by an underground sewerage system and only consist of individual septic tanks. In Bilaspur, an underground sewerage line was constructed almost 20 years ago but is not being used, as it is not connected to residential households.

2.9.7 Communication facilities (Post office, STD/ISD, Internet)

The present communication facilities in the state are satisfactory. The urban areas are very well connected with post offices, STD, ISD, Internet cafes, etc. Communication facilities in the rural areas are limited. There are 3080 Post offices located across the state including urban, rural & far-flung areas. The state managed BSNL has provided about 2.5 lakh telephone connections across the state, and the private service provider Airtel has provided about 25000 telephone connections in Raipur, Rajnandgaon, Durg, Bhilai & Bilaspur.

2.9.8 Emergency medical facilities

Emergency medical facilities are available in urban centres like Raipur, Bilaspur, Jagdalpur, Raigarh, etc. Govt. of Chhattisgarh also provides medical services through its health centres (CHC, PHC, Sub-Centres) in the urban & rural areas across the state. There are 6 district hospitals, 17 urban civil hospitals, 23 urban civil dispensaries, 114 CHCs, 512 PHCs and 3818 Sub-centres with a combined bed strength of 6822 across the state.

2.10.4 Climate

The climate of the state is mainly tropical, humid and sub- humid with an annual rainfall ranging from 1200 to 1600 mm per annum (47 - 63 inches). The central region of Chhattisgarh is hotter compared to the southern Bastar and the northern region of the state. Climate in the month of May is extremely hot, with temperatures rising up to 46° C. Temperatures in the winter months which commences from November and lasts up to March are amiable. There are a few spots in Maikal range like Mainpat where temperature drops near to 0 ° C. Chhattisgarh receives rainfall from the southwest monsoon, and a chunk of the rainfall (about 94%) occurs between the months of June to October. The eastern part of Rajnandgaon district falls in the rain shadow area of Maikal mountain range and receives less than 1200 mm of rain annually.

2.10.5 Environmental Quality

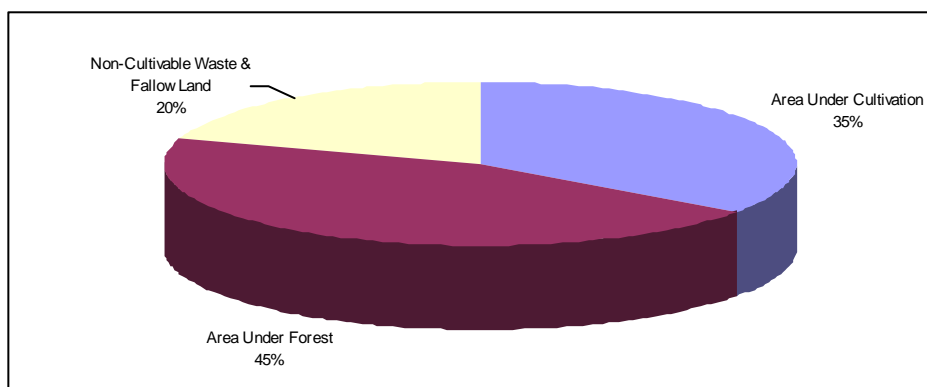
Overall quality of environment in Chhattisgarh is satisfactory, barring few large industrial establishment areas like Bhilai and Korba. Air pollution is minimal in most areas, quality of water is good, (except in few places where large industrial units are dumping their effluents in near by streams). There is some amount of noise pollution in larger cities like Raipur, Bhilai, Bilaspur and Raigarh, but by and large, all other towns do not experience noise pollution.

The state pollution control board has already formulated necessary guidelines for solid waste disposal and management, and has initiated action in association with respective municipal authorities. Raipur has taken the initiative to privatise the process of composting solid waste and also organising primary garbage collection in some localities through the private sector. Rajnandgaon has involved the private sector in street sweeping. In Durg, corporate firms have taken up maintenance of some public parks and traffic crossings.

2.10.6 Current land use

The total geographical area of the State is 135191 sq.km. Out of a total land area of 13.6 million hectares, 6 million hectares are under forest cover, 2.6 million hectares are non-cultivable, pasture, waste & fallow land, and the balance 4.8 million hectares are under cultivation. A graphical representation of the land use of Chhattisgarh is shown in the adjoining illustration.

Figure 2.5: Land Use Distribution in Chhattisgarh



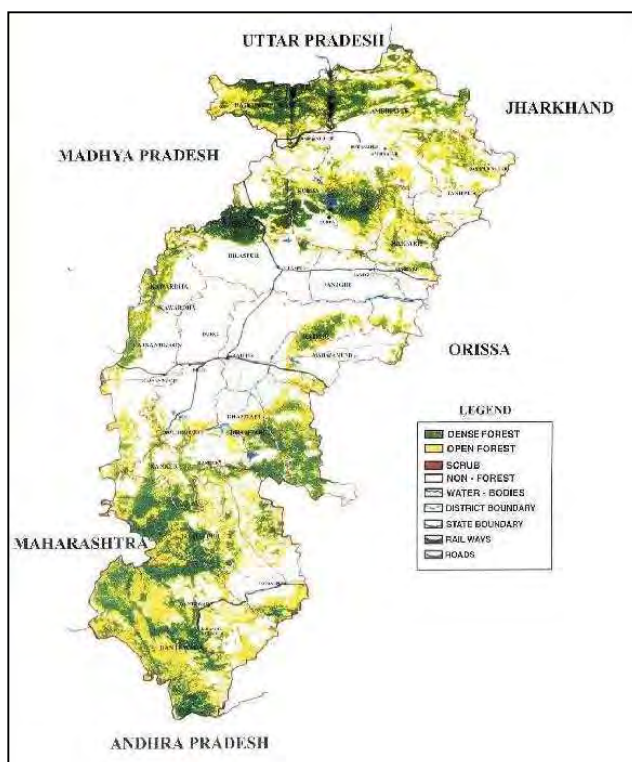
Source: Directorate of Economics & Statistics, Chhattisgarh

2.10.7 Flora and Fauna, Attraction to migratory birds

(i) Flora

The forests of the state fall under two major forest types, i.e., Tropical Moist deciduous forest and the Tropical Dry deciduous forest. Sal (*Shorea robusta*) and Teak (*Tectona grandis*) are the two major tree species in the state. Other notable over wood species are Bija (*Pterocarpus marsupium*), Saja (*Terminalia tomentosa*), Dhawra (*Anogeissus latifolia*), Mahua (*Madhuca indica*), Tendu (*Diospyros melanoxylon*) etc. Amla (*Embilica officinalis*), Karra (*Cleistanthus collinus*) and bamboo (*Dendrocalamus strictus*) constitute a significant chunk of middle canopy of the state's forests.

Figure 2.6: Forest cover map of Chhattisgarh



(Source: State Forest Department Annual Report 2001-02)

(ii) Fauna

Bio-geographically, the state falls in Deccan bio-region comprising representative fauna of central India like the Tiger (*Panthera tigris*), Leopard (*Panthera pardus*), Gaur (*Bos gaurus*), Sambhar (*Cervus unicolor*), Chital (*Axis*), Nilgai (*Boselaphus tragocamelus*) and Wild Boar (*Sus scrofa*). The state possesses rare wildlife like the Wild Buffalo (*Bubalus bubalis*) and Hill Myna (*Gracula religiosa*) which have been declared as the state animal and bird respectively.

2.11 Current Status of Institutional framework for Tourism

2.11.1 State Tourism Department

The state Tourism Department is part of Chhattisgarh government. It is headed by the state tourism minister. Secretary (Tourism) is the direct executive head of State Tourism department and reports to the state tourism minister. The state tourism department is the policy framing and planning body and has supervisory role for tourism development in the state through executing organisations like, Directorate of Tourism and Tourism Development board (TDB).

2.11.2 Directorate of Tourism

Directorate of Tourism is a state nominated executive organisation. Directorate of Tourism is headed by Director Tourism, govt of Chhattisgarh. They have an office in “Paryatan Bhavan”, Raipur. Currently, they are directly involved in Tourism development in Chhattisgarh state. They have identified several destinations and are promoting them. They are also in process of forming Chhattisgarh Tourism Development for tourism development in the state.

2.11.3 Tourism Development Board(under formation)

Chhattisgarh Tourism Development Board (**CGTDB**) is under formation, and it will be convened by State Director of Tourism. It will have several members nominated from Tourism department, Hospitality industry representatives, Tourism experts, NGO-representatives, Chamber of commerce & other prominent personalities.

2.11.4 Financing of Tourism projects

As Chhattisgarh is a new-born state, the Govt. is still in the process of forming the Financial Corporation in the state. At present, private initiatives are being undertaken to develop projects in the tourism sector, like setting up of hotels, entertainment facilities, etc. The state Govt. has estimated and submitted a five year plan outlay for tourism (under the 10TH five year plan), which will commence from 2002 to 2007. They have also submitted five annual plans for the same period, in which they have estimated various provisions for expenditure in the development of tourism in the state. The Govt. of Chhattisgarh has recently instituted a Tourism Promotion Board, which will function as a nodal body for promotion of tourism and related projects in the state.

The specialised financial institution which provides funding for tourism projects is the Tourism Finance Corporation of India (TFCI), which is headquartered at New Delhi. TFCI was promoted by IFCI to cater to the financial requirements of tourism industry. TFCI provides financial assistance to enterprises for setting up of tourism related activities, facilities & services, which include hotels, restaurants, holiday resorts, amusement parks and complexes for entertainment, education & sports, safari parks, rope-ways, cultural centres, convention halls, all forms of transport industry, air taxis, travel & tour operating agencies, tourism emporia, sports facilities, etc. TFCI provides all forms of financial assistance for new projects, expansion, and diversification / modernisation projects in tourism industry and related activities, facilities and services.

2.11.5 Human Resources Development

The state has a substantial number of professional and technical institutes, which impart knowledge to interested individuals. The state has 116 colleges, 4 universities, 10 polytechnics, 96 industrial training institutes, 11 engineering colleges and 1 medical college. The only Music University in Asia, located in Khairagarh, Rajnandgaon district, is also part of the state.

However, there are presently no training institutes especially for tourism related courses in Chhattisgarh. There is an *Indian Institute of Tourism and Travel Management (An organisation of Ministry of Tourism, Govt. of India)* in Gwalior, Madhyapradesh.

The state Govt. is planning to establish similar institutes, specialising in travel & tourism, which will help in providing necessary manpower and training for the tourism & hospitality industry in the state.

Forest Department is currently running Nature base- Eco Tourism packages in few reserved sanctuaries and national parks, for e.g. Bar-Nawapara sanctuary and Kanger valley national Park. They are planning to train their Forest rangers / guards as Guides for Tourist coming for such Eco Tourism packages.

3 FIELD SURVEY FINDINGS

3.1 Sampling plan and Methodology

DCEL undertook primary field visits of the existing & potential destinations in Chhattisgarh. During the field visits, the team interacted with domestic & foreign tourists, tour operators, State Govt. officials, various associations & institutions of the state including CII, hotel owners & property developers, guides, tourism experts, tourism council, members of the Media, community heads & NGOs involved in tourism development. The details and numbers of the respondents contacted as part of this study are given in Table 3.1.

Table 3.1: Contacts Made in Field Survey

Sr. no.	Category	No. of Contacts
1	Tourists	71
2	Tour Operators	19
3	State Govt. Departments	57
4	Associations	2
5	Hotel Owners	15
6	Guides	17
7	Developers	14
8	CII	1
9	Tourism Council (Bastar)	2
10	Media	2
11	Community Heads	2
12	NGO	1
Total		203

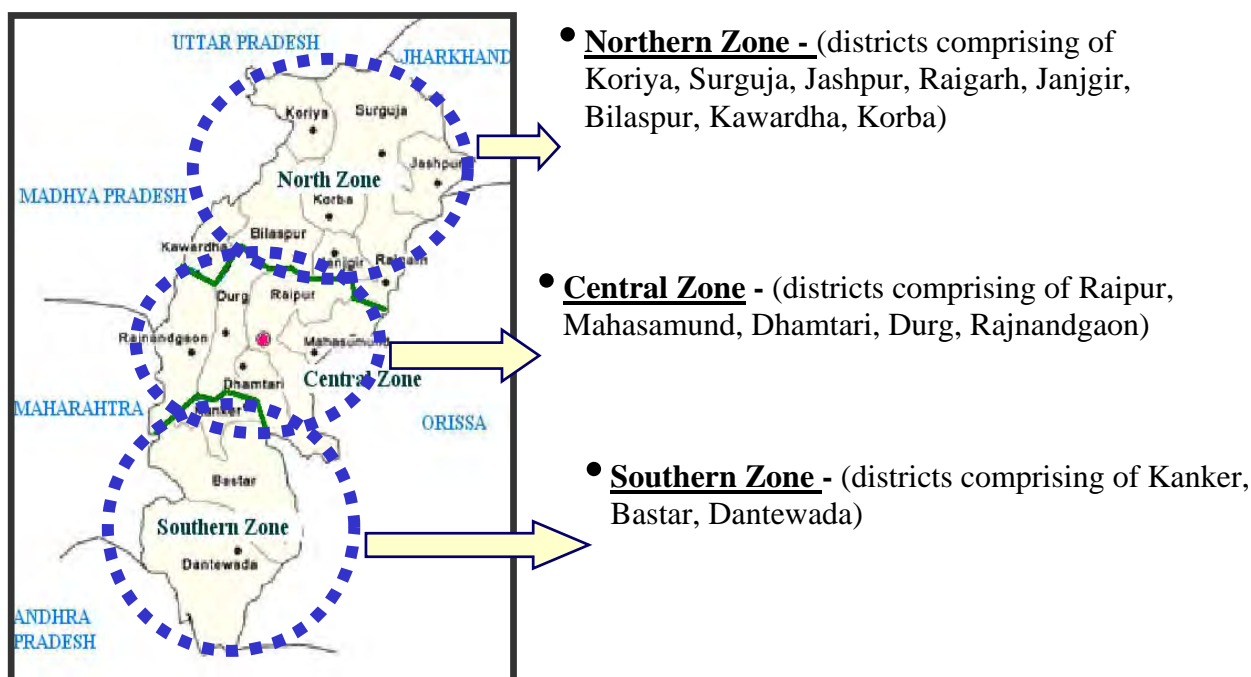
Based on the interactions with the respondents, the team identified the various destinations & attractions across the state. The next step was planning of itineraries, which included visiting various destinations and attractions of the state. For the purpose of maximising our coverage and optimising the time of visits to the destinations, we had segmented the state into three distinct zones – North, Central & South.

Thereafter, based on our discussions with the State Govt. departments and other respondents, we

planned specific itineraries and specified timelines, which was followed for the field visits. Our team members visited 44 tourist destinations & attractions across the state. During the visits, we interacted with tourists, tour operators, hotel owners, etc. to acquire first hand knowledge about the various destinations & attractions and their perceptions of the state as a tourist destination. The details of the destinations visited by the DCEL team are enclosed as Appendix-3.1 to this Chapter. As part of the field visits, we have identified 5 gateways to the state namely Raipur, Bilaspur, Ambikapur, Raigarh and Jagdalpur. These gateways are entry points to the state and are being used by tourists as “Base Camps” for visiting the adjoining areas. Interactions with the State Govt. officials and other stakeholders of the tourism industry were based on broad discussions with them and did not have a

specific structure. Interactions with tourists and tour operators were based on structured questionnaires, which have been compiled and the analysis is mentioned in the following sections. Based on our field survey findings and other secondary data obtained during our field survey, there are 25 detailed Destination profiles appended as Annexures in Volume-II of this report.

Figure 3.1: Zone Grouping for Study



3.2 Survey findings

3.2.1 Survey of Tourists

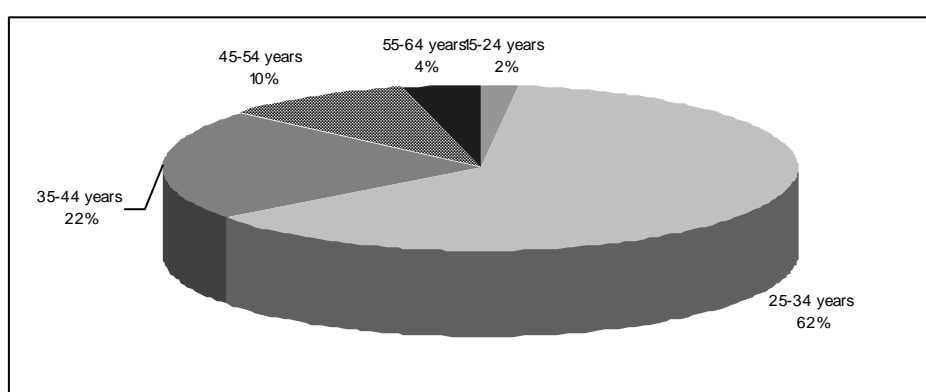
As part of the assignment, a survey of domestic & foreign tourists was undertaken to obtain their opinion on various issues. The survey team interviewed 51 domestic tourists and 20 foreign tourists. The assignment was initiated in the third week of March, towards the end of the tourist season. During the field visits, it was observed that the visitors to a destination were of two distinct groups – Tourists and Day Visitors. The tourists spent at least 24 hours at the destination, whereas the day visitors spent the day and returned to their abode by nightfall. The responses from the field survey have been discussed below:

3.2.2 Domestic Tourists

Domestic tourists arrive in Chhattisgarh from the neighbouring states namely Maharashtra, Madhya Pradesh, Uttar Pradesh, Jharkhand, Orissa and Andhra Pradesh. On festive occasions, the state also attracts domestic tourists from West Bengal and Gujarat. Almost 100% of the domestic tourists whom we had contacted as a part of this study were male respondents. Most of the tourists who were contacted were travelling in a group and the head of the group, mostly male, responded to our queries.

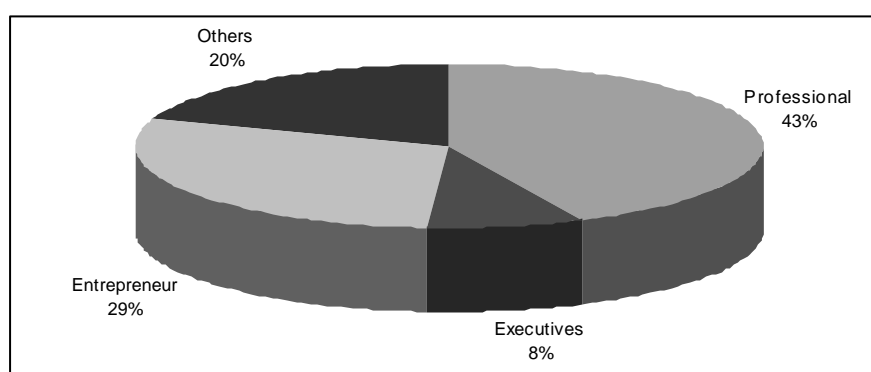
About 94% of the tourists are in the age group of 25–54 years, out of which about 62% are in the age group of 25–34, 22% in the age group of 35–44 years and 10% are in the age group of 45–54 years. This is illustrated in the Figure: 3.2.

Figure 3.2: Demographic Profile



Individuals from diverse backgrounds visit Chhattisgarh for tourism interests, which can be illustrated by Figure 3.3. 43% of the surveyed individuals were professionals / self-employed, 8% were salaried executives working with organisations and 29% were entrepreneurs.

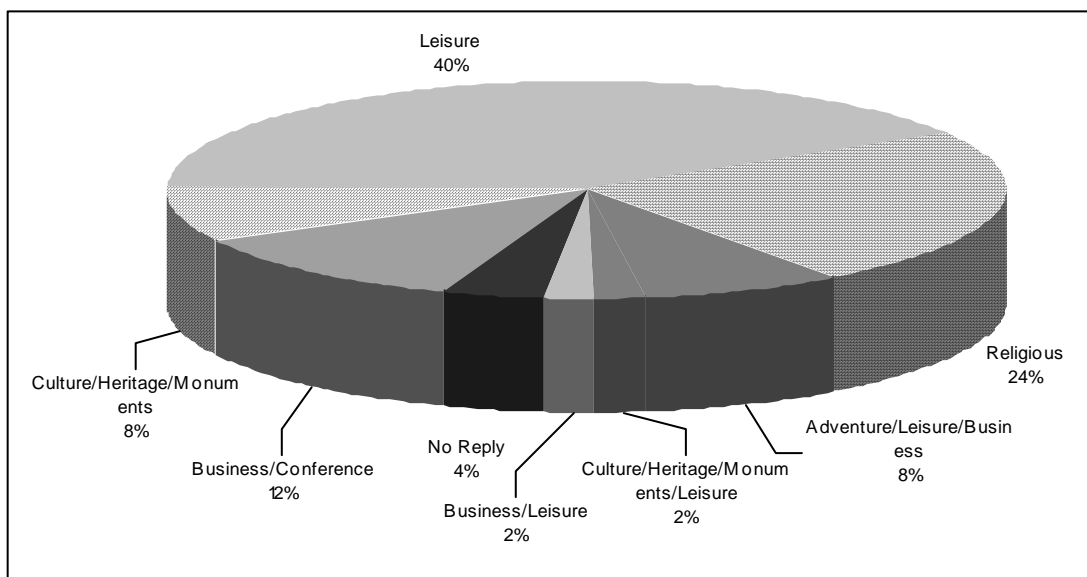
Figure 3.3: Occupation of Domestic Tourists



(i) Purpose of visit

Most of the domestic tourists interviewed during the field visits were visiting the state for Leisure purposes, which is about 40% followed by Religious purpose (24%), Business / Conference purpose (12%) and Culture / Heritage / Monuments (8%). Tourists seeking adventure in the state tourism accounted for about 4% closely followed by mixed purposes like Business & adventure (2%), adventure & leisure (2%), Culture / Heritage / Monuments & leisure (2%) and Business & leisure (2%). This is illustrated in Figure 3.4.

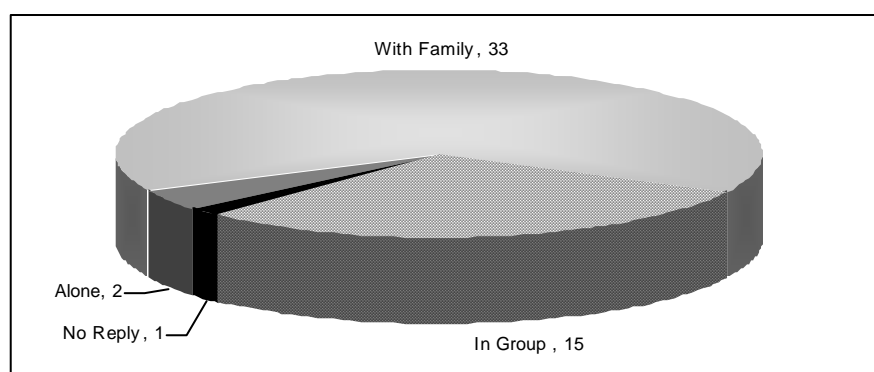
Figure 3.4: Purpose of Visit



(ii) Travel Pattern

The travel pattern of the domestic tourists visiting the state is illustrated in the Figure: 3.5. The figure indicates that 94% of the tourists travel with their families and also in groups, out of which 65% travel with their families and 29 in groups. Only 4% of the domestic tourists travel alone. Only 1% of the domestic tourists do not reply.

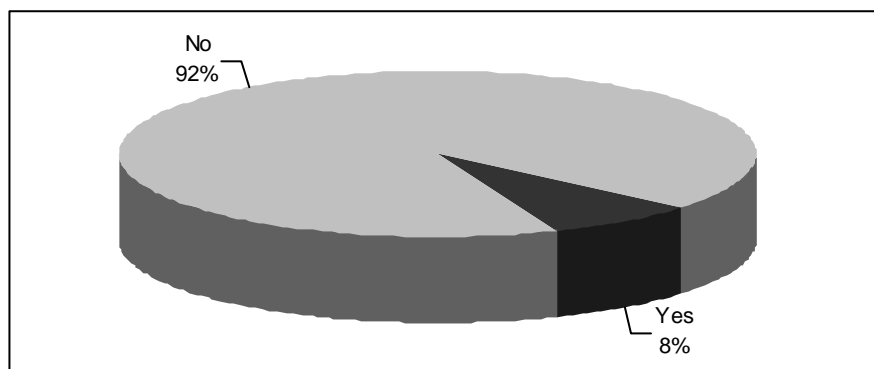
Figure 3.5: Travel Pattern for Domestic Tourists



(iii) Package Tour

Almost all the interviewed tourists (92%) were not travelling on a package tour. The tourists had planned their itineraries and made all the arrangements by themselves, which included planning of destinations, arranging for accommodation & transportation, etc. This is illustrated in the Figure:3.6 .

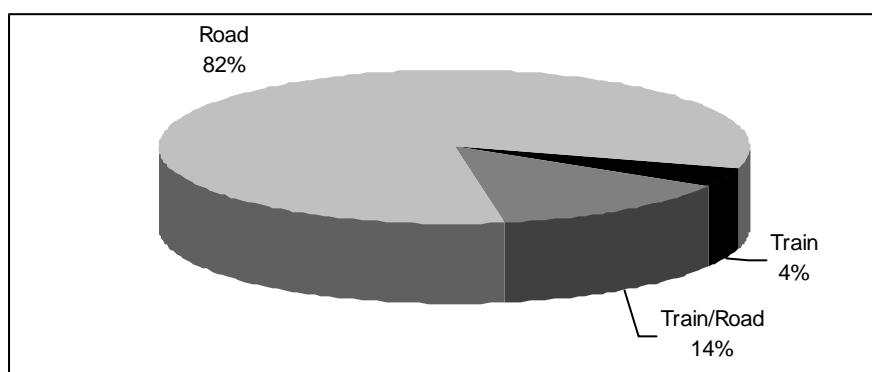
Figure 3.6: Traveling of Package Tour



(iv) Mode of Transportation

Travelling by road is the most popular mode of transport for tourists visiting Chhattisgarh and accounts for 82% of the total travelling, followed by a combination of rail & roads which accounts for 14%. Only 4% of the domestic tourists travel to their destinations by rail. A very negligible number of domestic tourists travel to their destinations by air. This is illustrated in Figure 3.7 .

Figure 3.7: Mode of Transport

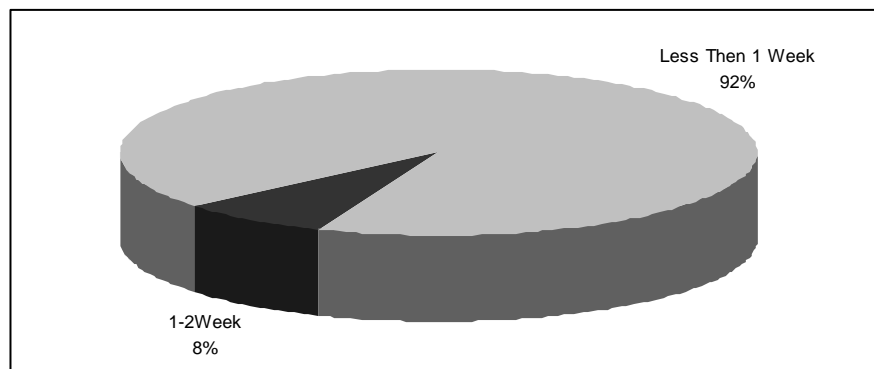


(v) Average Length of Stay

The average length of stay of domestic tourists at a destination in Chhattisgarh is 4 days. 92% of the interviewed tourists stay at a destination for less than a week. The balance 8% of the tourists stay at the destination for about 1-2 weeks. None of the interviewed tourists stay at any destination for more than 2 weeks. During the field survey, it was also found that there are a large number of day visitors who visit a destination, spend the day there, and return to their respective towns by nightfall. These

tourists originate from within the state, from nearby places, from neighbouring states & towns. This is illustrated in the Figure 3.8.

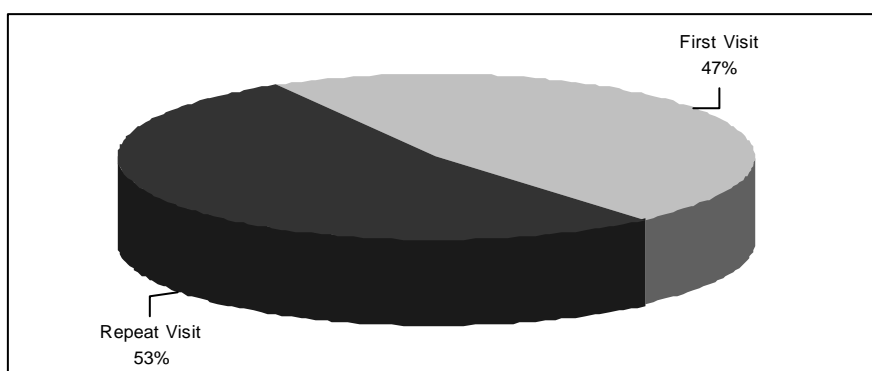
Figure 3.8: Length of stay at destination



(vi) Frequency of Visits

More than half of the interviewed domestic tourists (53%) had visited the state more than once and about an equal number (47%) were visiting for the first time. This indicates that at least half of the domestic tourists who visit Chhattisgarh make a repeat visit. This is illustrated in the Figure:3.9.

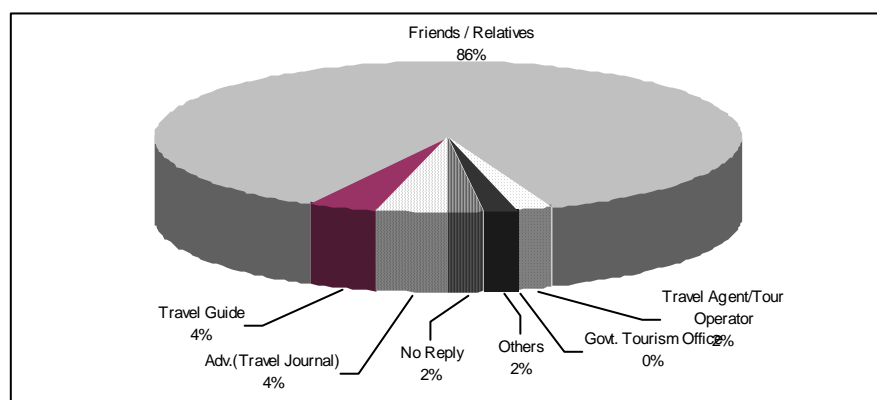
Figure 3.9: Frequency of visits



(vii) Source of information

A majority of the domestic tourists obtain references from their friends and relatives (86%). This is an indication that publicity about the various places of tourist interest is spread by word of mouth. Travel guides and travel journals contribute 4% each to disseminate information. Travel agents and tour operators contribute a minor 2% for spreading information about the state. At present television, newspaper advertisements and Govt. tourist office / information centres have very negligible contributions in providing information about the state. This is illustrated in the Figure 3.10.

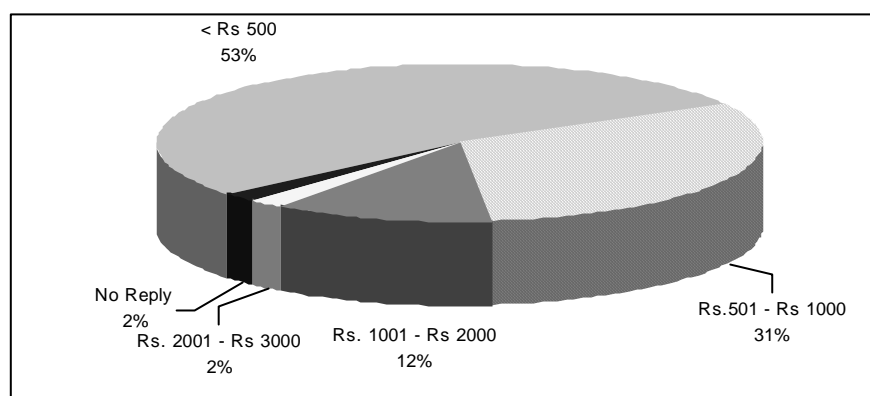
Figure 3.10: Source of Information



(viii) Average Spending

The average domestic tourist spends about Rs.600 per day. At present, majority of the domestic tourists (96%) spend between Rs.500 – Rs.2000 per person per day, out of which 53% tourists spend less than Rs.500, 31% tourists spend between Rs.500 – Rs.1000 and another 12% tourists spend between Rs.1000 – Rs.2000. Domestic tourists spending between Rs.2000 – Rs.3000 constitute only 2%. This indicates that the average domestic tourist is not a high-end spender because most of the respondents were day visitors at the tourist destination. An illustration of the same is given in the Figure 3.11.

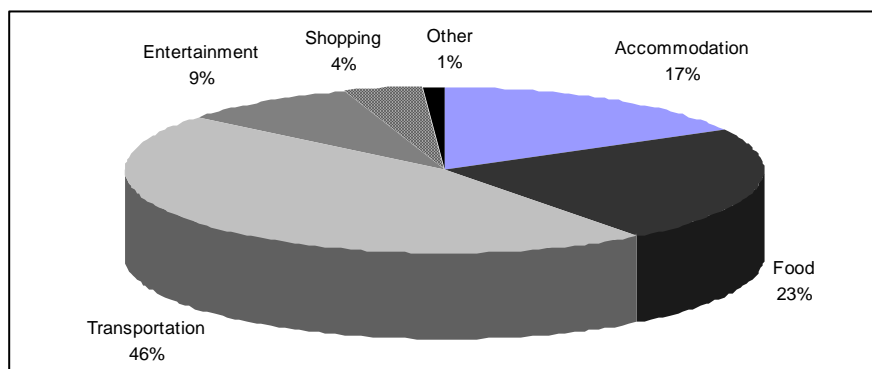
Figure 3.11: Average spending per person per day



(ix) Share of expenses

Domestic tourists spend a major part of their daily expenses on transportation (46%), followed by food (23%), accommodation (17%), and entertainment (9%). Shopping constitutes 4% of the daily expenses of a domestic tourist in Chhattisgarh. This indicates that a major part of the daily expenses is spent on commuting as compared to accommodation or food and is illustrated by the Figure 3.12.

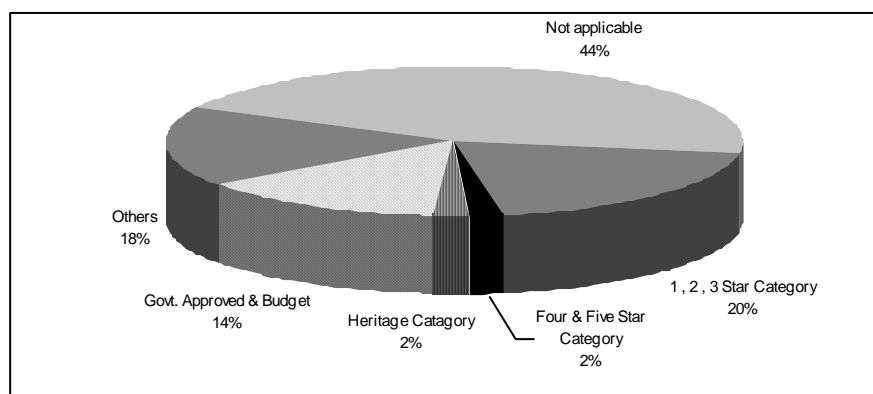
Figure 3.12: Contribution of Major Items in Daily Expenses



(x) Type of Accommodation

The domestic tourist visiting Chhattisgarh prefers to stay in a star category hotel (20%), where he can avail of all the amenities made available. This is followed by other kinds of accommodation like dharamsalas & lodges (18%), Govt. approved & budget hotels (14%). The heritage category of accommodation and the four & five star hotels are least preferred by the domestic tourists visiting Chhattisgarh and account for 2% each. A majority of the domestic tourists interviewed (44%) mentioned that the component of accommodation did not apply to them as they were day visitors and had come to spend the day at the tourist destination and did not intend to spend the night at the place. This is further illustrated by the Figure: 3.13.

Figure 3.13: Type of Accommodation

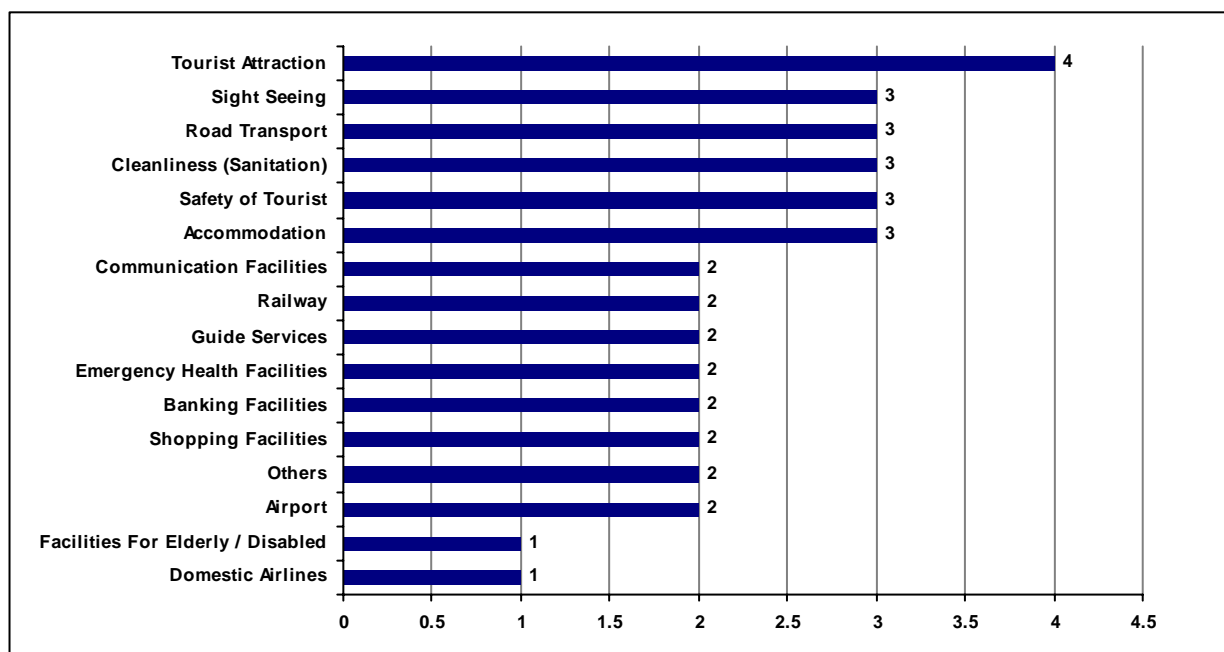


(xi) Level of Satisfaction

As part of the study, the domestic tourists were also requested to perceptually rank the destination visited on various parameters like accommodation, tourist attractions & sight seeing, connectivity by air & railways, tourist safety, communication facilities, sanitation, health & banking facilities. The ranking was awarded by the tourists on a scale of 1 to 5, wherein 1 was poor and 5 was excellent. Tourist attractions and sight seeing received the highest ranking at 3.75 & 3.5 respectively. The lowest ranks were awarded to availability of domestic airlines (1) and facilities for the elderly and disabled at

tourist destinations (1.5). The tourists ranked facilities like accommodation, road transport, cleanliness & sanitation, safety of tourist, emergency health facilities and communication as above average. The same is shown in the Figure:3.14.

Figure 3.14: Level of Satisfaction



(xii) Overall experience

A majority (94%) of the domestic tourists, who were interviewed as part of this study, expressed that their visit to Chhattisgarh was satisfactory and their inclination to visit the state again.

(xiii) Major items of Interest

The attractions and major items of tourist interest during a visit to the destination, as indicated by the domestic tourist are religion and temples, archaeological attractions, Eco-tourism attractions like forests and waterfalls, leisure, adventure and special interests like pre-historic caves & silk garments and other places of tourist interest outside the state like Puri & Koraput.

(xiv) Problems faced during stay

The main problems faced by the domestic tourists during their stay were reported to be

- Bad road connectivity to most of the places of tourist interest
- Lack of public transportation facilities and its improper management
- Severe shortage of good accommodation facilities
- Lack of trained guides
- Inadequate restaurants and availability of good & hygienic food

- (f) Lack of communication facilities
- (g) Signages in and around the tourist places

(xv) Analysis of Field Survey Findings – Domestic Tourists

- 62% of the domestic tourists were in the age group of 25 – 34 years.
- 43% of the domestic tourists were professionals and 29% were self-employed.
- 40% of the domestic tourists were visiting Chhattisgarh for leisure purposes.
- 65% of the domestic tourists travel with their families and 29% in groups.
- 98% of the tourists were not travelling on a package tour.
- 82% of the domestic tourists preferred roads as a means of transportation.
- 92% of the tourists stay for less than a week in Chhattisgarh and their average length of stay is 4 days.
- 53% of the domestic tourists had visited the state more than once.
- 86% of the tourists obtained references, about places of tourist interest in Chhattisgarh, from their friends and relatives.
- 53% of the tourists spend less than Rs.500 per person per day, 31% tourists spend between Rs.500 to Rs.1000 and 12% spend between Rs.1000 to Rs.2000. The average spending per person per day is Rs.600.
- 46% of the daily expenses of domestic tourists are spent in transportation, 23% for food, 17% for accommodation, 9% for entertainment and 4% for shopping.
- 44% of the domestic tourists were day tourists and did not stay the night at any destination; 20% tourists preferred star class hotels; 18% preferred dharamsalas & lodges; and 14% preferred Govt. approved hotels and budget hotels.
- On a given scale, domestic tourists awarded highest ranking to tourist attraction and the lowest ranking to availability of domestic airlines.

3.2.3 Foreign Tourists

As the field survey was initiated in the third week of March, towards the end of the foreign tourist season, only 20 foreign tourists could be contacted. 43% of the foreign tourists whom we had contacted as a part of this study were male respondents and 57% were female respondents. Almost all the tourists, who were contacted, were travelling with families or in a group and most of them were professionals (43%) & executives (29%).

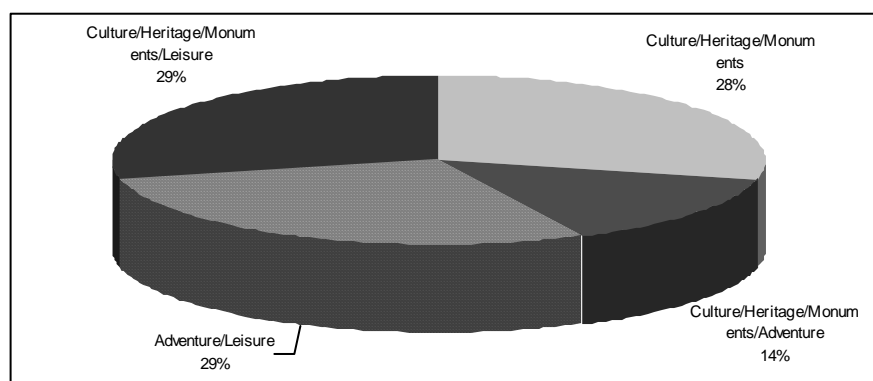
(i) Port of entry, country of origin and demographic profile

Almost half of the foreign tourists (43%) came to the state through Delhi and the balance (57%) arrived via Mumbai. A detailed route plan of foreign tourists is shown in Map Figure: 3.22. The foreign tourists arrive in Chhattisgarh from European countries like England, Germany, France, Netherlands, Hungary and Italy. Tourists also arrive from Australia, South Africa, USA, Canada and Asian countries like Turkey, Japan, Singapore and China. A majority of the foreign tourists arriving in the state (72%) are in the age group of 35 to 54 years out of which 43% are between 35-44 years and 29% are between 45-54 years. Tourists between the age of 25-34 years and 55-64 years account for 14% each.

(ii) Purpose of visit

Most of the foreign tourists reported visiting Chhattisgarh for three primary purposes namely Culture & Heritage 29% and Adventure/Leisure purposes 29% followed closely by Culture/Heritage/Monuments is 28% and Culture/Heritage/Monuments/Adventure 14%. This can be further illustrated by the above Figure: 3.15.

Figure 3.15: Purpose of Visit



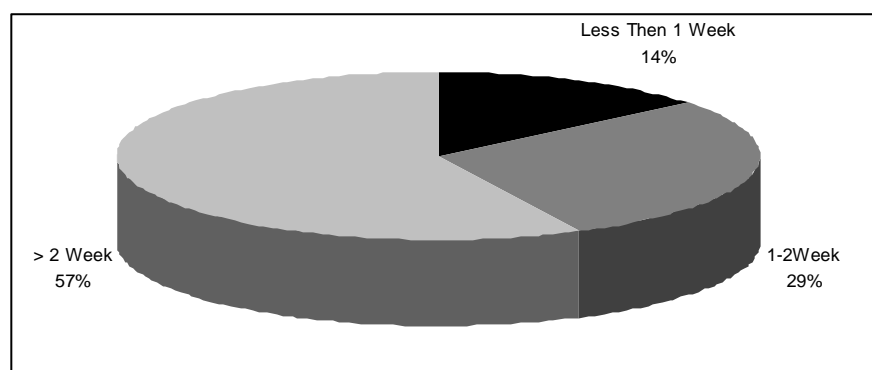
(iii) Package tour, mode of transport, frequency of visit and source of information

A majority of the foreign tourists arriving in Chhattisgarh travel on a package tour (86%) and the mode of transport which they use are a combination of Air, rail and roads. In addition to Chhattisgarh, the tourists also visited Mumbai, Delhi, Agra, Jaipur, Orissa, Kolkata, Madhya Pradesh and Vishakhapatnam. About 57% of the foreign tourists have visited the state more than once, and the rest 43% were visiting the state for the first time. The tourists acquire information about Chhattisgarh from primarily two sources, namely, Travel Guides and friends & relatives.

(iv) Average length of stay

The average length of stay of foreign tourists at a destination in Chhattisgarh is of 12 days. 57% of the interviewed tourists stay at a destination for an average of more than 2 weeks. This is followed by 29% tourists who stay at a destination between 1 to 2 weeks and the balance 14% of the tourists who spend less than a week at a destination. This is shown in the adjacent Figure:3.16.

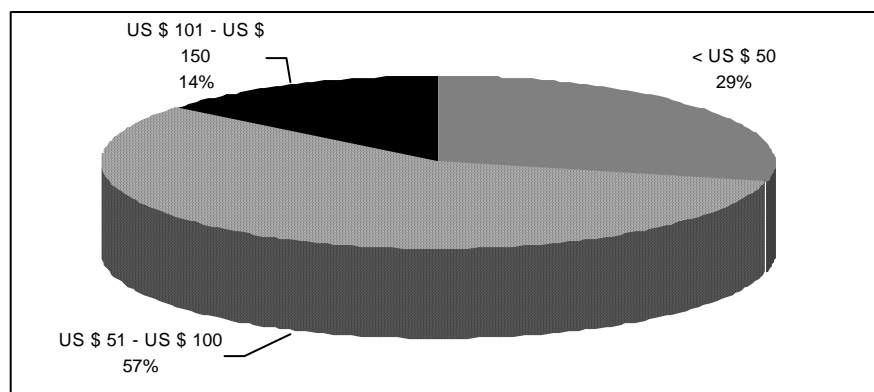
Figure 3.16: Average Length of Stay



(v) Average spending

The average foreign tourist spends about US \$ 68 per day, which converted into Indian currency will be about Rs.3200 (conversion rate of 1 US \$ = Rs.47). At present, majority of the foreign tourists (57%) spend between US \$ 51 – US \$ 100 per person per day, followed by 29% tourists who spend less than US \$ 50 and the balance 14% tourists who spend between US \$ 101 –150. This indicates that the average foreign tourist in Chhattisgarh is a budget tourist and an illustration of the same is given in the above Figure:3.17.

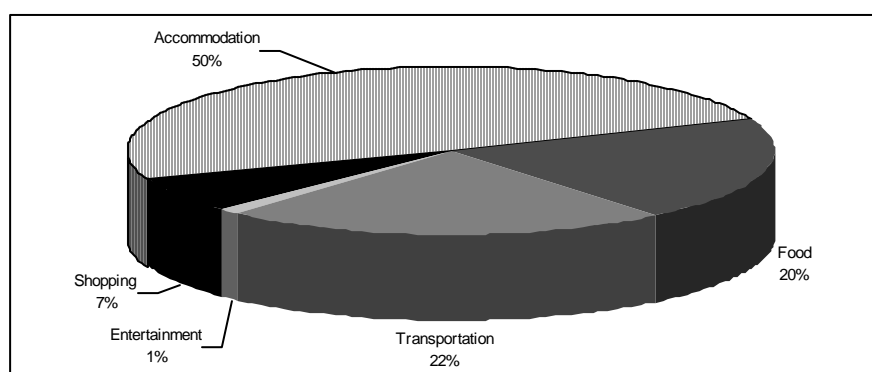
Figure 3.17: Average Spending



(vi) Share of Expenses

Foreign tourists spend a major part of their daily expenses on accommodation (50%), followed by transportation (22%) and food (20%). Shopping constitutes 7% and entertainment 1% of the daily expenses of a foreign tourist in Chhattisgarh. This is further illustrated by the adjoining Figure 3.18.

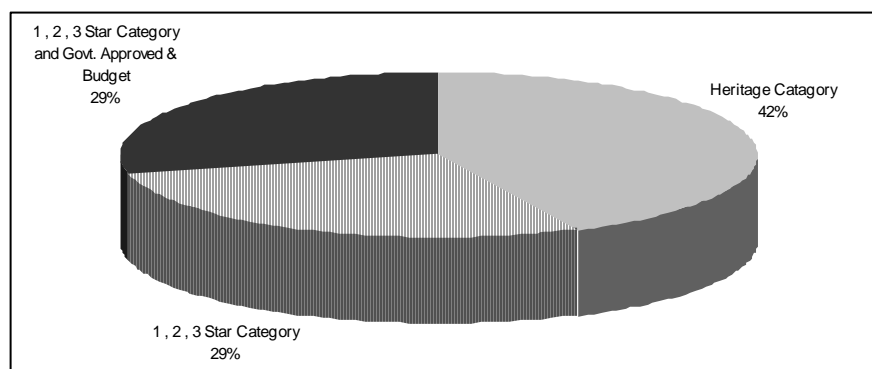
Figure 3.18: Share of Expenses



(vii) Type of accommodation

The foreign tourist visiting Chhattisgarh prefers to stay in heritage palaces (42%), where he can experience the royal lifestyle and grandeur. This is followed by a preference for star category hotels along with a combination of Govt. approved and budget hotels, each accounting for 29%. This indicates that foreign tourists would like to live in comfort as illustrated by the Figure:3.19.

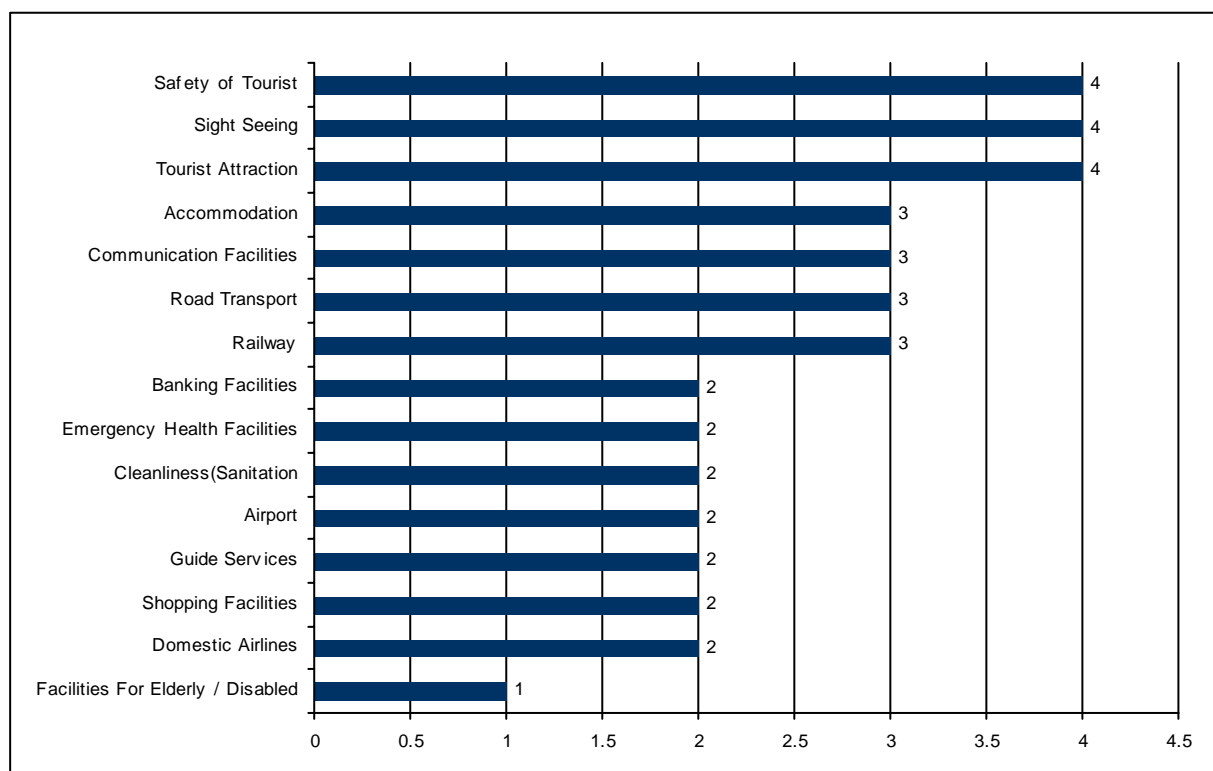
Figure 3.19: Type of Accommodation



(viii) Level of satisfaction

As part of the study, the foreign tourists were also requested to perceptually rank the destination visited on various parameters like accommodation, tourist attractions & sight seeing, connectivity by air & railways, tourist safety, communication facilities, sanitation, health & banking facilities. The ranking was awarded by the tourists on a scale of 1 to 5, wherein 1 was poor and 5 was excellent. Tourist attractions, sight seeing and safety of tourist received the highest ranking of 4. The tourists ranked facilities like accommodation, road transport, railways and availability of communication facilities as above average. Services of Guides, availability of airports, cleanliness & sanitation, availability of emergency health facilities and banking facilities were awarded below average ranks. The lowest ranks were awarded to facilities for the elderly and disabled at tourist destinations (1), availability of domestic airlines (1.5), and shopping facilities (1.75). The same is shown in the Figure:3.20 below.

Figure 3.20: Level of Satisfaction



(ix) Overall experience

Almost all the foreign tourists were satisfied with their visit to Chhattisgarh and indicated their willingness to visit the state again.

(x) Major items of interest

The attractions and major items of tourist interest, as indicated by the foreign tourist, are culture and handicrafts, Eco-tourism attractions like nature, forests, waterfalls, adventure and wildlife, archaeological attractions and monuments, leisure, tribals / village lifestyle and special interests like shopping for terracotta, bell metal and handicrafts.

(xi) Problems faced during stay

The main problems faced by the domestic tourists during their stay were reported to be

- (a) Language barrier with local people
- (b) Lack of public transportation facilities and its improper management
- (c) Lack of trained guides
- (d) Inadequate restaurants and availability of good & hygienic food
- (e) Lack of communication facilities

3.2.4 Analysis of Field Survey Findings – Foreign Tourists

- 43% of the foreign tourists were in the age group of 35 – 44 years.
- 43% of the foreign tourists were professionals and 29% were executives.
- 43% of the foreign tourists had arrived through Delhi and 57% had arrived through Mumbai.
- Foreign tourists were visiting Chhattisgarh to primarily pursue activities like culture & heritage, business & conference and leisure.
- Almost all the foreign tourists were travelling either with their families or were in groups.
- 86% of the foreign tourists were travelling on a package tour.
- The surveyed foreign tourists used a mix of transportation modes including roads, rail and air.
- Foreign tourists obtained references from two primary sources – travel guides and references from their friends and relatives.
- 57% of the foreign tourists had visited the state more than once.
- 57% of the tourists stayed for more than 2 weeks in Chhattisgarh and their average length of stay was 12 days.

- 57% of the tourists spend between US \$ 51 – US \$ 100 per person per day, 29% tourists spend less than US \$ 50 and 14% spend between US \$ 100 to US \$ 150 .The average spending per person per day was US \$ 68.
- 50% of the daily expenses of foreign tourists were spent in accommodation, 22% for transportation, 20% on food, 7% for shopping and 1% for entertainment.
- 42% of the foreign tourists preferred to stay in heritage palaces, 29% preferred star category hotels and the balance 29% tourists preferred Govt. approved hotels and budget hotels.
- Foreign tourists awarded highest ranking to tourist attractions / sight seeing and safety of tourist and the lowest ranking was awarded to availability of facilities for elderly and disabled.

3.3 Survey of Tour operators/Travel agents

Travel agents and tour operators can play a major role in promoting tourism in the state. The survey team interacted with three categories of tour operators/ Travel agents i.e. those working at the Regional, Interstate and the International level. The details are enclosed as Appendix-3.2, to this Chapter.

3.3.1 Tour operators/ Travel agents Association

There is no formal association of Tour operators and Travel agents existing at present in Chhattisgarh state. However, the team interacted with one of the leading Tour operators , who has been informally organizing tour operators. It was mentioned that there is a definite need for a proper air link to aid Tourism development, especially to attract Foreign Tourist traffic. It was learnt that between 1987 and 1994, there was substantial foreign tourist traffic in the Bastar region, but subsequently, due to poor infrastructure facilities and inadequate promotion, tourist traffic has declined substantially. It was learnt that foreign tourists come to Chhattisgarh, mainly for business tours, and a part of them travel in the state for Leisure or as Eco tourists or to observe ethnic lifestyle.

3.3.2 The Regional and Interstate Tour Operators/ Travel Agents

Most of the travel/ tour operators are concentrated in the capital city i.e. Raipur. The interactions have revealed that there are about 250 travel agents (providing taxi services) and 6 air-ticketing agents within Raipur. However, they are not approved by the Department of Tourism, Government of Chhattisgarh.

3.3.3 International Tour Operators

The International tour operators are conducting tours of foreigners in Chhattisgarh mainly with the assistance of the royal families (prominently Kawardha and Kanker palace owners). The tourists are treated as special guests with royal fervour here. Special sightseeing trips are organised with their help.

(i) Range of services

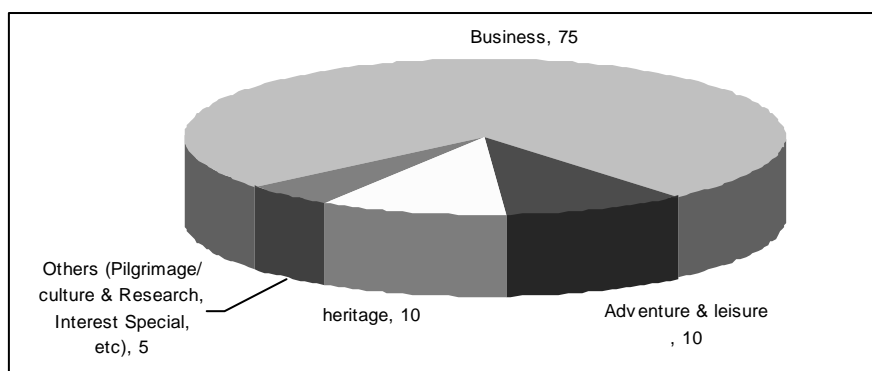
The Regional and Interstate Tour Operators/ Travel Agents are undertaking limited activities within the state. Their range of services primarily includes Air/ Railway Ticket booking, provision of transport facilities and Hotel Booking. There are not many Tour Operators offering package tour services within the state.

Presently, a few international tour operators are organising tours in Chhattisgarh. However, they are offering several services like hotel booking, package tours, transport facility, tour guides, event management, etc.

(ii) Composition of Tourist Traffic

As per the interactions, maximum traffic coming to the state constitutes those coming for business purpose, followed by religious/ cultural tourists and leisure tourists. There is yet another group, which constitutes a smaller percentage and comprises of people coming for special purpose like research, photography etc. Composition of the tourist traffic to the state can be seen in Figure:3.21.

Figure 3.21:



Majority of the people utilising the service of the regional and the interstate tour operators/ travel agents are domestic business tourist. However, the services of international tour operators are mainly being utilised by foreign tourists.

(iii) Origin of Tourist Traffic

As per the interaction, most of the domestic tourists are from the state itself. However, Interstate tourists utilising the services of the tour operators are mainly from Gujarat and West Bengal.

Majority of the foreign tourists are coming from Europe, America and East Asia. Interactions with the tour operators have revealed that the Americans, British, Spanish, Germans and Israelis have been a part of the tours organised in the state.

(iv) Preferred Tourist Circuits

Interstate religious tours are being organised for places like Champaran from Gujarat and Jagdalpur from West Bengal via Orissa or Andhra Pradesh. There are special Tribal Tour packages available from Mumbai covering tribal areas of Andhra Pradesh, Chhattisgarh and Orissa.

Table 3.2: Tourist Expenditure in Package Tours

Domestic Tourists Circuits	Avg. stay	Avg. Exp./ per person / per day
Inter state Tours from Gujarat		
Champaran- Puri- Gangasagar	11 days	Rs. 550
Champaran- Puri- Gangasagar- Allahabad- Ayodhya- Varansai	16 days	Rs. 500
Inter State Tours from West Bengal via Orissa or Andhra Pradesh.		
West Bengal-Puri-Koraput-Jagdalpur- Vishakhapatnam- Araku Valley- Ex- Jagdalpur (Kanger Valley, Chitrakote, Dantewada)	12 days	Rs. 400
Inter State Tribal Tours from Mumbai		
Mumbai- Hyderabad- Araku Valley-Jagdalpur- Sambalpur (Orissa)- Vishakhapatnam or Calcutta.	10 days	Rs.1000
Source: Interstate Tour operators		

(v) Preferred Tourist Destinations

The people from East Asia are coming to visit the Buddhist sites, which are in places like north Bastar- Bandopal, Sirpur and Dongargarh.

The interactions revealed that the popular destinations amongst the interstate tourists based on the purpose of visit/ theme is:

Purpose/ theme	Destination
Pilgrimage	Dongargarh, Nagpura, Champaran
Nature sightseeing & Adventure	Kanger Valley, Chitrakote, Barnawapara, Achanakmar Sanctuary
Tribal art & culture	Bastar Area
Handicraft	Kumharpara, Kondagaon
Heritage/ Palaces	Bhoramdeo, Kanker, Kawardha
Business	Raipur, Bilaspur, Champa, Korba, Raigarh, Ambikapur, Jagdalpur

Figure 3.22: Route plan of Foreign Tourists



(vi) Foreign Tourist Circuits:

As per the interaction with the international tour operators, the main attraction for the foreign tourists in the state is the unique tribal art and culture. Most of these foreign tours are focussed on visits to tribal villages and handicraft centres (eg. Kumharpara). These tours are mainly being organised with the assistance of the royal families of Chhattisgarh.

Day trips are organised from Kawardha, Kanker, Jagdalpur to the nearby tourist attractions

(vii) Average Group size and spending pattern:

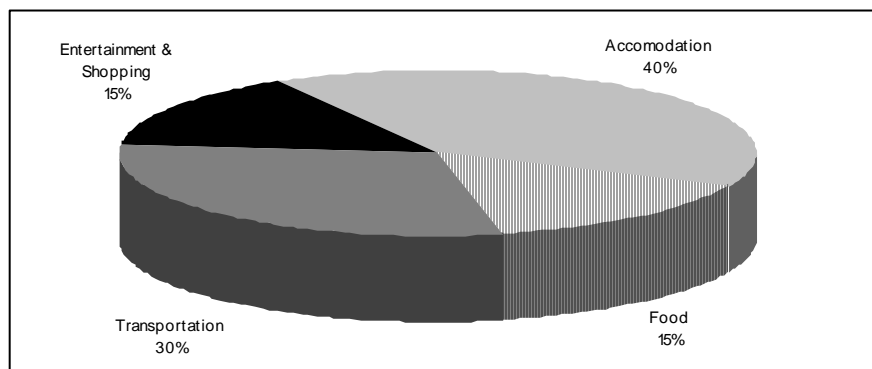
- Domestic: For the domestic interstate tourists, the average group size is large and constitutes 15-20 people. These large groups mainly originate from West Bengal to visit Jagdalpur. The average spending amounts to about Rs.4800 per person on the trip and the average stay at Jagdalpur is about 2 nights.

Table 3.3: Foreign Tourist Expenditure

Foreign Tourist Circuits	Days	Average exp./ per person /per day
Bombay- Bhopal- Kanha / Bandhavgarh- Kawardha- Raipur- Kanker- Keshkal- Jagdalpur- Vishakhapatnam	15 days	US \$ 80

- **Foreign Spending Pattern:** For the foreign tourists, the average group size is small constituting of 3-4 people. The average length of stay during these trips is 15 days with an average spending of US \$ 80 per day per person. The spending pattern shows that a substantial portion is spent on accommodation followed by transportation, food and entertainment, which are illustrated in the Figure:3.23.

Figure 3.23: Composition of Spending of Foreign Tourist



3.3.4 Important Fairs and festivals

The 'Dustier festival' during October - November at Bastar and Kawardha, 'Media festival' during February – March at Narayanpur are popular attractions for the foreigners. As per the interactions with tour operators, most of the foreign tours have been organised during the months of September to November and in March. These months are also the best seasons for stay in India and overlap with the prominent festivals.

3.3.5 Suggestions from Tour Operators

Most of the tour operators are interested in linkages with the tourism department of Chhattisgarh. They are interested in working as approved tour operators. The international tour operators suggest that the cultural identity of Chhattisgarh needs to be maintained to attract the tourists. Infrastructure and linkages to tourist places need to be improved.

The interactions revealed that the tourists have faced problems due to the lack of properly trained guides. Correct information about the tourist places could not be provided to them.

3.3.6 Analysis of the Survey of Tour Operators

- There is no system or procedure for approval of Tour Operators/ Travel Agents by the Department of Tourism
- There is a lack of awareness amongst the interstate & international tour operators about the tourist destinations
- There is a limited involvement of international tour operators in the state
- Limited number of package tours are being organised in the state
- Lack of trained guides in the state is a constraint for organising efficient package tours.

3.4 Interaction with Tourism departments, Associations, Institutions

3.4.1 Interaction with State Government Departments

(i) State Tourism Department:

The survey team interacted with the Secretary Tourism, and other officials of the state tourism department at Raipur. Chhattisgarh being a new state, no vision document has specifically been prepared for Tourism development by the State government. However, they have broadly specified State Tourism policy, which is briefly described as under:

Chhattisgarh, situated in the heart of India, is endowed with a rich cultural heritage and attractive natural diversity. The State is abundant with ancient monuments, rare wildlife, exquisitely carved temples, Buddhist sties, palaces, waterfalls, caves and hill plateaus. Most of these sites are untouched and unexplored and offer a unique and enriching experience to tourists compared to traditional destinations which have become overcrowded.

Tourism has very important linkages with other sectors including industry, trade, transportation, hospitality, etc. The Government of Chhattisgarh recognises these vital linkages as well as importance of tourism for creating large-scale employment and for promoting social integration.

The Tourism Policy focuses on creating a unique image for the State and positioning the state as an attractive destination. The specific objectives of this policy are to:

- Promote economically, culturally and ecologically sustainable tourism in the State.
- Strengthen the quality and attractiveness of the tourism experience in Chhattisgarh.
- Preserve, enrich and showcase the rich and diverse cultural and ecological heritage of the state.
- Increase the contribution of tourism to the economic development of the state
- Transform the role of Government to that of a facilitator.
- Promote new concepts in tourism such as time-share, eco tourism, village tourism, adventure tourism.
- Respect the intellectual integrity and rights of the local communities.

(ii) State Directorate of Tourism and “Chhattisgarh Tourism Development Board”.

The survey team interacted with the Director Tourism and other officials based at Raipur. The vision of the state tourism department and the role of the State Tourism directorate in tourism development was discussed in detail. It was learnt that the state government is giving a thrust to Eco-Tourism and the development of ethnic Tourism in the state.

The State government is in the process of setting up a **“Chhattisgarh Tourism Development Board”**, under the chairmanship of Directorate of Tourism.. Other members of this board will include eminent personalities from Chhattisgarh, including tourism experts, representatives of Tourism and

Hospitality industry, eminent personalities in Art & Culture from Chhattisgarh, apart from State tourism department officials. This board will act as SPV (Special purpose Vehicle) for Tourism development in Chhattisgarh and it will also act as body for implementation of Tourism policies of the State government and interacting with various stakeholders of tourism industry.

The charter of “Chhattisgarh Tourism Board” is as under:

- (a) To make available basic tourist infrastructure facilities, such as accommodation, food and transportation, to all tourists at all tourist places.
- (b) Prepare Tourism project proposals and plans for the State and Central Government approvals; undertake execution and supervision of such plans at tourist places, and report to the Central Government Tourism department regarding the progress made from time to time.
- (c) Identify important regional and local tourist places, collect information about them, and promote those places to develop them in the form of **New / Potential Tourist Locations**.
- (d) To act on the decisions taken by the State advisory committee for Tourism Development, Regional committees and local tourism advisory committees.
- (e) To develop tourism based on local Natural, Water and Forest resources.
- (f) To facilitate Tourists, undertake training of local tourist guides at tourist places and provide them suitable Identity cards or approval.
- (g) Publish and distribute Tourism literature about various tourist places from time to time.
- (h) To take support of local agencies to make available Basic tourist infrastructure facilities at various tourist places.
- (i) To undertake registration and approval of Hoteliers, Tour & Travel operators and Excursion agencies in the state.
- (j) To represent the state in the **Hotel classification approval committee**, formed by the Tourism Department of the Central government.
- (k) To encourage and develop Youth and Adventure Tourism in the State.

Since, state tourism Directorate was formed only four months ago, they do not have any Statistical Data maintenance cell or database. There is no record of tourism related establishments in the state. Data on domestic and foreign Tourist arrivals either at the state level or at various tourist destinations are not available. There is no record of tourist infrastructure availability at various tourist places either.

A copy of the 10th Five-year plan recently prepared by the state tourism directorate is available which covers the 2002 to 2007 period for Tourism development in Chhattisgarh. A summary of this plan is given in Table:3.1. This plan proposes to have a total expenditure outlay of Rs.57 Crores of which the share of the state will be Rs.47.05 crores (approx). The central assistance will be Rs.10.0 cores. Details in the following table are self-explanatory. A detailed plan is Annexed to this report.

Table 3.4: State Plan Out lay for Tourism Development

Xth Five-Year Plan (2002-2007)		
S. No.	Schemes	Amount (Rs Lakhs)
1	Tourism Education/Training	18.00
2	Development of tourist centre	80.00
3	Publicity & Promotion	500.00
4	Fairs & Festivals	100.00
5	Information & Technology	125.00
6	Development of Health centres	200.00
7	Development of Tourism circuits	1250.00
8	Grant in Aid to local bodies	100.00
9	Youth and adventure tourism	900.00
10	Tourism Development funds	300.00
11	Flood Lighting	200.00
12	Investment in Public sector undertaking	57.60
13	State share for central scheme	500.00
14	Up gradation of units of CGTDB	100.00
15	Interest subsidy for Heritage hotel	100.00
16	15% investment subsidy	150.00
17	Central share for central scheme	0.00
18	Misc. & Other Expenditure	20.00
19	Total	4700.60
20	Eleventh Finance commission	1000.00
21	Grand total	5700.60

(Source: State Directorate of Tourism-Government of Chhattisgarh)

(iii) Tourism Promotional Initiatives

Although state tourism directorate has been formed recently, initiatives are being taken to promote the state to potential market segments, within and outside the country. The state has provided for Rs. 500 lakhs in the 10th five year plan specifically for publicity and promotion of Tourism. Thus, state government is aware about the need for Tourism promotion and they are active in this direction.

The following initiatives are being taken by the State Government:

- (a) Attractive brochures and posters and post cards, promotional literatures.
- (b) Participation in travel-related exhibitions and travel Marts in Metropolitan cities of India.
- (c) Promotion of the state through Electronic media, i.e. through Internet & websites (Web sites of various districts of the state contain information on tourist places of districts, their accessibility, their art and culture, Festivals event calendar etc). They have also provided for Information technology use for tourism development, at Rs.125 Lakhs. There are several private web sites of the state, as well websites of national and international tour operators, which provide substantial information on Tourism opportunities in Chhattisgarh area. The state tourism directorate is actively considering hosting a site for tourism promotion, specifically targeted towards attracting foreign tourists.
- (d) The state government has also planned to develop tourist information centers at all important cities / locations in the state, i.e. Railway stations, Bus stops and Air port.

(iv) Linkages between tourism and other Govt. departments

In addition to the interaction with officials from the tourism department of Chhattisgarh and the State Tourism Development Board, the survey team also interacted with officials from other state Govt. departments / institutions, which are associated with development of tourism in the state. Although the Industrial Policy of Chhattisgarh has identified Tourism as a thrust area for development, no specific incentive packages have been formulated. The state departments / institutions, with whom the team interacted, are mentioned as follows:

- (a) Chhattisgarh Industrial Development Corporation (CIDC)
- (b) Department of Industries
- (c) Department of Forests
- (d) Department of Environment
- (e) Public Works Department
- (f) Department of Handicrafts
- (g) Department of Information & Technology
- (h) Department of Archaeology
- (i) Department of Urban Administration, Town and Country Planning

The observations from the interactions are can be broadly classified into suggestions and identification of bottlenecks for tourism development. These are discussed as follows:

Suggestions / Recommendations

- The state has tremendous potential for promotion of niche and religious tourism.
- Leisure tourism coupled with handicrafts & handlooms can also be promoted in the state.
- Two new international airports at Nagpur & Hyderabad will help foreign tourist arrivals in Chhattisgarh.
- The weaknesses and threats should be converted to strengths and opportunities – existing sites and locations should be promoted.
- The table lands in Surguja, Jashpur and Raigarh can also be promoted for tourism related activities such as Horse riding and hang gliding
- Nature based tourism can be promoted. This can be used for conserving nature and encouraging community based tourism.
- The ethnic diversity of the state like tribal dances, folk dances, etc. should be promoted
- Chhattisgarh can also integrate their tourism efforts with other neighbouring states to provide the tourist with a wide choice.
- Incentives will be provided to prospective entrepreneurs who wish to invest in tourism projects.

(v) Identification of bottlenecks

- Availability of funds and finances for tourism development is a major constraint in the state.
- Human resources is also a constraint, as trained manpower is not available for the tourism industry. Moreover, at present, there are no institutes where such training is imparted.
- The state is not very well publicised amongst tourists and tour operators, therefore the awareness about the state is low.

3.4.2 Interactions with Associations / Institutions in Chhattisgarh -

(i) Chamber of Commerce / CII secretary

During the field survey, the survey team interacted with Shri. Vijay Kumar Gupta, Secretary Confederation of Indian Industries - (CII Chhattisgarh chapter) based at Bhilai. It was learnt that musical fountain and zoo are the tourist attractions at Bhilai Steel Plant (BSP), besides Bhilai Steel Plant itself which is an engineering marvel.

Mr. Gupta was of the opinion that there are ample opportunities for tourism development in Chhattisgarh state, particularly in South Chhattisgarh area, “Bastar Region”, and around Raipur for weekend trips. It was understood that for the right type of projects in Tourism sector, investment resources could be made available in the state.

The secretary was of the opinion that, private sector investments could be attracted for tourism and entertainment projects. However, the state government would need to come out with appropriate packages for attracting investment in tourism projects.

Chhattisgarh shares border with six states and the state government could attract tourists from neighbouring states, by active promotion of tourism packages and making people aware about tourism attractions available in Chhattisgarh state. The need for development of Tourist information centres at Railway stations, Bus stops and Airports was felt. Other suggestions included development of green resorts near irrigation schemes, and developing residential accommodations within green plantations areas.

Medicinal herbs plantations were suggested near, Tandula in Durg district and Madam Sili dam area in Dhamtari district. It was felt that such greenery development could be undertaken under social forestry projects of the government.

It was also felt that internationally famed places like Khiragarh, which has an exclusive Music and Art University, could be promoted as a tourist attraction.

(ii) Hotel & Restaurants Association

The survey team members interacted with the Secretary, Hotel and Restaurant Association of Chhattisgarh, as well as one of the leading hotel owners at Raipur. Information about number of Hotels in different cities and towns of Chhattisgarh, approx. room capacity, average occupancy was collected which have been given in the Appendix-3.3 to this Chapter.

Furthermore, Chhattisgarh government Tourism department has also convened a meeting of Hoteliers and Tour operators of the state on 23RD May 2001, under the chairmanship of Honourable Minister of Tourism, Government of Chhattisgarh and they have assured their support for tourism development in Chhattisgarh state.

Furthermore, Chhattisgarh government Tourism department had convened a meeting of hoteliers and tour operators of the state on 23rd May, 2001, under the chairmanship of Honourable Minister of Tourism, Government of Chhattisgarh during which the hoteliers and tour operators assured their support for tourism development in Chhattisgarh state.

3.5 Tourist Arrivals Estimates

Since, the state Tourism department did not have any statistics or database available, about tourist arrivals in the state of Chhattisgarh, the survey team has relied on indirect methods of estimating tourist arrivals in the state. Three different methods have been used to estimate tourist arrivals:

- (a) Survey findings of tourist arrivals at various places visited by us and extrapolating these figures for the entire state
- (b) Secondary data on number of hotels and their gross sales turnover and an estimate of the average room rent was used to work out the number of tourists coming to Chhattisgarh. Secondary data on foreign tourist stay nights in Chhattisgarh recorded by some hotels was used as the basis for estimating foreign tourist arrivals in the state.
- (c) Historical data on tourist arrivals in the earlier undivided Madhyapradesh, and allocating a portion of it as tourist traffic to places in Chhattisgarh area.

As per the above methods, domestic tourist arrivals in Chhattisgarh is estimated as 600,000 tourist per annum till year 2000-01, and Foreign Tourist estimate is in the range of 11,000 to 15,000 per annum. Detailed workings of these estimates are given in Appendix-3.4 to this chapter.

Since these estimates are based on indirect methods, they are an approximation, but in absence of any statistics with state authorities or associations, these will serve as a base for further projections. These are conservative estimates and in some places, tourist inflow can be more than the figures estimated by us. Similarly, some of the estimates have taken into account off-season drop in tourist inflow.

3.5.1 Tourist Arrivals -Chhattisgarh Vs India

A comparative table giving the estimates of tourist arrivals in Chhattisgarh vis a vis tourist arrivals in India data of Ministry of Tourism, is given in the following table:

Table 3.5: Comparative Tourist Arrivals Chhattisgarh Vs India

Particulars	Chhattisgarh	India	% of India
Domestic Tourists (in Nos.)	6,00, 000	210113540	0.28%
Foreign Tourist (in Nos.)	11,000	2488371	0.44%
Total Tourist (in Nos.)	6,11,000	212601911	0.29%

Chhattisgarh is estimated to have a share of 0.28 % of total all India domestic tourist traffic of 2101 lakhs. It is also estimated to have a share of 0.44 % of approx. 2.488 million foreign tourist traffic of coming to India. Thus, the combined tourist traffic is 0.29 % of total domestic and foreign tourists traffic. It is evident from these figures that, currently, ***Chhattisgarh does not have any significant place on the Tourist Map of India, both for domestic and foreign tourists***, despite possessing several unique tourist attractions in the state. In other words, there is substantial scope for attracting domestic and foreign Tourists, as many tourist attractions are just virgin places and can offer lot of novelty to both Domestic and Foreign tourists.

3.5.2 Share of Tourism Industry in State GDP

The share of Tourism Industry in State GDP has been estimated based on secondary data available from State Department of Economics and Statistics. As per these estimates, tourism industry contributes about Rs.186 Crores. If we consider the absolute value of state GDP at Rs.25068 Crores (at current prices), the share is estimated at 0.74 %.

This indicates that currently tourism activity in Chhattisgarh is not a major contributor to GDP and NSDP. However, as the state government has made tourism a thrust area, the share of Tourism industry in the state NSDP will certainly increase in the coming years.

We will discuss about setting up of Tourism Industry development target based on its contribution to state NSDP, in coming period and use this indicator as basis for forecasting Tourist inflow in the state.

3.5.3 Employment in Tourism Industry

The development of tourism Industry in Chhattisgarh is still in its infancy. However, at this level also, it is generating large employment directly and indirectly. As per our estimates there are about 200 Hotels in Chhattisgarh, and considering an average of 20 rooms per hotel, the total rooms capacity will be 4000.

On the basis of national statistics that every hotel room generates direct and indirect employment for 1.5 persons (Source: FH& RA-India Indian Hotel Industry survey-2000-01), it is estimated that 6000 jobs are created by hotel industry in the state. Over and above this, tourism generates indirect employment for taxi, auto-rickshaw and Pedal-rickshaw operators, STD/ ISD operators, laundry service providers, bakeries, poultry products, dairy and green grocery suppliers, shops selling gifts, souvenirs, handicraft and handloom items etc; at religious places, eateries near tourist places, and those employed in boating and other activities. It can be safely assumed that another 12,000 people are indirectly employed in such activities. Thus, current employment potential in Tourism industry is estimated at 18,000 persons directly and indirectly in the state of Chhattisgarh.

3.5.4 Basis of resource allocation for tourism development

As per discussions with state tourism department and State tourism directorate, State government has clearly defined its role as facilitator, rather than that of operator, in most of the tourism investment activities. Therefore, the state government is not allocating state resources to create or acquire

tourism related investments. The state government is allocating its resources to get maximum benefit of Central government schemes for tourism development, and this is evident from the 10th five-year plan data. The state budget for 2001-02 has allocation of plan and non-plan expenditure of Rs.85.20 Lakhs. This provision is comparatively smaller than other neighbouring states that are aggressive in tourism development.

However, currently the state government is allocating its resources for basic infrastructure development, such as development of Roads, Power, Water, Sewerage development and communications, which also will have positive impact on tourism development in the state. Furthermore, the state government is also allocating its funds for conservation of forest and wild life, which are two major attractions of Eco-tourism development in the state. Similarly, state government is promoting the state as a Herbal rich state; hence, preservation of such plants in forest areas and further development of such plantations will be covered under forest conservation activities. The state government is also improving the condition of PWD rest houses, irrigation rest houses and forest rest houses, which in future can be easily converted to tourist accommodations, once sufficient tourist traffic develops at these locations.

3.5.5 Impact of various developmental Activities

It is difficult to assess the impact of the recent tourism development initiatives on tourist arrivals as Chhattisgarh is a new state. However, if we consider the impact of some recent events in the state as an indicator (Tourist response to tourism department sponsored- Rajim festival and state government initiative of development of Tourist infrastructure like approach road and amphitheatre at the place), we can conclude that there has been a positive impact of developmental activities in Tourism industry.

3.5.6 Share of Government and Private sector in Tourism

At present, there is no compiled data available about the share of Government and private sector investment in the Tourism industry. However, details of property inherited by Chhattisgarh government from Madhyapradesh State Tourism Development Corporation (MPSTDC), as a result of bifurcation of Chhattisgarh from Madhyapradesh are available. These properties are located in Chhattisgarh state, and their details are summarized in following Table 3.6.

Table 3.6: Particulars of Assets Inherited From MPSTDC by Chhattisgarh Tourism

Sr.No.	Particulars of Assets	Amount Rs. In Lakhs
1.	Hotel Chhattisgarh, Raipur	108.00
2.	Tourist Motel, Kumahri, Raipur	13.68
3.	WSA, Keshkal	2.00
4.	Tourist Bungalow (half constructed) ,Kanker	7.44
5.	WSA, Chitrakote falls	6.91
6.	WSA, Kawardha	7.54
7.	Shivnath Cafeteria, Durg	0.35
8.	Paddle Boats 5 Nos. , Raipur	1.45
9.	Total Asset value	147.37

Source: Directorate of Tourism, Chhattisgarh

3.5.7 Private Sector Participation Policy for Tourism Industry & scope for Privatisation of Tourism related properties

In Chhattisgarh, , the state government has clearly defined its role as a facilitator rather than a operator or investor. The Directorate of Tourism has formulated a package of incentives for private entrepreneurs for investment in tourism projects in the state. Details of these packages are summarized as under:

- State government will provide investment incentives and power at concessional rate, to basic infrastructure project development and large Tourism projects, by giving industry status to these projects.
- The state will provide 15 % investment subsidy (with a maximum ceiling of Rs.20.00 lakhs) to Tourism projects, coming up at notified tourist areas, with a view to increase tourist potential of these places.
- The state administration will provide land at a subsidised rate to private entrepreneurs or provide grant in aid for joint sector tourism development projects.
- The state will provide luxury and entertainment tax relief to tourism projects having investment above certain specified limit and which are special tourism projects.

In the meantime, the tourism department is not planning any new investment in acquiring tourism properties. The state is proposing to invite private entrepreneurs for investment in the tourism industry, specifically for investment in development of Kerala type Herbal / Ayurvedic resort at various locations in the state. The state government is also in process of developing a detailed package for attracting private sector participation in tourism projects investments, at various destinations in the state.

3.5.8 SWOT Analysis

(i) Strengths

- The state has abundant natural resources which support Tourism Development – about 44% of the state is covered with forests.
- Unique & ethnic tribal culture and traditions
- State Govt. support for tourism development
- Chhattisgarh has surplus Power & sufficient water
- The state has numerous Historical & Heritage sites
- The state is also rich in art and culture with unique handicrafts, handlooms (Kosa & Tussar silk)
- The state boasts of several international artists like Teejan Bai of Durg.

(ii) Opportunities

- There is ample potential for development of Niche Products – Ecotourism, Ethnic tourism, Tribal/ Village tourism, Adventure tourism, Leisure tourism, Religious tourism, Special Interest tourism, Educational Tourism, etc.
- Chhattisgarh can leverage its newborn State advantage for tourism development.
- Strategic geographical location – Tourists from the six neighbouring states, Gujarat and West Bengal can be targeted.

(iii) Weaknesses

- Chhattisgarh presently has inadequate communication facilities & under-developed physical infrastructure
- There is inadequate knowledge about opportunities – amongst tourists & tour operators. The state is not very well known to prospective tourists and tour operators.
- Some pockets of the state are vulnerable to drought & very hot in summers.
- Due to inadequate promotion & publicity, the state is not very well known.

(iv) Threats

- The state faces competition from other states of India, which aggressively promote tourism.
- Cultural influence can affect the ethnic lifestyle of the aborigines.
- Over dependence on natural resources may lead to ecological & environmental imbalance in the region.
- Some regions of the state have security problems Security threats arising out of Naxalite activities prevailing in some potential tourist areas (In some pockets of southern and northern parts of the state).

3.6 Assessment of Tourist and Basic Infrastructure at Destinations

Infrastructure planning is essential for tourism development and enhancement of visitor experience to the place. The infrastructure status of the state has briefly been discussed in chapter 2 . The field visits enabled the survey team to review the availability of tourist facilities, infrastructure status at the destinations and the inter-linking transit facilities. The infrastructure assessment for the destinations includes several elements like-

- Linkages and Accessibility- External and internal linkages, transportation facilities and services,
- Basic Infrastructure and Civic Amenities- Water Supply, electric power, Sewage, Solid Waste disposal, telecommunication;
- Tourist Infrastructure and Services- Accommodation, catering and entertainment avenues, banking and money exchange facilities, shopping, medical, postal facilities, public safety and tourist information/ Guide services.

- Wayside Amenities- safe drinking water, sanitation facilities, Food Joints/ Dhabas, Signage, Petrol pumps, Street lights etc.
- A zone wise evaluation has been made and infrastructure constraints have been identified. Based on our field visit to destinations in North, Central and South Chhattisgarh tourist places, 25 detailed Destination profiles have been prepared which give particulars about the place, it's current importance, tourist inflow to the place/ attraction and the infrastructure availability of all the destinations . These profiles are included as Annexures in Volume-II of *this report*.
- Zone wise summary of the infrastructure status and identified gaps is discussed as under:

3.6.1 North Zone

The north zone, which comprises of the highest number of destinations and attractions (as mentioned in state government document), can be better accessed from the three centres, viz. Bilaspur, Ambikapur and Raigarh, hereby denoted as "Gateways".

(i) Accessibility and Linkages:

Bilaspur has the advantage of location on two main rail links, viz. Mumabi - Howrah and Vishakhapatnam- Nizammudin. Bilaspur serves as the transit junction for passengers of both these rail links. Bilaspur also serves as a hub for places like Ratanpur, Tala , Malhar, Achanakmar Sanctuary, Lormi, Amarkantak, Champa, Janjgir, Sheorinarayan, Pali and Korba.

The National Highway corridor, NH-200 connecting Raipur to Bilaspur serves as a good link for the tourist traffic. There are MPSRTC links routes to Raipur , Ambikapur, Korba, Kawardha, Koriya, Jabalpur & Amarkantak (M.P.) and Allahabad (U.P.).

Bilaspur has a non-operational airstrip, which can be upgraded, to a functional airport for smaller aircrafts to provide air linkage in the northern part of Chhattisgarh.

The road from Bilaspur to Ambikapur, which is a state highway, is not well surfaced, creating a hindrance to the tourist traffic. Ambikapur serves as a "base camp" for the northern region. There are state highways linking Uttar Pradesh and Jharkhand. These highways connect a majority of the places of tourist interest like Samarsot and Tamor Pingla Sanctuaries, Kudargarh, Amrit Dhara waterfalls, Tata Pani (Hot water Spring), Dipadih (Archaeological site), Kusumi, Ramgarh (Sita Bengra), and Kendai Waterfalls.

National Highway corridor NH-78 from Ambikapur to Jashpurnagar passes through tourist places like Shyam Ghunghuta Dam, Thintini Patthar and Mainpat. It also serves as a hub to places like Kailash Caves, Badalkhol Sanctuary, Bagicha and Kunkuri (Asia's largest Church), Pathalgaon, Dhramjaygarh and Gharghoda. Presently, the road conditions are not satisfactory. , These are likely to improve in the near future when the state Governments plans for up-gradation.

Presently, there is rail link till Anuppur & Bishrampur (about 60km from Ambikapur). The Ministry of Railways has proposed *a new project to extend the railway link to Ambikapur*. This will further

improve the linkage & accessibility of Ambikapur as a "Base Camp" for the northern region of Chhattisgarh.

Raigarh is a major hub in the northeastern region of the state and is well connected by roads and rail link. The town is a major railway junction on the Mumbai-Howrah track and serves as a gateway for places of interest like Singhanpur caves, Sarangarh, Gomarda Sanctuary, and Jashpur district.

(ii) Basic Infrastructure and Civic Amenities

There is a good availability of water supply, electric power and telecommunication in Bilaspur City. There are also provisions for sewerage and Solid Waste disposal. In other tourist places around Bilaspur, like Ratanpur, Tala, Malhar and Lormi, Amarkantak, Champa, Janjgir, Sheorinarayan, Pali and Korba, availability of water and power is satisfactory. In places like Achanakmar Sanctuary, water is availability at some places. Power is not available inside the forest sanctuary area. In summer time, the streams gets dried up. The only source of water supply are small lakes (natural and manmade) inside the forest area. Special care is required for handling of solid waste generated by tourists inside the forest area and places of nature trails like water falls, river tracks and water bodies. Some water sources at Amarkantak have been endangered by solid waste generated from pilgrimage Tourist traffic.

Ambikapur has satisfactory infrastructure facilities for serving as a base camp. In the nearby tourist places like Samarsot, Tatapani and Dipadih, there is lack of regular electric power. There are poor sanitation and solid waste disposal facilities at the tourist sites in this region.

(iii) Tourist Infrastructure and services

Bilaspur has reasonably good accommodation facilities. In totality, there are 33 tourist accommodations with approximately 450-room capacity. In religious places like Ratanpur, Pali and Malhar, dharamshalas are available for night stay. There is a need for creating proper accommodation facilities at places like Khutaghat and Khudiya dam, Lormi. In new places being developed as tourist destinations like Kabir Chabutra and Sone Madhwa, there is a need to create tourist infrastructure. There is lack of good eating places in this area (except Bilaspur).

Ambikapur has approximately six tourist accommodation facilities with a total of 150 room capacity. It is the only place facilitating tourists for night stay in the northern region of the state. However, there are dharamshalas and lodges in Mainpat, Kailash Caves and Kunkuri. There is a need for developing tourist infrastructure at Tatapani, Dipadih, Ramgarh, Mainpat, Kailash Caves and Kunkuri.

Raigarh also has good accommodation facilities. There are approximately 20 tourist Hotels and Lodges with 350 rooms. In addition to these, there are 10-12 Dharamshalas.

Most of the tourist places have Govt. accommodation facilities such as PWD and Forest rest houses.

(iv) Way Side Amenities

The area around Bilaspur has good wayside amenities. However, in some pockets like Achanakmar, Khutaghat and Khudia Dam, there is a need for development of wayside amenities to support the tourist traffic in the area.

Except Ambikapur city and the main highway to Bilaspur, there is a lack of wayside amenities in the northern region. Signages are non-existent. Dhabas are available at intervals of 35-40 Kms. Safe drinking water, sanitation facilities, Petrol pumps and Streetlights are available only in the major towns. Though Raigarh has better amenities, there is a need for developing the same in the surrounding areas.

3.6.2 Central Zone

The major destinations include Dongargarh, Durg, Bhilai, Nagpur, Raipur, Rajim, Champaran, Arang, Barnawapara, Udanti and Sitanadi wildlife Sanctuary, Sirpur, Vir Narayan Singh Dam, Dhamtari, and Gangrel Dam.

(i) Linkages and Accessibility:

There is good road connectivity to many of the tourist destinations in the central area. The National Highway corridor NH-6 connecting Nagpur to Sambalpur serves as a good link to the tourist places like Dongargarh, Durg, Raipur, Arang, Vir Narayan Singh Dam, Sirpur (17km), and Barnawapara Sanctuary. The internal road stretches of some places like Barnawapara, Nagpur, Sitanadi and Udanti are in bad condition. MPSRTC and private vehicle links are also available for Champaran, Rajim, Dongargarh, Durg, Raipur, Arang and Sirpur. However, the internal transport system is not well developed and buses are infrequent. There is a need to improve the road conditions.

Good rail links are available in the central zone connecting tourist destinations like Dongargarh, Durg, Bhilai, Raipur on the Mumbai-Howrah trunk route. Furthermore, there is a narrow gauge rail link available till Dhamtari, which also serves Rajim. Raipur-Sambalpur link serves as a link to Arang, Champaran and Sirpur.

The central area is well linked by air. Manna Airport at Raipur is the only operating domestic Airport of the state.

(ii) Basic Infrastructure and Civic Amenities

Basic Infrastructure facilities are comparatively well developed in the central area. The urban agglomerations of Durg, Bhilai, Raipur and Rajnandgaon are concentrated in this region. There is good availability of water supply, electric power and telecommunication in these areas. However, the problem of wastewater and solid waste disposal is also significant. Similarly, in religious tourist places like Dongargarh, Sirpur and Rajim where fairs are being organised, solid waste management becomes a critical problem.

(iii) Tourist Infrastructure and services

Raipur, Durg, Rajnandgaon have good accommodation facilities. There are also good accommodation facilities at religious places like Dongargarh and Champaran that are being maintained by the trust. Other facilities like banks, medical, postal services are available at the major towns. There are limited entertainment avenues and information services in the tourist places.

(iv) Way Side Amenities

Wayside amenities are available only near the main cities/ towns like Raipur, Durg and Dhamtari. There are limited amenities available on the highway corridors to facilitate the tourist traffic.

3.6.3 South Zone

The major destinations include Jagdalpur, Kondagaon, Keshkal, Chitrakote, Kanger Valley, Dantewada, Belladila (Akash Nagar, Kailash Nagar) and Barsur.

(i) Linkages and Accessibility

Destinations like Kanker, Keshkal, Kondagaon, and Jagdalpur are well linked by road as they lie on the main National Highway. Jagdalpur serves as a gateway in this region. It has both rail and road link. Day tours are easily organised for tourist places like Kanger Valley, Chitrakote falls, Narayanpur, Bastar and Dantewada. Dantewada is accessible by NH- 16 and serves as a base camp for the areas around like Belladila, Barsur and the other tribal and forest areas. The western and the southern areas of this zone have places like Abujmar, Indravati National Park, Bairamgarh and Pamed sanctuaries which are not easily accessible.

The railway line established by NMDC between Vishakhapatnam-Koraput and Belladilla can become a good tourist link from Andhra Pradesh & Orissa. Jagdalpur has a non-operational airstrip, which can be upgraded to a functional airport for smaller aircrafts, to provide air linkage in the southern part of Chhattisgarh.

(ii) Basic Infrastructure and Civic Amenities

Basic Infrastructure facilities are available at most of the tourist places. However, there are prominent tribal areas in this region with thick forests, which have low development and lack infrastructure facilities.

(iii) Tourist Infrastructure and services

Accommodation facilities are available at Jagdalpur, Kanker and Dantewada. These places also have facilities like banks, medical centres, post offices and communication centres. There are limited infrastructure facilities available in the southern most and western part of the zone. There are shopping

facilities available for the tourists around the Kondagaon area. Signages and guide services are almost nonexistent.

(iv) Way Side Amenities

The wayside amenities are almost non-existent in most of the areas of this zone. Good facilities are available near Kanker.

Table 3.7: Infrastructure Status and Gap Assessment

Infrastructure Components	Destinations with Inadequate facilities	No.	Destinations with non-existent facilities	No.
Linkages and accessibility				
External & internal linkages Road* *Mainly reflects the surfacing and condition	North- Ambikapur, Achanakmar, Korba, Sheorinarayan, Champa, Kailash Caves, Boramdeo, Kawardha, Malhar, Tala, Sone Madhwa, Tata Pani, Singhanpur	13	Internal roads- North -(Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih,	4
	Central- Rajim, Nagpura, Champaran, Arang, Gangrel Dam	5	Central- (Barnawapara, Udanti, Sitanadi) Sanctuaries	3
	South- Chitrakote, Kanger Valley, Barsur	3		
	Sub Total	21		7
Transportation facilities & services	North- Ambikapur, Raigarh, Achanakmar, Mainpat, Kawardha, Tala, Pali, Sone Madhwa, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Kendai, Singhanpur, Bango Dam	14	North- Kailash Caves, Malhar, Tatapani	3
	Central- Raipur, Rajim, Nagpura, Champaran, Sirpur,	5	Central- (Vir Narayan Singh-Kodar, Gangrel dam) (Barnawapara, Udanti, Sitanadi) Sanctuaries	5
	South- Chitrakote, Barsur, Belladila (Akash Nagar, Kailash Nagar)	3	South- Kanger Valley	1
	Subtotal	22		9
Basic Infrastructure and Civic Amenities				
Water Supply	North- (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih (<i>Surguja, Kawardha District</i>)	4	North- Surguja, Kawardha	2
	Central-(Barnawapara, Udanti, Sitanadi) Sanctuaries	3	South- Bastar, Dantewada	2
	South- (<i>Dantewada District</i>)			
	Sub total	7		4
Electric power	North- Ambikapur, Mainpat, Boramdeo, Tala, Tata Pani, Kendai	6	North- Kailash Caves, Pali, Sone Madhwa, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Singhanpur	8
			Central-(Barnawapara, Udanti, Sitanadi) Sanctuaries	3
	South- Chitrakote	1	South- Kanger Valley	1
	Sub total	7		12

Infrastructure Components	Destinations with Inadequate facilities	No.	Destinations with non-existent facilities	No.
Civic amenities** ** Includes sewerage and solid waste management	North- Ambikapur, Raigarh, Champa, Mainpat, Kawardha, Tala, Tata Pani	7	North- Kailash Caves, Bhoramdeo, Malhar, Pali, Bango Dam, Sone Madhwa, Dipadih, Singhanpur,	8
	Central- Raipur, Dongargarh, Arang, Champaran, Sirpur	5		
	South- Jagdalpur, Kondagaon, Chitrakote, Kanger Valley, Barsur	5		
	Sub Total	17		8
Telecommunication	North- Malhar, Tala, Ramgarh,	3	North- Pali, Sone Madhwa, Tata Pani, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Kailash Caves, Singhanpur	9
	Central- Rajim, Champaran	2	Central- (Barnawapara, Udanti, Sitanadi) Sanctuaries	3
	South- Chitrakote	1	South- Kanger Valley	1
	Sub Total	6		13
Tourist Infrastructure and services				
Accommodation	North- Ambikapur, Sheorinarayan, Champa, Mainpat, Bhoramdeo, Kawardha	6	North- Achanakmar	1
	Central- Raipur, Rajim	2		
	South- Keshkal, Chitrakote, Dantewada	3		
	Sub Total	9		1
Resting places	North- Tala, Pali, Sone Madhwa, Ramgarh, Bagicha, Kunkuri	6	North- Tata Pani, Dipadih	2
			Central- Arang, Sirpur, (Vir Narayan Singh , Gangrel dam)	4
	South- Keshkal, Dantewada, Barsur, (Akash Nagar, Kailash Nagar)	4	South- Chitrakote, Kanger Valley	
	Sub Total	10		6
Entertainment avenues	North- Ambikapur, Raigarh, Sheorinarayan, Champa, Mainpat, Bhoramdeo, Malhar, Pali, Bango Dam, Sone Madhwa, Tata Pani	11	North- Achanakmar, Ramgarh, Kendai, Bagicha, Kunkuri, Singhanpur	6
	Central- Raipur, Rajim	2	Central- Arang, Sirpur, (Vir Narayan Singh , Gangrel dam)	4
	South- Jagdalpur, Keshkal, Chitrakote, Kanger Valley, Dantewada, Barsur, Belladila (Akash Nagar, Kailash Nagar)	7		
	Sub Total	20		10
Banking/ ATM & foreign exchange facilities	North- Bilaspur, Ambikapur, Raigarh	3		
	Central- Raipur, Durg	2		
	South- Jagdalpur, Dantewada	2		
	Sub Total	7		
Infrastructure Components	Destinations with Inadequate facilities	No.	Destinations with non-existent facilities	No.
Shopping	North- Ambikapur, Champa, Raigarh	3		
	Central- Raipur, Dongargarh, Rajim, Sirpur	4		
	South- Jagdalpur, Dantewada, Kanker	3		
	Sub total	10		
Public Safety	North- (Samarsot, Tamor Pingla, Gomarda) Sanctuaries	3	North- Achanakmar	1
			Central- (Barnawapara, Udanti, Sitanadi) Sanctuaries	3
	South- Dantewada	1	South- Chitrakote, Kanger Valley	2

Infrastructure Components	Destinations with Inadequate facilities	No.	Destinations with non-existent facilities	No.
	Sub total	4		6
Tourist information/ Guide services.	North- Achanakmar, Korba, Bhoramdeo, Kawardha, Malhar, Tala, Pali, Bango Dam, Sone Madhwa	9	North- Bilaspur, Ambikapur, Raigarh, Ratanpur, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Ramgarh, Kendai, Bagicha, Kunkuri, Singhanpur, Kailash Caves, Mainpat,	15
	Central- Raipur, Dongargarh, (Barnawapara, Udanti, Sitanadi) Sanctuaries	5	Central- Arang, Sirpur	2
	South- Kanger Valley, Dantewada	2	South- Jagdalpur, Keshkal, Chitrakote	3
Taxi, tour operators	North- Ambikapur, Sheorinarayan, Kawardha, Malhar, Raigarh, Ratanpur	6	North- Mainpat, Pali	2
	Central- Raipur	1	Central- Sirpur, Dongargarh, Chamaparan, Arang	4
	South- Jagdalpur, Dantewada	1	South- Keshkal	1
Way Side Amenities-				
Public Utilities (safe drinking water, sanitation facilities)	North- Ambikapur, Raigarh, Korba, Sheorinarayan, Champa, Kailash Caves, Mainpat, Bhoramdeo, Kawardha, Malhar, Pali, Bango Dam, Bagicha, Kunkuri	14	North- Achanakmar, Bhoramdeo, Sone Madhwa, Tata Pani, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Kendai, Singhanpur	10
	Central- Dongargarh, Rajim, Champaran, Arang, Sirpur	5	Central-(Vir Narayan Singh , Gangrel dam), (Barnawapara, Udanti, Sitanadi) Sanctuaries	5
	South- Jagdalpur, Kondagaon, Keshkal, Chitrakote, Kanger Valley, Dantewada, Barsur	7		
Eating Facilities (Food Joints/ Dhabas)	North- Ambikapur, Korba, Sheorinarayan, Champa, Mainpat, Kawardha, Tala, Pali, Bango Dam, Bagicha, Kunkuri, Kendai	12	North- Achanakmar, Kailash Caves, Bhoramdeo, Malhar, Sone Madhwa, Tata Pani, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Singhanpur	11
	Central- Dongargarh, Rajim, Champaran, Arang, Sirpur	5	Central-(Vir Narayan Singh , Gangrel dam), (Barnawapara, Udanti, Sitanadi) Sanctuaries	5
	South- Jagdalpur, Kondagaon, Keshkal, Chitrakote, Kanger Valley, Dantewara, Barsur	7		
Signage	North- Korba, Sheorinarayan, Champa, Kawardha, Malhar, Tala, Pali, Bagicha, Kunkuri	9	North- Ambikapur, Raigarh, Achanakmar, Bhoramdeo, Sone Madhwa, (Samarsot, Tamor Pingla, Gomarda) Sanctuaries, Dipadih, Singhanpur, Mainpat	11
	Central-Raipur, Arang, Sirpur,	3	Central- Dongargarh, Rajim, Nagpura, Champaran, Arang, Sirpur, (Vir Narayan Singh , Gangrel)Dam, (Barnawapara, Udanti, Sitanadi) Sanctuaries	11
	South- Jagdalpur, Kondagaon, Chitrakote, Kanger Valley, Dantewara, Barsur	6	South- Keshkal, Belladila (Akash Nagar, Kailash Nagar)	3

The above-mentioned Infrastructure gaps have been summarised, as per the components mentioned in the above table, and are illustrated on the following page.

Table 3.8: Summary of infrastructure Gaps In Numbers

Infrastructure Components	Destinations with Inadequate facilities	Destinations with non-existent facilities
Linkages and accessibility		
External & internal linkages	21	7
Road* (Mainly reflects the surfacing and condition)		
Transportation facilities & services	22	9
Basic Infrastructure and Civic Amenities		
Water Supply	7	
Electric power	7	12
Civic amenities**	16	8
** includes sewerage and solid waste management		
Telecommunication	6	13
Tourist Infrastructure and services		
Accommodation	11	1
Resting places	10	6
Entertainment avenues	20	10
Banking/ ATM & foreign exchange facilities	7	
Shopping	10	
Public Safety	4	6
Tourist information/ Guide services.	16	20
Taxi, tour operators	8	7
Way Side Amenities-		
Public Utilities (safe drinking water, sanitation facilities)	19	15
Public Utilities (safe drinking water, sanitation facilities)	7	
Eating Facilities (Food Joints/ Dhabas)	24	16
Signage	18	25

The above table shows that there are 43 destinations with inadequate linkages & accessibility and 16 destinations where these facilities are non-existent. Similarly, we have identified 36 destinations with inadequate basic infrastructure and civic amenities and 33 destinations where these facilities are non-existent. In 86 destinations tourist infrastructure and services have been identified as inadequate, and in 50 other destinations these facilities are non-existent. Wayside amenities are inadequate in 68 destinations and non-existent in 56 destinations.

4 PROJECT IDENTIFICATION, SELECTION AND VIABILITY

4.1 Introduction

Chhattisgarh has numerous places of tourist interest, which are unknown to many people and which have largely remained unexploited so far. Due to lesser attention to tourism development in the region, many potential destinations have remained undeveloped or underdeveloped, and they have remained so far tourist places for local population only.

Now, after formation of separate Chhattisgarh state, the state government has realised the multiplying the beneficial impacts of tourism development on overall economy of the region, and therefore very keen to develop these potential destinations as soon as possible. The state can further draw strength from the fact that, the Government of India, has also laid stress on tourism development; especially in economically less developed areas which have potential for such development. Chhattisgarh is considered to be one of the states with potential for Tourism Development, as it is endowed with natural resources, rich heritage, art & culture and eco-friendly life styles of Tribal. The DCEL team has also been convinced of the potential during the field visits.

Prioritisation is essential when resources are limited. Resources have to be allocated on the basis of identified priorities. We have attempted to prioritise potential destinations for development and also prioritised potential projects for development at these destinations to scheduling their implementation in a phased manner. We have also attempted to identify the infrastructure gaps which have to be bridged for integrated development of these destinations. The most important aspect of tourism development is environmental sustainability, and this has also been taken care of by indicating environmental status at these destinations and the likely impact of tourism development. Model project profiles have been prepared to indicate specific project related impact, if any.

4.2 Prioritisation of Destinations For Tourism Development

The field survey was the first step to understand the ground realities and assess the current status of the destinations in terms of significance of attraction at the place, present tourist traffic, its potential for development, availability of linkages, status of basic tourist infrastructure, availability of tourism support services and current environmental status etc; During such visits, we have also tried to understand the local art, culture, handicrafts and life style.

The DCEL team has visited a total of 53 tourist destinations of which 30 are in the north zone, 13 are in the central zone and 10 are in the south zone. These destinations were prioritised primarily to select destinations amongst them for the development in Short term, Mid term and Long term during the perspective plan period.

Rankings were assigned to various parameters on a scale of 1 to 5, where 1 was lowest and 5 was highest. The parameters are briefly described as under.

-
- *Accessibility* – One of the most important factors for prioritising a tourist place is its accessibility by road, rail or air routes. The factor also includes travelling difficulties encountered by tourists in arriving at the destination.
 - *Volume of traffic flow* – The number of tourists flowing to a certain destination is also an important factor for prioritisation.
 - *Number of tourist attractions* – The number of tourist attractions in the vicinity of a destination also helps in prioritising the place.
 - *Popularity of destination* – The foremost factor for a prioritising a destination is its popularity, the extent to which the place is publicised, its significance and uniqueness, etc.
 - *Existing tourist circuit* – If the destination is already part of an existing tourist circuit then it will aid in prioritising the place.
 - *Tourist infrastructure and facilities* – The availability of tourist facilities like accommodation, transport, wayside amenities, entertainment avenues, drinking water, public utilities, etc. supports prioritising a destination.
 - *Tourism related basic infrastructure* – The availability of basic infrastructure like internal roads, water, electricity, sewerage, communication, banking, medical facilities, etc. supports prioritising a destination.
 - *Sustainability of Tourism development* – This factor is very important while planning for tourism development in a destination and would include environment related issues, carrying capacity of a place, and economic viability.
 - *Socio-Economic Development* – Development of tourism in an area also has impacts on income and employment generation in a region, encourages local crafts and woman entrepreneurship, etc.
 - *Institutional Support mechanism* – An existing institutional or support mechanism, like financial institutions, entrepreneurs, NGOs, involved in development of tourism also help to prioritise destinations.
 - *State Govt. priorities* – The State Govt. has also assigned certain priorities to some destinations, which they feel have potential for development of tourism.
 - *Others* – These are factors like climate, length of the tourist season, which have an influence on deciding the priority of a place.

The existing and potential destinations visited by the DCEL team were ranked based on the parameters mentioned above. In addition to the ranking, we have also classified the tourist places into various themes like Nature, Adventure, Heritage & Culture, Leisure, Pilgrimage /Religious, etc.

Table 4.1: Region wise Ranking of Tourist Destinations and Places

Zone	District	Destination / Tourist Place	Theme	Score (Max:50, Min:10)
NORTH ZONE	Surguja	Samarsot Sanctuary	Nature	30
		Tata-Pani	Nature	30
		Manpur Lake	Nature	18
		Samath Sarna (Dipadih)	Archaeological	28
		Harratoli	Archaeological	19
		Ramgarh (Sita Bengra)	Heritage and Archaeological	34
		Surguja palace	Heritage and Special Interest	31
		Mahamaya Temple	Religious	30
		Shyam Ghunghutta Dam	Nature	32
		Thintini Patthar	Special Interest	30
		Mainpat – Tibetan camp, Fish point, tiger point, Mehta point	Nature, cultural, religious, leisure	32
	Korba	Kendai Waterfall	Nature	33
		Korba town	Educational, Leisure	30
	Jashpur	Kailash Caves - Shiv (cave) temple	Nature and religious	28
		Badalkhol Sanctuary	Nature	27
		Kunkuri	Religious, Special Interest	30
	Raigarh	Raigarh city	Gateway / Base Camp	37
		Singhanpur caves	Special Interest	27
	Janjgir	Champa – Janjgir	Art, Culture and Religious	23
		Sheorinarayan	Religious	32
	Bilaspur	Bilaspur city	Leisure and Religious	33
		Ratanpur	Leisure and Religious	33
		Pali	Leisure and Religious	25
		Khutaghat Dam	Nature and Leisure	19
		Kabir Chabutra / Son Madhwa	Religious, Nature, Adventure, Leisure and Health	30
		Achanakmar Sanctuary	Nature and Adventure	27
		Talagram	Religious and Historical	31
		Malhar	Religious	28
	Kawardha	Bhoramdeo	Religious, Heritage and Leisure	30
		Kawardha	Heritage, Art, Culture and Nature	31

Zone	District	Destination / Tourist Place	Theme	Score (Max:50, Min:10)
CENTRAL ZONE	Rajnandgaon	Dongargarh	Religious	38
	Durg	Nagpura	Religious	33
	Raipur	Udanti Sanctuary	Nature, Leisure and Adventure	30
		Arang	Religious	28
		Vir Narayan Singh Dam	Nature and leisure	28
		Sirpur	Archaeology	34
		Barnawapara Sanctuary	Nature	36
		Champanan	Religious	37
		Rajim	Religious	34
		Raipur city	Gateway / Base camp	42
	Dhamtari	Gangrel Dam	Leisure	32
		Sitanandi Sanctuary	Nature, Leisure and Adventure	27
		Dudhwa	Leisure and Nature	26
SOUTH ZONE	Kanker	Keshkal	Nature and leisure	32
		Kanker	Heritage, Nature, Religious, Cultural	31
	Bastar	Jagdulpur town	Nature, Ethnic and Leisure	34
		Kanger valley National Park	Nature, Adventure and Leisure	34
		Chitrakote waterfalls	Leisure, Adventure and Nature	34
		Parchanpal	Art and Culture	32
		Kondagaon / Kumharpara	Art and Culture	33
	Dantewada	Dantewada	Religious, Nature, Adventure and Leisure	32
		Akash nagar – Bacheli	Leisure and Special Interest	31
		Barsur	Religious, Historical and Nature	31

Based on the ranking in the above table, we recommend that the destinations be prioritised for tourism development. Summaries of criteria on which the destinations are grouped under Short term, Mid term and Long term are presented here below:

- Destinations / tourist places securing a score of 30 or more shall be taken up for tourism development in the short term, i.e. within the next 5 years.
- Destinations / tourist places securing a score between 20 and 30 or shall be taken up for tourism development in the middle term, i.e. within the next 5 to 10 years period.
- Destinations / tourist places securing a score of below 20 shall be taken up for tourism development in the long term, i.e. within the next 10 to 20 years.

Table 4.2: Region Wise Prioritisation of Tourist Destinations and Places

Destinations / Tourist Place	Timeline for development	Term	Nos.
North Zone – Samarsot Sanctuary, Tatapani, Ramgarh (Sita-Bengra), Surguja palace, Mahamaya Temple (Ambikapur), Shyam Ghunghutta Dam, Thintini Patthar, Mainpat, Kendai waterfall, Korba, Kunkuri, Raigarh, Sheorinarayan, Bilaspur city, Ratanpur, Kabir Chabutra / Son Madhwa, Talagram, Bhoramdeo, Kawardha. Central Zone – Dongargarh, Nagpura, Udanti sanctuary, Sirpur, Barnawapara sanctuary, Champaran, Rajim, Raipur, Gangrel Dam. South Zone – Keshkal, Kanker, Jagdalpur, Kanger Valley National Park, Chitrakote waterfalls, Parchanpal, Kondagaon / Kumharpara, Dantewada, Akash Nagar-Bachel, Barsur.	Score of more than 30 to be developed in the next 5 years	Short term (ST)	38
North Zone – Samath Sarna (Dipadih), Kailash Caves (cave) temple, Badalkhol sanctuary, Champa-Janjgir, Pali, Achanakmar Sanctuary, Malhar. Central Zone – Arang, Vir Narayan Singh (Kodar) Dam, Sitanadi Sanctuary, Dudhwa. South Zone – none	Score between 20 and 30 to be developed in the next 5 to 10 years	Medium term (MT)	12
North Zone – Manpur Lake, Harratoli, Khutaghat Dam. Central Zone – none South Zone – none	Score below 20 to be developed in the next 10 to 20 years	Long term (LT)	3

The above table indicates that, out of the total 53 tourist destinations and places visited by the DCEL team, 38 tourist destinations shall be taken up for development in the Short term, i.e. in the next 5 years, 12 destinations in the medium term, i.e. between the next 5 to 10 years and 3 destinations in the long term, i.e. between the next 10 to 20 years. In addition to the above destinations, the state Tourism Department has identified another 49 potential destinations, which at present are either less developed / lack basic infrastructure and they can be developed in subsequent period. The list of all destinations identified by the State government including above-mentioned destinations is enclosed as Appendix – 2.7 (Chapter-2), to this report.

4.3 Project Prioritisation

4.3.1 Project concepts / Themes

Planning for sustainable Tourism Development emphasizes the concept of “Quality Tourism”. It refers to tourist attractions, facilities and services that offer ‘good value for money’, protect tourism resources, and attract tourists who will respect the local environment and society. Our planning approach for tourism development in Chhattisgarh highlights these concepts.

Chhattisgarh is a congregation of myriad tourist attractions- Nature base attractions including Forests, Water falls, Caves Eco-trails, Camping, Water sports, Adventure Spots, Pilgrimage centers, Ancient Monuments, Archaeological sites, Heritage Palaces, Culturally rich Tribal life styles, Colorful festivals and Special interest spots. An important component in plan formulation is understanding of the ‘Types of tourism’ and ‘Tourism products’ that can be developed in the state. The concepts have evolved based on tourism potential of the destination / region, the personal visits of the DCEL team to various places of tourist interest and the gaps observed thereof, the requirements arising from these gaps, and interactions with local people and experts, hotel owners and entrepreneurs. The basic idea is to enhance the visitors’ experience to the place by integrated development of those tourist places and potential destinations around existing places to create a cluster of tourist spots, so that it will attract more number of tourists. In short, the aim is to develop sustainable tourism development in the state.

The project concepts have been described theme wise and can be broadly classified as:

- Nature Tourism including Eco and Adventure tourism
- Ethnic Tourism including Cultural & Heritage Tourism and Village / Participative tourism
- Leisure Tourism
- Health Tourism
- Religious Tourism
- Special Interest Tourism
- Highway tourism
- Development of Gateways

4.3.2 Nature Tourism

(i) Eco Tourism

Chhattisgarh has immense potential for developing nature-based tourism. Eco tourism has been recognised universally as a specific type of nature based tourism, which promotes responsible travel to natural areas that conserves the environment and sustains the well being of the local people.

" Eco tourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially

active socio-economic involvement of local populations." (Stated by IUCN-now called the World Conservation Union). Eco tourism also has educational value for the society.

Trekking tours through shallow River, in valleys along the river flow, forest areas and hills, boating in natural areas, nature trails with guides to explain about the flora, fauna and ecology, educational camps, camping and other activities can be organised as part of the product. An improvement in travel conditions to less visited tourist areas is also envisaged as part of Eco tourism development.

(ii) Basic elements of Eco-Tourism:

- Contributes to conservation of biodiversity. In short it is Eco-friendly Tourism
- Sustains the well being of local people, particularly aborigines.
- Includes an interpretation / learning experience.
- Involves responsible action on the part of tourists and the tourism industry.
- Is delivered primarily to small groups by locals or small-scale businesses.
- Requires the lowest possible consumption of non-renewable resources.
- Stresses local participation, ownership and business opportunities, particularly for rural people.

Eco Tourism Sites and proposed activities:

Table 4.3: Places Identified for Developing Eco Tourism

Place	District	Salient Features	Proposed Activities/ facilities
Tata -Pani	Surguja	Natural Hot Water Spring in the buffer area Samarsot; Panoramic view of the surrounding forests.	Nature Lodge; Cycling and Trekking; Educational Camp; Jeep Safari, Photo Safari
Mainpat	Surguja	Hill surroundings with ample forests, waterfalls, picturesque spots, etc;	Nature camp/trail, rock climbing, mountaineering, cycling, trekking, angling, picnic spot
Kendai Waterfalls	Korba	Waterfalls (about 100 ft in height) with panoramic view, Dense forest in the vicinity	Rock climbing; Nature trail; Angling; boating
Kailash Caves - Shiv (cave) temple	Jashpur	Scenic view of surrounding hills, forests, located in a serene environment; Badalkhol sanctuary & Kunkuri in vicinity	Nature trail; trekking; Jeep Safari, Photo Safari; Angling; picnic spot
Sone Madhwa & Kabir Chabutra	Bilaspur	Situated on foothills of Maikal Hills and origin of Shone river and part of Achanakmar sanctuary	Camping Trekking
Achanakmar Sanctuary	Bilaspur	It is a sanctuary area, which has flora and fauna that closely matches other famous national parks like, Kanha and Bandhavgarh in MP.	Forest lodge; Nature trail ,camping and trekking

Place	District	Salient Features	Proposed Activities/ facilities
Barnawapara Sanctuary	Raipur	It is a newly declared sanctuary, where the forest department is currently running weekend tours from Raipur. It has rare “Wild Buffaloes” inside sanctuary areas.	Organised village & forest tour, guided excursion to Turturiya waterfall; Training of artists for cultural events
Keshkal	Kanker	Situated at a height. of 728 m above MSL, the valley lies amidst forests, has excellent sunrise and sunset points	Nature trail, trekking Nature/ educational camps
Kanger valley National Park	Bastar	Has attractive moist deciduous sal & bamboo forests; natural features of interest like caves & Waterfalls.	Camping at Chitrakote & Tirathgarh falls; Guided tours; River & Forest trekking,
Chitrakote waterfalls	Bastar	Panoramic view of waterfall	Nature camping & trekking tour
Dantewada	Dantewada	Area surrounded by Sal forest & shallow river with rocks; good scenic beauty around the area (confluence point of Sankini- Dankini Rivers)	Camping facilities Guided tour around the excavation sites and the river

There are other potential areas like sanctuaries, National parks, water bodies and other unexplored areas, which can be developed as Eco-tourism sites. Eco-tourism circuits have been identified linking these potential areas.

4.3.3 Adventure Tourism

It involves tourists engaging in physically and personally challenging and sometimes dangerous activities. These include safaris and trekking in remote areas, hiking, mountain climbing, river rafting, water surfing, etc. Adventure activities like Parasailing, Sailing/ Yachting, Motor Boating, water skiing, fun-rides, angling can be developed and promoted in the state. Projects have been suggested to promote adventure activities at the following sites:

- Near water bodies- Shyam Ghunghutta, Has do Bango, Khutaghat, Gangrel, Vir Narayan Singh Dams; Dalpat Sagar lake at Jagdalpur and Buddha Talab (Raipur). Other potential areas can be identified for developing water-sports based adventure activities.
- Caves-Kutumsar, Kailash and Dandak Caves
- Forests- Elephant safaris in Kanger valley National Park

4.3.4 Ethnic Tourism

(i) Cultural and Heritage Tourism

Heritage places, famous for monuments, museums, fairs and festivals, handicrafts or archaeological sites are the potential spots for development of such tourism. The state has also a rich tribal culture of dance, music and festivals. With over 70 percent of the population as tribals, their influence is prominent, especially in the south zone. The projects have been based on the idea of conserving and maintaining the unique identity of the place and the people.

The projects based on the above philosophy include:

- Conversion of royal palaces to Heritage hotel, museum - Surguja, Kawardha and Kanker
- Religious and cultural centre near Mahamaya Temple, Ambikapur based on the gurukul tradition of imparting knowledge
- Tribal Tour centre at Kanker, Kawardha with organised tour facility to the surrounding tribal areas.
- Haat Bazaar, Handicraft centres at Jagdalpur and Kondagaon with outlets for tribal handicrafts and amphitheatre for cultural shows.
- Heritage site development, monument conservation projects at Arang, Sirpur, Malhar, Tala, etc, This will include components like area beautification, monument restoration, lighting, museum up gradation etc.
- Heritage Interpretation centre at Raipur, which will be like a Knowledge centre of art & heritage of the place.
- Guided tours to places like Pali, Malhar, Tale.

(ii) Village Tourism/ Participative tourism

This concept will be an approach to develop community-based tourism that directly benefits the villagers. It will help in developing cultural understanding among the tourists. It will also offer them the opportunity to experience the tribal way of life. The project has been conceptualised as a model to develop further villages on similar pattern. Lodgings designed in the traditional style and built of local materials; provision of special meals offering local food products and traditional cuisine, local folk dance and music can become a part of the product. Kutumsar Village in Bastar District can be developed as a tourism village.

4.3.5 Leisure Tourism

It includes mainly all types of Leisure and entertainment activities. A detailed analysis of tourist infrastructure at the destinations (Chapter 3) shows that there is a lack of entertainment avenues at most of the places. Projects have been suggested for developing spot based entertainment facilities. These include:

- Resorts, Tourist cottages, picnic spots near Manpur lakes, Kendai waterfall, Sita Bengra (Ramgarh), Mainpat, Pendarikanan, Borhamdeo and dams offering entertainment facilities
- Lake/ river front development with provision of leisure and entertainment facilities at Jagdalpur, Raipur, Borhamdeo, Rajim
- Motels along the highway- near Kondagaon, Vir Narayan Singh Dam, Durg-Raipur highway

4.3.6 Health Tourism

Chhattisgarh is rich in medicinal and herbal plants. There is availability of rare herbs. The age-old therapy of Ayurveda can be used here for attracting tourists. Health resorts have been conceptualised offering Ayurvedic Treatments like the Panchkarma Therapy and other rejuvenating and therapeutic treatments. Yoga and meditation centres are also included in some resorts.

These resorts have been planned at places with good natural surroundings so that complete “health holidays” can be planned by the tourists.

Herbal health resorts/ Ayurvedic centres have been proposed at Tatapani- Buffer area of Samarsot Sanctuary, Kailash Caves (113 km from Pathalgaon), Kabir Chabutra (near Amarkantak), and Achanakmar in the North Zone and at Dantewada in the South Zone. These resorts are mainly located around areas surrounded by forests with naturally growing herbal plants. At many places locals with knowledge about the use of herbs are available.

4.3.7 Religious Tourism

The places of religious importance attract large crowds based on their significance. During fairs and festivals, the number of visitors/ tourists increases manifold. These places require tourist infrastructure and services. Upgradation and provision for such services sufficient to suffice during peak periods is suggested at these places.

4.3.8 Special Interest tourism

This concept emphasises on learning and experiencing particular features of an area or tourism aspect. These can be associated with tourists’ long- term a vocational or professional interests.

Educational tours are also a type of special interest tourism. Chhattisgarh offers wide options for promoting educational tours related to:

- National parks and Sanctuaries
- Mineral deposits- NMDC mines in Bachel, Akash Nagar, etc.; Diamond, Coal and other mines.
- Large industrial units like Bhilai steel plant, Balco- Aluminium plant and NTPC- super thermal power stations- at Korba
- Organised visits to silk farms near Bastar and Champa districts to learn about Silk production
- (Sericulture) and processing .
- Cultural themes like art, architecture, traditional tribal culture- Gondwana, handicrafts, etc
- Features like Musical stone called Thintini Patthar near Darima (Surguja) and others .
- Proposed snake parks in northern and southern Chhattisgarh.

Such type of educational tours is ideally organised in small groups for ease of managing.

4.3.9 Highway Tourism

This concept will be an effort to identify and promote the state’s best roads for their scenic, cultural, historic and natural qualities. The existing attractions along the main Highway will be the focus for development in the short term. Table no.4.4 gives list of potential sites for Highway Tourism.

Table 4.4: Sites Identified for Highway Tourism

		Tourist Destinations
National Highways	NH-6	Durg, Bhilai, Raipur, Arang, Vir Narayansingh Dam,
	NH-43	Kanker, Keshkal, Kondagaon, Bastar, Jagdalpur
	NH-78	Ambikapur, Kunkuri, Jashpurnagar
State Highways	SH-5	Ratanpur, Pali, Ramgarh, Ambikapur, Tamor Pingla
	SH-1	Samarsot, Tatapani
	SH-22	Kabir Chabutra,
	SH-9	Belladilla, Bachel, Dantewara, Barsur, Narayanpur,

The corridors with good scenic views like north- South Highway corridor, NH-43 from Raipur to Jagdalpur and East- West corridor, and NH-6 offer opportunity for promoting such tourism. Tourist facilities and services associated with road travel, motels and wayside amenities will be needed.

4.4 Tourist Gateways

These have been conceptualised as hubs acting as entry points to the state. They primarily serve as “base camps” providing tourist infrastructure like accommodation, dining, entertainment avenues, information and other services for the region. These include projects like

- Tourist Information Centres / Kiosks at airports, railway stations and bus stands, and tourist gateways. These can also be up graded as Tourist reception centres to accord welcome to tourists coming to state thereby creating friendly gesture for domestic and foreign tourists.

4.5 Project Selection / prioritisation (destination wise)

The DCEL team visited 53 tourist destinations and places of tourist interest across the state of Chhattisgarh and identified the need for tourism development. This included identifying tourism and related project ideas at various locations. These project ideas were placed before the officials of Govt. of Chhattisgarh in the form of a structured presentation, whereby they also provided their valuable inputs. Thereafter, the various project ideas were prioritised by ranking them, based on our personal observations and inputs received from the Govt. of Chhattisgarh officials. Scores were assigned to various parameters on a scale of 1 to 5, where 1 was lowest and 5 was highest. The parameters are briefly described as under.

- *Prima Facie potential* – The foremost factor for prioritising a project was its prima facie potential, which was based on consultants’ team judgement.
- *Land Use regulation and other regulations* – One of the major factors for prioritising a project is the ease of land acquisition and other regulations governing the same. The factor also includes travelling difficulties encountered by tourists in arriving at the destination.
- *Availability of relevant natural resources* – One of the most important factors for prioritisation of projects is the availability of relevant natural resources for tourism development in a destination. These natural resources can be forests, waterfalls, picturesque surroundings, etc.
- *Present Infrastructure availability and cost* – The present status of infrastructure like land, water, power, local manpower, communication, etc. also helps in prioritising the project.

- *Planned investments in infrastructure* – If the state Govt. has existing or future plans for area development, then it aids in prioritising the project.
- *Environmental Sustainability* – This factor is very important while planning for tourism projects in a destination and would include environment constraints and related issues, protected area issues, eco sensitivity, etc.
- *Local Entrepreneurship / promoters* – The availability and willingness of local entrepreneurs and promoters, to invest in tourism projects, supports prioritising a project.
- *Socio-Economic Development* – The potential for socio-economic development like income and employment generation in a region, encouragement to local crafts and woman entrepreneurship, etc. is a major factor for prioritisation of a project.
- *Other factors* – There are factors, which have an influence on deciding about the priority of a project and can include risk and amenability to financing by financial institutions, etc.

Based on the parameters mentioned above, the potential project ideas identified by the DCEL team were ranked and are illustrated in the following pages. In addition to the ranking, we have also classified the tourism projects into various themes like Nature, Eco, Adventure, Ethnic, Village tourism, Culture & Heritage, Leisure, Health, Religious, Special Interest, etc.

4.5.1 Project Prioritisation Model

A tourist destination / place is the first step in the process of tourism development. We have developed a model for prioritisation of tourism projects, which will be in conjunction with prioritisation of destinations. Our premise is that a tourist destination will be developed first, followed by the specific tourism project in that destination. Using this premise, we have developed a matrix to short list and prioritise specific tourism projects in the destinations visited by the DCEL team. This matrix and the model shown as Table.4.5 are explained illustrated as follows.

Table 4.5: Project Prioritisation Model

Destinations Priority Level	Projects Priority level		
	High ranking (score more than 35)	Medium ranking (score between 25 to 35)	Low ranking (score less than 25)
High ranking (score more than 30)	ST	ST	ST/ MT
Medium ranking (score between 20 and 30)	MT	MT	LT
Low ranking (score less than 20)	MT	LT	LT

In the above table: ST – Short term, MT – Medium term, LT – Long term

As shown in the above model, to select and prioritised them, primary weightage is given to Destination ranking and the ranking of the specific tourism project itself. Therefore, if a destination is being developed on a priority, then projects have to be simultaneously set up at the place. Based on above model, Projects are selected for Short Term, Mid Term and Long Term development, including allocation of financial and other resources. In investment phasing also, such selection will clearly help to classify a particular project in a particular time frame.

- (d) Projects at High priority Destinations will come up in Short-term period, i.e. in the next 5 years period. However, if there is a resource constraint, some projects with low priority at High-ranking destination can be advanced to Mid-term period.
- (e) Projects at Medium Ranking Destinations, but with high or medium priority can be undertaken during Mid-Term period.
- (f) High priority projects at Low ranking Destinations can be developed as Mid Term projects and those projects with middle and low ranking can be developed as Long Term projects.

In the following pages, the identified projects have been prioritised. Based on the above-mentioned criteria, we have also ranked and classified them into themes.

Table 4.6: Region Wise Ranking Of Tourism Projects

Zone	District	Destination / Tourist Place	Project name	Themes / Type of Projects	Score (Max:50, Min:10)
NORTH ZONE	Surguja	Tata-Pani	Nature Lodge & Ayurvedic Centre	Health & Eco	33
		Manpur Lake	Resort cum Boating house	Leisure	27
		Samath Sarna (Dipadih)	Picnic spot with special interest / archaeological camp	Culture & heritage	28
		Ramgarh (Sita Bengra)	Resort cum picnic spot	Leisure	31
		Surguja palace	Heritage hotel & museum	Heritage	35
		Mahamaya Temple	Religious & cultural centre	Culture & heritage	31
		Shyam Ghunghutta Dam	Water front development	Leisure & adventure	34
			Guided tour to Thintini Patthar	Special Interest	33
		Mainpat – Tibetan camp, Fish point, tiger point, Mehta point	Hill resort	Eco & leisure	35
	Korba	Kendai Waterfall	Eco cum picnic spot	Eco	30
		Hasdeo-Bango Dam	Water front development	Leisure & adventure	32
	Jashpur	Kailash Caves - Shiv (cave) temple	Eco & health resort	Health & Eco	28
	Raigarh	Raigarh city	Tourist information kiosks	Tourism infrastructure	40
	Janjgir	Champa – Janjgir	Tour to sericulture farm, silk production centre	Special interest	25
		Sheorinarayan	Tourist accommodation	Tourism infrastructure	38
		Bilaspur city	Tourist information centres	Tourism infrastructure	39
			Guided tours to Ratanpur, Pali, Malhar, Tala	Culture & heritage	36
		Pendari – kanan	Tourist accommodation & picnic spot	Leisure	32
	Bilaspur	Kabir Chabutra	Ayurvedic health resort	Health	34
			Camping & trekking	Eco	38
		Sone Madhwa	Tourist accommodation	Tourism infrastructure	37

			Camping & trekking	Eco	40
		Achanakmar Sanctuary	Forest lodge & trekking	Eco	37
			Ayurvedic health resort	Health	38
NORTH ZONE	Malhar		Tourist accommodation	Tourism infrastructure	35
	Kawardha	Bhoramdeo	Tourist cottages	Leisure	32
			Lake development & boating	Leisure	33
		Kawardha	Tourist accommodation-budget	Tourism infrastructure	33
CENTRAL ZONE	Rajnandgaon	Dongargarh	Guided tour to tribal village	Culture & heritage	34
	Durg	Raipur – Durg	Tourist complex and amusement park	Leisure	36
			Integrated religious circuit tour	Religious & leisure	31
	Raipur	Arang	Shivnath Resort	Leisure & Highway	39
			Heritage site development	Heritage & culture	28
		Vir Narayan Singh (Kodar) Dam	Motel with water front development	Leisure	31
		Sirpur	Tourist complex	Leisure	34
			Archaeological site development and monument conservation project	Heritage & culture	33
		Barnawapara Sanctuary	Nature trail	Eco	37
		Rajim	River front development	Leisure	30
	Raipur	Raipur city	Tourist information kiosks	Tourism infrastructure	41
			Heritage interpretation centre	Culture & heritage	33
			Lake restoration & development	Leisure	35
			Multiplex theatre	Leisure	30
	Dhamtari	Gangrel Dam	Water resort	Leisure & adventure	33
SOUTH ZONE	Kanker	Keshkal	Nature camp & trekking	Eco	34
		Kanker	Heritage hotel	Culture & heritage	37
			Tribal tour centre	Culture & heritage	33
	Bastar	Jagdalpur town	Lake front development	Leisure & adventure	42
			Haat Bazaar	Leisure, culture & heritage	36
			Tourist information kiosks	Tourism infrastructure	39
		Kanger valley National Park	Cave tourism development	Adventure	34
			Elephant safaris	Adventure	32
			Nature camping & trekking tour	Eco	35
		Bastar	Tour to sericulture farm, silk production centre	Special Interest	29
			Model tourist village	Village tourism	27

		Chitrakote waterfalls	Nature camping & trekking tour	Eco	36
		Kondagaon / Kumharpara	Motel & handicraft centre	Leisure, culture & heritage	35
	Dantewada	Dantewada	Herbal resort	Health	38
			Nature trail	Eco	32
			Eco Resort	Eco	28
			Snake park	Special Interest	26

The above-mentioned projects have been prioritised and summarised as per the project ideas / concepts described in the previous section. The summary table of prioritised projects is illustrated on the following page.

Table 4.7: Region Wise and Theme Wise Prioritisation of Tourism Projects

Zones	Themes / Type of Projects	Components	Time line for project development		
			In the next 5 years	Between 5 to 10 years	Between 10 to 20 years
			ST (Short term)	MT (Medium term)	LT (Long term)
North Zone	Nature	Eco	5	2	-
	Nature	Adventure	1	1	-
	Ethnic	Culture & heritage	4	1	
	Leisure		4	2	2
	Health		1	3	
	Special Interest		1	1	
	Gateways	Tourist information centers / kiosks	2	1	
	Tourism infrastructure	Tourist Accommodation	3	1	
Central Zone	Nature	Eco	1		
	Ethnic	Culture & heritage	2	1	
	Leisure		7	1	
	Religious		1		
	Gateways	Tourist information centers / kiosks	1		
South Zone	Nature	Eco	4	1	
		Adventure	2		
	Ethnic	Village		1	
		Culture & heritage	4		
	Leisure		1		
	Health		1		
	Special Interest			2	
	Gateways	Tourist information centers / kiosks	1	1	
Total Number of projects			46	19	2

In the above table, some projects comprise of more than one theme like Eco & Adventure, Health & Eco, Leisure & Adventure, etc. To avoid double counting of the projects and to simplify the prioritisation process, we have considered the primary theme of the project (e.g. if the project has a dual theme of Health & Eco, we have considered Health as the primary theme).

The above table shows that 46 tourism projects are proposed to be taken up for development in the short term i.e next 5 years, 19 projects in the next 5 to 10 years and 2 projects in the next 10 to 20 years. In addition to the above projects, tourism infrastructure projects and basic infrastructure in support of tourism will also need to be developed at specific destinations. These are mentioned in subsequent sections and chapters.

Table 4.8: Region Wise Identification of Tourism Infrastructure Projects

Tourism Infrastructure Heads	Short Term (In the next 5 years)	No.	Medium Term (in the next 5 to 10 years)	No.	Long Term (in the next 5 to 10 years)	No.
Accommodation	North- Sheorinarayan, Ambikapur, Mainpat, Boramdeo, Kawardha, Central- Raipur, Rajim, Sirpur South- Keshkal (up gradation), Chitrakote, Dantewada	11	North- Champa, Achanakmar	2	Nil	0
Resting places	North- Tala, Sone Madhwa, Ramgarh, Kunkuri, Tata Pani, Central- Sirpur, Gangrel Dam South- Keshkal, Dantewara, Barsur, Belladila (Akash Nagar, Kailash Nagar), Chitrakote, Kanger Valley	14	North- Pali, Bagicha, Dipadih, Singhanpur Central- Arang, Vir Narayan Singh	6	North- Manpur,	1

Tourism Infrastructure Heads	Short Term (In the next 5 years)	No.	Medium Term (in the next 5 to 10 years)	No.	Long Term (in the next 5 to 10 years)	No.
Entertainment Avenue	North-Ambikapur, Bilaspur, Raigarh, Sheorinarayan, Mainpat, Bhoramdeo, Bango Dam, Sone Madhwa, Ramgarh, Kunkuri, Kendai, Tata Pani, Central- Raipur, Rajim, Sirpur, Gangrel Dam South-Jagdalpur, Keshkal, Chitrakote, Kanger Valley Dantewara, Barsur, Belladila (Akash Nagar, Kailash Nagar)	23	North- Champa, Malhar, Achanakmar, Pali, Dipadih, Singhanpur Central- Arang, Vir Narayan Singh	8	North-Manpur,	1
ATM & foreign exchange facilities	North-Bilaspur, Ambikapur, Raigarh Central- Raipur, Bhillai South-Jagdalpur	6				
Shopping (Emporiums, Handicraft outlets, souvenir shops)	North-Ambikapur, Raigarh, Kawardha Central- Raipur, Dongargarh, Rajim, Sirpur South-Jagdalpur, Dantewara, Kanker	10	North-Champa	1		

Tourism Infrastructure Heads	Short Term (In the next 5 years)	No.	Medium Term (in the next 5 to 10 years)	No.	Long Term (in the next 5 to 10 years)	No.
Public Safety (Provision of First aid, Life guards in falls, security personnel in sanctuaries)	North- Samarsot, Central- Udanti Sanctuaries South- Chitrakote, Kanger Valley, Dantewada	5	North- Achanakmar Central- Barnawapara, Sitanadi Sanctuaries	3	North- Tamor Pingla, Gomarda Sanctuaries	2
Tourist information/ Guide services.	North- Korba, Bhoramdeo, Kawardha, Tala, Sone Madhwa, Bilaspur, Ambikapur, Raigarh, Ratanpur, Samarsot, , Kendai , Ramgarh , Kunkuri, Mainpat, Central- Raipur, Dongargarh, Barnawapara, Sirpur, Udanti Sanctuaries South- Kanger Valley, Dantewada, Jagdalpur, Keshkal, Chitrakote	24	North- Achanakmar, Malhar, Pali, Bango Dam, Dipadih, Kailash Caves, Singhanpur Central- Sitanadi Sanctuaries, Arang,	9	North- Tamor Pingla, Gomarda Sanctuaries,	2
Taxi, tour operators	North- Ambikapur, Sheorinarayan, Kawardha, Raigarh, Ratanpur, Mainpat, Central- Sirpur, Dongargarh, Chamaparan, Raipur South- Jagdalpur, Dantewada, Keshkal	13	North- Malhar, Pali Central- Arang	3		

Tourism Infrastructure Heads	Short Term (In the next 5 years)	No.	Medium Term (in the next 5 to 10 years)	No.	Long Term (in the next 5 to 10 years)	No.
Way Side Amenities						
Public Utilities (safe drinking water, sanitation facilities)	North- Ambikapur, Raigarh, Korba, Sheorinarayan, Mainpat, Bhoramdeo, Kawardha, Kunkuri, Kabir Chabutra, Sone Madhwa, Tata Pani, Samarsot , Kendai Central- Dongargarh, Rajim, Champaran, Sirpur, Gangrel Dam, Udanti, Barnawapara Sanctuaries South- Jagdalpur, Kondagaon, Keshkal, Chitrakote, Kanger Valley, Dantewara, Bastar	27	North-Champa, Kailash Caves, Malhar, Pali, Bango Dam, Achanakmar, Dipadih, Singhanpur Central-Vir Narayan Singh Dam, Arang, Sitanadi Sanctuaries	11	North- Tamor Pingla, Gomarda Sanctuaries	2
Eating Facilities (Food Joints/ Dhabas)	North- Ambikapur, Raigarh, Korba, Sheorinarayan, Mainpat, Bhoramdeo, Kawardha, Kunkuri, Kabir Chabutra, Sone Madhwa, Tata Pani, Samarsot, Kendai Central- Dongargarh, Rajim, Champaran, Sirpur, Gangrel Dam, Udanti, Barnawapara Sanctuaries South- Jagdalpur, Kondagaon, Keshkal, Chitrakote, Kanger Valley, Dantewara, Bastar	27	North-Champa, Kailash Caves, Malhar, Pali, Bango Dam, Bagicha, Achanakmar, Dipadih, Singhanpur Central-Vir Narayan Singh Dam, Arang, Sitanadi Sanctuaries	12	North- Tamor Pingla, Gomarda Sanctuaries,	2

Tourism Infrastructure Heads	Short Term (In the next 5 years)	No.	Medium Term (in the next 5 to 10 years)	No.	Long Term (in the next 5 to 10 years)	No.
Signage	<p>North- Korba, Sheorinarayan, Kawardha, Tala, Kunkuri, Ambikapur, Raigarh, Bhoramdeo, Sone Madhwa, Samarsot, Mainpat</p> <p>Central-Raipur, Sirpur, Dongargarh, Rajim, Nagpura, Champaran, Gangrel Dam, Barnawapara, Udanti Sanctuary</p> <p>South- Jagdalpur, Kondagaon, Chitrakote, Kanger Valley, Dantewara, Bastar, Keshkal, Belladila (Akash Nagar, Kailash Nagar)</p>	30	<p>North-Malhar, Pali, Champa, Achanakmar, Dipadih, Singhanpur</p> <p>Central- Arang, Vir Narayan Singh Dam, Sitanadi Sanctuary</p>	9	North- Tamor Pingla, Gomarda Sanctuaries,	2

The above-mentioned projects have been summarised, as per the project heads mentioned in the above table, and are illustrated on the following page.

Table 4.9: Region Wise Identification of Tourism Infrastructure Projects

Tourism Infrastructure Heads	Short Term (In the next 5 years)	Medium Term (in the next 5 to 10 years)	Long Term (in the next 10 to 20 years)	Total projects (Head wise)
Accommodation*	14	4	0	18
Resting places	14	6	1	21
Entertainment Avenues	23	8	1	32
ATM & Foreign exchange facilities by banks.	6	8	10	24
Shopping (Emporiums, handicraft outlets, souvenir shops)	10	1		11

Public Safety (Provision of First aid, Life guards in falls, security personnel in sanctuaries)	5	3	2	10
Tourist information/ Guide services.	24	9	2	35
Taxi, tour operators	13	3		16
WSA-Public Utilities (safe drinking water, sanitation facilities)	27	11	2	40
Eating Facilities (Food Joints/ Dhabas)	27	12	2	41
Signage	30	9	2	41
Total projects (term wise)	193	74	22	289

The above table shows that 193 tourism infrastructure projects are proposed to be taken up for development in the next 5 years, 74 projects in the next 5 to 10 years(mid term) and 22 projects in the next 10 to 20 years(Long term) plan period.

4.6 Project Viability of selected / short listed projects

Based on above model of project prioritization, we have identified total 67 Tourism projects for state of Chhattisgarh as classified theme wise in Table 4.7. Out of these, 46 projects are suggested for short-term period, 19 for Mid Term period and 2 for long Term period. However, at some destinations there are multiple themes and project components. If we consider these, 81 projects and Tourist infrastructure projects have been identified as shown in following table no.4.10. The project cost is estimated based on model project profiles and where there is more than one project component, it has been clubbed accordingly. Each individual theme wise and plan period wise cost are estimated in Appendix-4.1, 4.2, 4.3 (a) and (b) and 4.4.

Table 4.10: Type wise Short listed Projects and Sub-projects in Chhattisgarh

Sr. No	Type of Project	Short Term	Mid term	Long Term	Total Knows.	Total Investment Rs.in Lakhs
1	Tourist Accommodation	14	4	0	18	1582.63
2	Tourist Information Center	4	2	0	6	120.0
3	Leisure -Tourism	12	3	2	17	5394.0
4	Eco-Tourism	10	3	0	13	196.0
5	Health-Tourism	2	3	0	5	230.0
6	Culture & Heritage	10	3	0	12	102.0
7	Sp. Interest Tourism	1	3	0	4	160.0
8	Adventure Tourism	3	1	0	4	30.0
9	Religious Tourism	1	0	0	1	20.0
	Total Nos.	57	22	2	81	7834.61

Over and above these, there are basic infrastructure gaps that have been identified by the consultant team and suggested projects are given in Table no.4.9. As regards meeting Tourist infrastructure gaps like accommodations and resting places, and eateries (Restaurants), projects are suggested as part of leisure Tourism, Eco-tourism, Health tourism and culture tourism at different destinations suggested by us in Table no.4.10.

4.6.1 Selection for Financial Viability

As it can be observed in Table 4.6. A majority of projects can be grouped in 8 basic types of projects, with minor variation in their project components. In the light of this fact, financial viability in the form of Model project profiles has been worked out for 8 basic types of projects. Combinations of these are suggested at various destinations. Since, combination of more than one type of themes & project are suggested at many destinations in Table no.4.6, for short term, mid term and long term periods, the project investment for those destinations are estimated on modular basis and clubbed for, estimating year wise investment estimates. Investment estimates are for commercial tourism projects and investment outlay for tourist infrastructure projects are shown separately in Appendix-4.5.

However, particulars of such basic infrastructure projects are given separately in Chapter-6 along with concerned agency for execution. These projects will be undertaken for development in coordination with Chhattisgarh Tourism Development Board (CGTDB) and Chhattisgarh Infrastructure Development Corporation (CIDC).

In some projects like development of Tourist information Centre, cost estimates are worked out for estimating overall investment. Projects for Civic amenities, Monument conservation, flood lighting and signage etc; could be undertaken by Tourism department from their current plan resources. Apart from this, the state plan has also made provision for Promotion and publicity and providing Investment subsidy for Tourism projects and interest subsidy for heritage hotel projects in their plans, details of which are given in chapter. 2.0. A separate outlay for publicity and promotion has been included in overall outlay for Tourism development in Chhattisgarh State.

In some projects like development of Rail-link, up gradation of Airstrip etc; which falls under Central Government purview, state government will follow-up such project with Central government and respective executing authorities.

4.6.2 Financial Viability Basis

Financial viability of above mentioned modular project profiles is based on following aspects:

- (a) Financial viability is based on a set of assumptions for that particular project
- (b) Financial viability is based on present Cost parameters, both for Capital cost outlay and Operational cost of such modular project.
- (c) Means of finance and interest rates for Term-loan and working capital are taken at prevailing norms and rates of term-loan lending , of all India financial Institutions engaged in financing of Tourism projects at present

- (d) All income and operational cost in these profiles have been taken at constant price, as per conventional norms of financial institutes, to get conservative financial projections.
- (e) There will be some (Minor) variation in Cost of Project and Operational cost, location wise; hence modular profile should be taken as indicative investment cost, and there will be need for preparation of location specific detailed feasibility studies before investments are made in such projects.

As mentioned previously, Destination wise and Project period wise (phasing of investment) are given in Appendix mentioned previously.

4.7 Project Viability

Revenue producing projects have been evaluated for their commercial viability. 9 Project profiles have been prepared which are enclosed in Volume –II.

A summary of the financial indicators of the economic projects are given below

Table 4.11: Summary of Financial Indicators for projects considered

Sr. No.	Project concept / Configuration	Projects Nos.	Investment in Rs. Lakhs Per project	Financial indicators (ROI)	Employment generation Each project	Implementation period
1	Restaurant with water sports Development	4 Short term + 1 Mid term = 5 projects	22.75	48.92 %	18	1- 1.5 Years
2	Resort with Picnic spot	1 Short term + 1 Mid term = total 2 projects	61.5 (47.5+14.0) Tourist Accommodation + Picnic spot	31.41 & 54.21	26	1 year
3	Restaurant with Picnic spot	1 Short term	14.00	54.21	12	1 year
4	Resort with 10 Rooms + 20 bed dormitory & water front development	3 Short Term+1 Mid term + 2 Long term = total 6 projects	62.5 (47.5 +15.0) Tourist Accommodation + Water sports	31.41 & 66.03	34 persons total	1-1.5 Year
5	Heritage Hotel 3 ***	3 Short term	448.38	30.83	44	1 to 3 years time
6	Tourist Accommodation	6 Short Term + 2 Mid term =8 projects	47.5	31.41	14	1-1.5 Year
7	Herbal / Ayurvedic Resort	2 Short term + 3 Mid term = Total 5 projects	46	45.63	34	1-1.5 Year

Sr. No.	Project concept / Configuration	Projects Nos.	Investment in Rs. Lakhs Per project	Financial indicators (ROI)	Employment generation Each project	Implementation period
8	Nature Trail & Camping	10 Short term + 1 Mid term = 11 projects	11.22	48.98	13	6 months to 1 year
9	Hatt bazaar & Cultural centre / Yoga Meditation centre	1 Hatt bazar in short term + 1 Yoga Meditation centre = 2 projects	19.0	31.58	7	1 to 1.5 year
10	Water sports facilities	1 in Short term	15.0	66.03	20	6 months to 1 year
11	Guided tour in 40 seat AC-Luxury buses 2 Nos.	4 in Short term + 2 in Mid term = 6 projects	20.0	57.56	12	3 to 6 months

5 PERSPECTIVE PLAN

5.1 Introduction

Tourism in Chhattisgarh has remained underdeveloped as no significant efforts were made to develop these areas when it was earlier a part of Madhya Pradesh. However, it is worth noting that, after the new state was formed, the present government, under the dynamic leadership of the Chief Minister, has rightly perceived the importance of Tourism development and its impact on overall economic development of the state. They have already initiated a few steps in this direction and the preparation of a perspective plan will further augment their efforts, by providing the direction and a definite time frame.

The perspective plan prepared for tourism development must serve the state in terms of its future needs i.e it has to be futuristic and hence it should be optimistic about the potential of tourism development in the state. It should fit in the overall tourism policy of the state government. It is equally important to assess the constraints faced by the state while preparing the perspective plan.

Based on this understanding of the basics of perspective plan preparation, the following steps follow:

- To clearly understand the direction of development as per the state tourism vision document to State Tourism policy.
- Constraints in tourism development, specifically environmental, social and cultural impacts of tourism development.
- To assess on realistic basis the exploitable potential (Market Potential) of tourism development in Chhattisgarh state.

5.2 Chhattisgarh Tourism Policy- Review

The first step towards the preparation of the state perspective plan for tourism development is to understand clearly, the state Tourism policy and state vision about tourism development. Tourism Policy has been discussed for the state of Chhattisgarh in earlier sections, however in a nutshell; basic objectives can be put into the following statement:

“To Develop Sustainable Tourism in Chhattisgarh, based on its inherent strengths of Natural resources, Heritage and Culture”

Although , Chhattisgarh is yet to prepare a vision document for tourism development in the state, it has identified its priorities and formulated its Tourism policy. It has prepared a five year (Short Term) Tourism Development plan, in line with its priorities, which will be funded with state government resources and Central government assistance specific for tourism development. The particulars of this short term plan of the state government have been discussed earlier in section 3.0.

5.2.1 Stated Vision

During our interactions with the state government tourism department officials, it was evident that government has aptly realized the importance of tourism development in the state and they have declared **Tourism development as a Thrust area** for development in their Industrial policy, **indirectly giving the industry status to Tourism projects coming up in Chhattisgarh.**

In line with this vision, there is a proposal for providing incentives and concessions for Tourism projects coming up in specified areas in the state. The state has decided in principle to offer an incentives package as under:

- (a) Interest subsidy on Term loans for Tourism projects.
- (b) Concessions on land purchase document stamp fees.
- (c) Electricity duty concessions / tax concessions for tourism projects.
- (d) Rationalization of Luxury tax on Hotel room tariff. (Already done)
- (e) Rationalization of Vehicle tax on Tourist vehicles, viz; Tourist Taxies and Tour operator Buses.

5.2.2 State Philosophy for Tourism Development

The state government has *rightly adopted the philosophy of sustainable tourism development* in Chhattisgarh, by proposing Nature based Tourism and Ethnic Tourism in the state. There is a risk of permanent damage to the ecology and environment with unplanned tourism development in these Eco-sensitive areas. Unplanned tourism can also affect the life style and culture of aborigines, disturbing the entire Socio-culture fabric of the society.

The state government must check and ensure that proper measures are taken as regards following parameters before taking up tourism development in any area of the State:

- (a) All Nature based Tourism projects must adopt best practices for Ecology and Environment conservation at these locations. Necessary Basic Tourist infrastructure should be a pre-requisite for clearance of any such development.
- (b) All Tourism projects and development should be economically sustainable to make optimum beneficial use of State and private sector resources.
- (c) All Ethnic Tourism development, should be participative tourism development, and aborigines (Locals) must benefit directly and indirectly from such Tourism development.
- (d) All Tourism projects must respect and value socio-cultural aspects of aborigines and should not have any adverse impact of development on their life / society.

5.3 Constraints on Tourism Development

5.3.1 Environmental Factors:

The physical environment of Chhattisgarh (both natural and manmade) is supportive for tourism development. Chhattisgarh has vivid attractions for the tourists like thick green forests, hill stations,

water falls, Natural caves, religious and archaeological sites, palaces, cultural festivals and others. However, development of tourism can generate both positive and negative environmental, socio-cultural impacts in the area. Only if tourism is developed and managed in a controlled, integrated and sustainable manner, it can generate substantial economic benefits to an area without creating any serious environmental or social problems.

An environmental planning approach has been adopted for achieving sustainable development. Environmental aspects have been carefully considered in determining the most appropriate type and location of development.

The plan identifies the following types of areas:

(i) Ecologically sensitive areas

Attractive landscape sites such as forests, lakes, riverside, mountains are characterised by rich ecosystems. These ecosystems are prone to degradation and the threats are most severe as such places are very attractive to both tourists and developers.

Forest Areas- These include protected areas like Samarsot, Tamor Pingla, Badalkhol, and Barnawapara, Sitanadi, Udanti wild life Sanctuary, Kanger Valley National Park and other

Forest areas. By opening up to tourists, these areas can be subjected to greater pressure. Thus, limited tourist activities have been suggested. Potential buffer areas have been identified for development.

Hilly terrains- These include the hilly regions in the north and the plateau of Bastar in the south. Prominent hilly areas to be developed as tourist places include Mainpat, Ramgarh, Sone Madhwa (near Amarkantak) and Keshkal. A low level of development is suggested in these areas. Careful planning is required to avoid construction on the steep slopes.

Water Bodies- These include the prominent dam sites, lakes and river banks. Limited activities have been suggested to avoid water pollution.

A special feature like Caves-Development has been suggested in these areas which will have a two-fold effect: Improvement of environmental quality around the area as well as conservation of the caves.

Due to high emphasis on Eco- tourism Development, the related environmental problems - ecological damage from overuse, solid waste and littering due to poor disposal have been analysed. These can be controlled by proper environmental management. Tourist activities have to be linked with the regeneration capacity of the local environmental settings.

(ii) Less sensitive areas:

Religious place- The prominent religious places include Boramdeo, Pali, Ratanpur, Malhar, Talagaon, Sheorinarayan, Dongargarh, Champaran, Rajim, Sirpur, Arang, Barsur, and Dantewada. High Inflow of tourists to these places is envisaged during special occasions like fairs and festivals which may cause general degradation of the environment and generate large quantities of refuse and sanitation problems.

Urban Centres- The prominent urban centres where tourism activities will generate stress include Raipur, Bilaspur, Ambikapur, Raigarh and Jagdalpur. High Inflow of tourists to these places is envisaged throughout the year. These centres will be subjected to greater pressures due to the floating population. Problems like air and noise pollution, solid waste and littering, releases of sewage, architectural/ visual pollution need to be controlled by careful planning and environmental management.

A critical factor for achieving environmental sustainability is controlling the development within the carrying capacity limits. Tourism carrying capacity is based on the concept of maintaining a level of development and use that will not result in serious environmental deterioration, socio- cultural or economic problems. Detailed study and analysis is required for estimating carrying capacities for each destination.

Based on the market trend and projections a cumulative annual compounded growth rate (CAGR) of 7.77 % is estimated in a time frame of 20 years. In such a situation, it becomes necessary to analyse the concentration areas, i.e. where maximum number of people will be visiting. Also, carrying capacity factor is critical for Eco-sensitive areas and areas of high development.

5.3.2 Social Environmental factors

As indicated earlier, any sustainable tourism development, also has to be socially and culturally compatible for that area. As it has been emphasised, such development can be achieved by participative Tourism development in the area. All tourism development and visiting tourists must respect and value Social and Cultural aspects of aborigines (Locals). There should not be any adverse impact on social and moral values of that society. The areas must be protected from the effects of Tourists influencing or indulging in illegal female trafficking (Prostitution and Child abuses) and drug trafficking. It is necessary to formulate and implement necessary legislation to protect society from such nuisance. It is also important for the government and NGOs working in those areas to educate and protect aborigines from such evils.

In some pockets of Chhattisgarh, militancy in the form of Naxalites activity is going on. State government is also concerned about these activities, and has recently announced a budget plan to provide Rs.100 crores for nabbing and eradicating naxalite activities from the state. It is worth mentioning that by balanced Tourism development in some of these areas, employment opportunities can be generated at their door step for tribals (aborigines) and other locals and thereby they can be persuaded to join in the main stream of economic and social development of those areas and refrain from militancy in that area. Thus, some budget from state government should be deployed for Tourism development in those areas.

5.4 Market Analysis

5.4.1 Market Potential

Chhattisgarh is a newly born state and there is very little information available about the historical trend of the Tourism market of the state. However, if we consider the tourism trend of the adjoining state of Madhyapradesh, (As earlier, Chhattisgarh was also part of Madhya Pradesh), tourist arrival growth trend in Madhya Pradesh has remained at a lower level of around 4.5 million domestic tourists

after touching a one time high of 9.5 million domestic tourist in 1996-97. In case of foreign tourist traffic, it has more or less remained at a steady level of 1.1 to 1.3 lakh tourists per annum.

Market potential as far as Tourism industry is concerned is directly linked with Tourist arrivals. There are three types of tourists coming to any tourist destination, viz, Day tourist-visitors, Domestic Tourists (overnight staying), and Foreign Tourists (Over night staying). We have collected tourist inflow estimate at various destinations visited by us for domestic tourist, day visitors and foreign tourists. Based on this information and other secondary data available from our survey, we have estimated the total number of tourists currently visiting Chhattisgarh. Currently, it is estimated that 600,000 domestic tourists and 11,000 foreign tourists visit Chhattisgarh every year. The total day tourists visiting Chhattisgarh, after applying multiplier for destinations not covered under survey, is estimated at 6.98 million. However, it must be kept in mind that only approx 8 to 10 % are overnight stay tourists (tourists as per definition followed by Ministry of Tourism -Government of India). Destination wise year wise Tourist inflow estimates are summarized in Appendix 5.1.

5.4.2 Primary market segments:

(i) Basic Market Segments:

Tourists coming to tourist destinations fall in three basic categories as under:

- (a) Day Tourists or visitors
- (b) Domestic Tourists
- (c) Foreign Tourists

Though, tourism development has to take care of all the three segments, to enhance the experience of the tourist and to reap the maximum advantage of tourist inflow at these destinations, conscious attempts should be made to convert maximum day tourists into overnight staying tourists and this will automatically enhance tourist spending both for domestic and foreign tourists. These market segments are further divided as per their purpose of Travel, as under:

(ii) Purpose of Travel- Domestic Tourists & Foreign Tourists

Table 5.1: Purpose wise Market Segment of Domestic Tourist

Sr. No.	Purpose	% Share in Total
1.	Leisure	40
2.	Religious or pilgrimage	24
3.	Business & conference	12
4.	Culture & Heritage	08
5.	Adventure	04
6.	Mixed purpose	08
7.	No response	04
	Total	100

Source: DCEL Survey findings

Table 5.2: Purpose wise Market Segment of Foreign Tourist

Sr. No.	Purpose	% Share in Total
1.	Leisure	25
2.	Religious or pilgrimage	00
3.	Business & conference	26
4.	Culture & Heritage	29
5.	Adventure	10
6.	Mixed purpose	08
7.	No response	02
	Total	100

Source: DCEL Survey findings.

(iii) Respondent Age wise segmentation

Market segmentation has been done as per age of the respondent to determine the target market. The age wise distribution of domestic tourist is summarized here below:

Table 5.3: Age wise Segmentation of Respondents

Sr. No.	Age Group	% Share in Total
1.	3-14 years	0
2.	15-24	2
3.	25-34	62
4.	35-44	22
5.	45-54	10
6.	55-64	04
	Total	100

Source: DCEL survey findings

(iv) Market Segmentation on Average spending Basis

Market segmentation has been done on the basis of average spending per day on accommodation, transportation and food etc. to indicate the tourist expenditure level at various destinations. The analysis of survey findings suggests that 96 % of the tourists visiting Chhattisgarh spend between Rs.500 to 2000 per day per person, out which 53 % spend less than Rs.500 per person per day, 31 % spend between Rs.500 to 1000 per day per person. Only 2 % spend between Rs.2000 to 3000 per day per person. Thus, it is clear that majority of tourists coming at present are middle income groups from near by areas.

The survey suggests that the average spending of a foreign tourist is US \$ 68 (Rs.3260) per day per person, which is in line with average spending of foreign tourist in similar destinations. These are mainly middle income tourists and interested in specific purposes like study of tribal art & culture, forest and wildlife, adventure tourism, and Eco tourism. Currently, there are no five star hotels in Chhattisgarh and hence per capita per diem spending is lower than other metro cities. The spending

will go up once other avenues for spending are available like adventure tourism and health resorts at number of places with camping and trekking facilities. The average stay of tourist will also get extended once such avenues are available.

5.4.3 Target Market Segments

The identified target market segments for Domestic and Foreign Tourist in order of priority are as under:

- Domestic Tourist
 - ♦ Leisure
 - ♦ Religious & pilgrimage
 - ♦ Business & conference
 - ♦ Culture & Heritage
 - ♦ Adventure
- Foreign Tourist
 - ♦ Culture & Heritage
 - ♦ Business & Conference
 - ♦ Leisure
 - ♦ Adventure
 - ♦ Mixed purpose

The survey suggests that the major target age group is likely to be between 25 to 54 years. Though a majority of respondents were males, female members and children are also influential groups and they also need to be targeted during promotion. It will be ideal if tourism promotion is directed towards family, as most of the tourists visit in groups.

5.5 Market Trends

In the last year, there was a marked reduction in foreign tourists arrivals in whole of Asia in general and India in particular after 11th September, 01 terrorist attack on the World trade centre in USA. This has effected tourist arrivals in prominent Tourist destinations in India like Goa, Kerala and Rajasthan. The country registered (as per provisional estimates of Tourism industry) a negative growth rate in tourist arrivals in the last quarter of 2001 and first quarter of 2002. Even domestic tourist traffic has been affected by recent disturbances in western part of the country.

However, this being a short term, “temporary phenomenon” it will have little effect in case of Chhattisgarh in the long term due to following factors:

- (a) Chhattisgarh has the advantage of uniqueness and novel attractions in most of its tourist places as they were not earlier promoted and they are less known places for domestic and foreign tourists. They are virgin destinations with lot of potential for development.
- (b) The state has comparatively very less dependence on foreign tourist traffic at present.
- (c) The state has started promotion of its Tourism destinations at all Metro cities, and it has a harmonious atmosphere. The state is also considered to be one of the safer states to travel.

Domestic tourist traffic from adjoining states like Orissa, Andhra Pradesh, Maharashtra, Uttar Pradesh, Jharkhand, and Madhya Pradesh are likely to be diverted to places in Chhattisgarh, as it offers equal thrills and attractions of these states at relatively lesser cost.

5.5.1 Trends in Hotel Industry

As indicated earlier, there is no compiled data on hotel occupancy in the state. However, from discussions and interactions with representatives of hotel industry at various tourist destinations in Chhattisgarh, average occupancy in hotels remains at 55 to 65 %. This occupancy increases by 10 to 15 % during peak season, i.e. between October to February and summer vacation, while it drops during the off-season between July to September.

In the case of Chhattisgarh, which is a comparatively less developed state, and hence likely to have growth in tourist traffic, there will be a need for additional tourist accommodation facilities due to the concerted efforts of the State Tourism Development Board. Tourist arrival projections for the next five years period suggest a need for additional 235 rooms capacity, which may come-up as new accommodation at new places, as well as expansion of existing hotels. In the initial period, demand will be catered by increased capacity utilization of existing hotels and accommodation facilities at various destinations.

The hotel industry in the country has developed well in the last one decade. It has touched approximately 95,000 rooms capacity. As per the latest interaction with FHRA (Federation of Hotel and Restaurant Association of India), there will be a need for a total 1,25,000 rooms, i.e. 30,000 rooms to be added in next 5 years period. This envisages a growth rate 6 % per annum in the coming period.

5.5.2 Trends in the Aviation Industry

Aviation industry is directly linked with trends in the tourism industry. Domestic and International airlines are passing through a slump period since last year in general and after September 11 terrorist attack in particular. Domestic traffic was further affected by the 13th December terrorist attack on the Indian parliament. The exact statistics on drop in passenger traffic is not available yet. Air India is reported to have lost Rs.250 crores due to suspension of flights to USA. This is a temporary phenomenon and in the long run, there will be resumption of tourist traffic internationally and in India.

The use of air travel is increasing among the fast growing higher income middle class in the country. More and more people are preferring comfort while travelling with their family on a holiday. Air travel is no longer considered a luxury. The reduction in air fares in several sectors has also resulted in more and more tourists travelling by air.

5.6 Competitor analysis

5.6.1 Tourist needs analysis

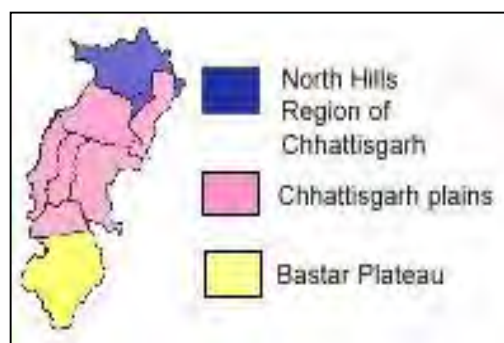
Tourists seek some time off from their daily schedules to enjoy and relax. There are various avenues for a tourist to fulfil his heart's desire to take a break from daily routines, like visits to mountains, beaches, entertainment centres, archaeological sites, participating in adventure, sports, educational tours, etc.

Tourists aspire for an “experience”, which they would like to cherish. A tourist experience comprises of physical characteristics i.e. the place and its unique attractions, ease of access to the place of interest and easy and reasonably priced availability of basic tourist facilities, and how closely the experience matches with their expectations. Apart from physical aspects, some aesthetic aspects such as hospitality extended to tourists, ambience of the place, greeneries in the place, fresh air, pollution free environment, feelings of security, comfort and relaxation to the tourist, richness of life style, art and culture of the area etc; determine the tourist experience.

The state of Chhattisgarh offers tourists a wide range of avenues for discerning tourists, which range from hill stations and archaeological sites to dams & lakes to leisure and picturesque spots to religious sites & temples and handicrafts, culture & heritage sites.

The state is primarily divided into three physical regions, as shown in the Figure 5.1. The northern region of the state is covered with hills and forests. The plains, in combination with cultural, heritage & leisure sites form a part of the central region. in the southern region, the Bastar plateau has forests, water falls & handicrafts.

Figure 5.1: Physical Regions of Chhattisgarh



As mentioned earlier, the needs of the domestic & foreign tourists visiting Chhattisgarh are different. Their motivations for an experience are different from each other. An average domestic tourist seeks leisure-related activities in Chhattisgarh. The major items of attractions, as mentioned by domestic tourists, were temples and religious places, archaeological attractions, eco-tourism attractions like forests and waterfalls, leisure and adventure activities and special attractions like pre-historic caves, natural hot water fountains, terracotta, wooden and bamboo handicrafts, silk garments, etc.

An average foreign tourist in Chhattisgarh seeks a blend of Culture & Heritage, Business & Conference and Leisure avenues. The attractions and major items of tourist interest, as indicated by the foreign tourist, are culture and handicrafts, eco-tourism attractions like nature, forests, waterfalls, adventure and wildlife, archaeological attractions and monuments, leisure activities, tribal /village lifestyle and special interests like shopping for terracotta, bell metal and handicraft items.

5.6.2 Competitive advantage

The state of Chhattisgarh is still largely unexplored, and therefore provides a unique competitive advantage. In addition to this, the state also possesses abundant natural resources, like forests, waterfalls, wild life etc., which support tourism development. The unique ethnic and tribal culture

coupled with historic heritage sites and handicrafts of the region also provide a competitive edge to the state. The state of Chhattisgarh is strategically located in the central part of India, which makes it an important hub for Tourist access. A SWOT analysis is given below:

(i) Strengths

- The state has abundant natural resources which support Tourism Development – about 44% of the state is covered with forests.
- Unique & ethnic tribal culture and traditions
- The state Govt. supports Tourism development
- Chhattisgarh has surplus Power & sufficient water
- The state has numerous Historical & Heritage sites
- The state is also rich in art and culture with unique handicrafts, handlooms (Kosa & Tussar silk)
- The state boasts of several international artist personalities like Teejan Bai of Durg.

(ii) Opportunities

- There is ample potential for development of Niche Products – Eco, Ethnic, Tribal / Village, Adventure, Leisure, Religious, Special Interest, Educational Tourism, etc.
- Chhattisgarh can leverage its newborn State advantage for tourism development.
- Strategic geographical location – Tourists from the six neighbouring states, Gujarat and West Bengal can be targeted.

(iii) Weaknesses

- Chhattisgarh presently has inadequate communication facilities & under-developed physical infrastructure
- There is inadequate knowledge about opportunities – amongst tourists & tour operators, the state is not very well known to prospective tourists and tour operators.
- Some pockets of the state are vulnerable to drought & very hot in summers.
- Due to inadequate Promotion & Publicity, the state is not very well publicised.

(iv) Threats

- The state faces competition from other states of India, which aggressively promote tourism.
- Cultural influence can affect the ethnic lifestyle of the aborigines.
- Some regions of the state have security problems.
- Over dependence on natural resources may lead to Ecological & environmental imbalance in the region.
- Security threats arising out of Naxalites activities prevailing in some potential Tourist areas (In some pockets of southern and northern parts of the state).

(v) Neighbouring States

Chhattisgarh shares its borders with six states namely Maharashtra, Madhya Pradesh, Uttar Pradesh, Jharkhand, Orissa and Andhra Pradesh. The state is likely to face competition from attractions located in these states.

- Madhya Pradesh – Amarkantak, Kanha, Jabalpur, Khajuraho, Chitrakoot, etc.
- Uttar Pradesh – Varanasi and Allahabad
- Orissa – Koraput, Sambhalpur and Puri
- Andhra Pradesh – Araku valley and Vishakhapatnam
- Maharashtra – Navegaon national park and Nagjhera wildlife sanctuary
- Jharkhand- Buddhist sites and forests in south west part

Chhattisgarh can lure tourists visiting these places by projecting easy accessibility and linkage to tourist attractions in the state from these places. Chhattisgarh offers the same quality of experience at a competitive cost. Furthermore, recently Northern Region Development Council (NRDC) under PHD-Chamber of Commerce and Industry has decided to form co-operation between various state tourism corporations to operate interstate tourist circuits. Chhattisgarh can have maximum advantage by having alliance with Madhya Pradesh, Uttarpradesh, Orissa, Maharastra and Andhrapradesh.

(vi) Outbound tourism

Chhattisgarh has to cope with competition from outbound tourism also. Many Domestic tourists are travelling to foreign destinations like, Sri Lanka, Mauritius, South – East Asia, Europe, USA and Australia instead of visiting the various destinations within the country, as a result of aggressive promotion by these countries and reduced rates of air travel. However, there are many hidden costs in such tour packages like Visa cost, Air port tax, Foreign exchange conversion cost, health insurance cost, custom duties etc;. This is a recent trend which can get reversed in future if domestic attractions are promoted well to such potential tourists.

5.7 Perspective Plan

5.7.1 Conceptual Frame work for Perspective Plan

Normally, a perspective plan has to be based on state Tourism development vision document. Chhattisgarh is yet to have their vision document formulated. Hence, it was imperative for the consultants to formulate a vision statement :

“To Develop Sustainable Tourism in Chhattisgarh,”

Sustainable tourism is the essence of the vision statement.

5.7.2 Themes for sustainable Tourism

In line with the state tourism development policy, the following themes (**Tourism Product Mix**) are suggested for sustainable Tourism development:

- **Eco Tourism:** - Eco tourism can be developed at and around natural attractions like forests, national parks, natural caves, water falls, river tracks, and irrigation dam reservoirs.
- **Ethnic Tourism:-** Ethnic tourism can be developed preferably in the heart of tribal areas to provide a feel of the unique environment friendly life style, art and culture of various Tribal (Aborigines) of Chhattisgarh.
- **Heritage Tourism:-** Heritage tourism can be developed at & around heritage sites and Heritage properties located all over state.
- **Religious / Historical tourism:** Chhattisgarh has numerous ancient religious monuments and places of Hindu, Sikhs, Jain, Buddhist and Christian worship. It is necessary to develop other tourist attractions at these places and convert them into over-night destinations from present day-visitor places.
- **Health Tourism:** - Chhattisgarh has rich resources of rarely found species of herbs. The locals have age old knowledge of its use. Chhattisgarh can develop Herbal / Ayurvedic health resorts for domestic and foreign tourists.
- **Adventure & Youth Tourism:-** Adventure tourism can be developed at & around nature trails with components of environment friendly camping and trekking in / near forests, hills, natural caves and river trails.
- **Niche Tourism products:** - Niche tourism products can be developed as special packages for domestic and foreign tourists to experience the tribal life style by visiting tribal villages, staying in model villages, and experiencing the art & culture at the fairs and festivals organized at several places in the state.

5.7.3 State policy for Sustainable Tourism Development

Although the state has no tourism vision document, it has declared its mission to develop tourism in a sustainable manner. Sustainable tourism development can be made operational by the following initiatives:

- (a) Prioritising the development of destinations and prioritising the development of tourism projects at these destinations during a given time frame.
- (b) Developing a superstructure in the form of a Tourism Development Board to oversee development and ensure its sustainability in the true sense.
- (c) Building a positive image about Tourism products of the state (including tourism projects for investment).

The state has also clearly defined its role as **Facilitator**, rather than **Operator** for Tourism Development in Chhattisgarh.

However, in some development activities, the state will have to take lead till economically sustainable volume is developed. The state government will also act as SPV (Special purpose vehicle) in inviting

investments in suggested tourism projects. An investment cell can be created in CTDB for monitoring of all the Tourism projects. The investment cell will assist potential Investors in assessing the technical and economic viability of these projects. This cell should also ensure that adequate employment opportunities are created and provided to locals in such tourism development and that such development remains participative development, rather than exploitative development.

Although the state government has a facilitator role, it cannot shirk its responsibility towards the people of the state. A control mechanism is suggested for conservation of all ecologically and environmentally sensitive development areas. An EIA (Environment Impact Assessment) cell with proper manpower and infrastructure is proposed as advisory cell to Chhattisgarh Tourism Development Board, (CTDB) to assess all Tourism projects and issue them prior clearance to effectively implement environmental policies and norms of the state. They will also monitor such projects subsequently during implementation and operation for checking their activities.

Sustainability of Socio-cultural structure is equally important. A special cell under Secretary of Tribal welfare and Secretary Culture should be created by the state government as advisory cell to CTDB and they should assist CTDB in carrying out studies for assessing socio-Cultural impact of tourism development, especially in tribal areas from time to time. They can also study the likely impact for socially sensitive Tourism projects and issue necessary guidelines or clearance to such Tourism development projects.

5.8 Goals for Tourism Development

During the discussions with the state government, it was made clear that the state has not yet set any specific targets or goals for tourism development like attracting a certain percentage of the total Domestic and Foreign Tourists within certain time frame or to increase the domestic and foreign tourist traffic to a certain level to accomplish the overall state government objectives of economic development in the state. Hence, the primary task for a perspective plan is to set quantifiable targets based on available information. on a logical basis.

5.8.1 Quantifiable Targets

(i) Primary Growth Target:

(a) Related with State Economic Indicators

It is important to understand the contribution of tourism to the state domestic product

(NSDP). The derivation of various components of this Perspective Plan is explained in Figure: 5.2

The current state economic indicators have been given in chapter .2.0, but for ready reference they are mentioned again hereunder:

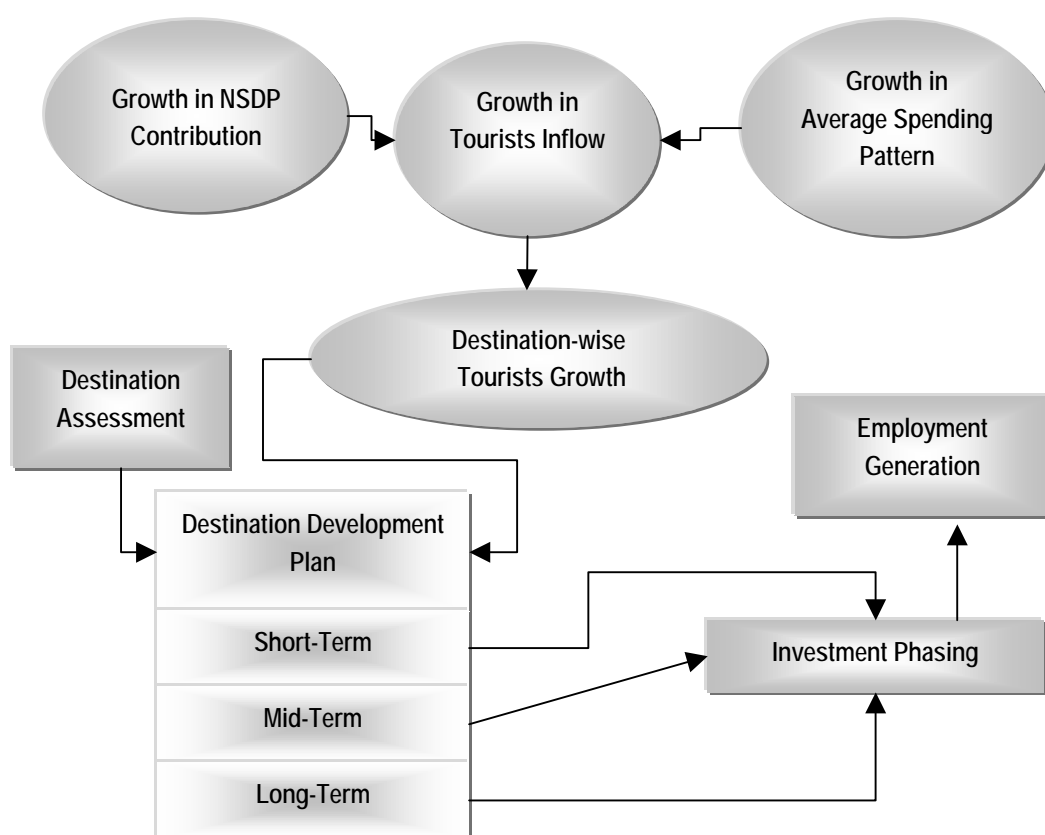
Current GSDP & NSDP: The Gross State Domestic Product (GSDP) at current prices for 2000-01 was Rs.25068 Cr and at constant prices (1993-94) was Rs.17128.15 Cr. The NSDP

at current prices for 2000-01 was Rs. 21059.80 Crores. At current prices the growth rate in NSDP for the year 2000-01 works out to 2.74%.

Current Per Capita Income: The gross per capita income for 2000-01 was Rs.12052 at current prices and Rs.8235 and at constant prices (1993-94) . The net per capita income at current prices for 2000-2001 was Rs. 10125). The growth in per capita income was 3.23%.

Contribution of Tourism to NSDP: Based on the current average tourist spending per person / per day data from our field study, and estimated domestic and foreign tourist visiting Chhattisgarh at present, the contribution of tourism industry is estimated at Rs.186 Crores, which forms approx; 0.88 % of the NSDP at present.

Figure 5.2: Tourism Contribution Relation with NSDP



However, the state government has set targets at macro level. The economic vision states:

“By 2010, Chhattisgarh would double its NSDP from its current level and restructure the contribution of the primary, secondary and tertiary sector to sustain rapid growth in the future years”

It is inferred that the NSDP (at constant 1993-94 prices) would increase to Rs.300, 710 million by 2009-10 from the current Rs. 153,710 million (approx.) at a CAGR of 7.75%. This growth

in NSDP would increase gradually from 4.2% in 2001-02 to 11.5% by the year 2009-10 in real terms.

Projected sectoral composition of NSDP - All the three sectors would contribute to the envisaged growth in NSDP. However, in line with the longer term developmental priorities of the Vision, the sectoral composition of the economy would undergo changes. At present, the major contributor to NSDP is the primary sector, accounting for 37% of the NSDP. However, by 2010, the tertiary sector would replace the primary sector as the major contributor to the economy and would account for 41% of NSDP.

Primary sector - The contribution of this sector to the NSDP is expected to decrease from 37% to about 31% by 2010. This however does not imply that the thrust on this sector would reduce. It just implies that other sectors would grow at a higher rate over the next 10 years. The growth rate of the primary sector is expected to double in the first 5-6 years, during which time the State would follow a strategy of leveraging its key strength –natural resources.

Secondary sector – By 2010, the contribution of the secondary sector to the economy is expected to remain at its current level. Growth in this sector is expected to be fuelled by the growth in the primary sector and through new investments in value added industries.

Tertiary sector – The tertiary sector comprises of transportation, trade, tourism, real estate, banking, recreation, amusement etc. The tertiary sector would grow in tandem with the growth in the primary and secondary sectors in the initial years. But, this growth would increase significantly in the later years, by which time the State would have made considerably more progress in terms of building its physical infrastructure.

Increase the per capita income by over Rs.5000 - The per capita income would increase from the present value of Rs. 7,072 to Rs.12, 276 in 2010, growing at a CAGR of 6.17%. There is a target of the state government to increase the per capita income by a minimum of Rs.5000. This is expected to increase over the years as a result of the increase in the rate of growth of NSDP and a reduction in the rate of growth of population.

To develop and sustain growth in tourism so that it can make the targeted contribution to NSDP, one must remain realistic in forecasting the growth of NSDP for its correlation with tourism development. Future projections of tourism industry contribution to NSDP in Table and Chart is shown in Appendix-5.2 for the Chhattisgarh state.

(b) Tourist Inflow Growth Targets

In line with the targets for growth in NSDP set by state government for Tourism development in Chhattisgarh, the targeted increase in both Domestic and Foreign Tourist Inflow is shown as follows:

- To achieve an annual growth rate of 2.5 % per annum for domestic and foreign tourist inflow (Base estimate 2002-03 : Domestic Tourist at 600,000 and Foreign Tourist at 11,000) for first five years (Year 1 to Year 5) ie Short term period.

- To achieve a moderately enhanced annual growth rate of 5.0 % per annum for domestic and foreign Tourist inflow for the next five years period (Year 6 to Year 10) i.e. in Mid-Term period, keeping in line with state targets of economic development in the state.
- To achieve an enhanced annual growth rate of 7.5 % per annum for domestic and foreign Tourist inflow for the next ten years (Year 11 to Year 20) i.e. in Long Term period. (This growth rate is inline with the state development plan for tertiary sector which includes Tourism).

Destination wise Tourist Inflow projections for the next 20 years is given in Appendix-5.1.

(c) Foreign Exchange Earning Target

Tourist inflow targets for Domestic and foreign tourists are given in Annexure-III of the report. Based on Foreign tourist spending at present, and tourist inflow forecasted, and on the assumption that current foreign exchange rate will not change drastically, the foreign exchange earning is projected and summarised in Appendix-5.3.

(d) Investment Target In Tourism Projects

Based on the tourist inflow projected for various destinations for the next 20 years period, the investment need for basic tourist infrastructure-tourist accommodation has been forecasted in Appendix-5.4. In terms of tourist rooms required and based on certain assumptions number of tourist accommodation has also been arrived at. This investment will come-up as tourism projects in the form of only tourist accommodations, as part of Eco-tourism projects, health tourism projects, only tourist Accommodation and leisure tourism projects. These individual theme project investments are given in Appendix.5.5 to 5.9.

Furthermore, there will be investment in tourism projects at various prioritized destinations as narrated in pervious chapter 4. This investment is clubbed with Basic infrastructure projects in total investment plan for Chhattisgarh state in Appendix-5.10. In this table investments are also phased year wise. As such total plan period is divided in three phases, short term (1st to 5th years), Mid term (6th to 10th yrs) and Long term

(11th to 20th year).

(e) Employment Generation Target

As indicated earlier, Tourism has the highest potential for employment generation, compared to agriculture or manufacturing industry. Based on current employment estimates in Tourism industry in the state, and tourist inflow targeted in the state, as well as on estimated Investment in Tourism industry in coming period, employment generation is estimated in Appendix.5.11.

5.8.2 Secondary Growth Target-(Non-Quantifiable Goals)

The state can also achieve the following non-quantifiable goals:

- Brand image for Chhattisgarh Tourism products as , “ **The Hidden Treasures of Nature**”
- Positive image (Goodwill) about Tourism products offered from Chhattisgarh; specifically as “**Value for Money**”. This can be achieved by providing quality services and thereby creating satisfied repeat customer base, both from domestic and foreign markets.
- Increase creation of employment opportunities in the state, directly and indirectly in sectors other than primary and secondary (especially in rural areas which have mainly Agro and Forest based economy)
- Create positive impact on various socio-cultural aspects, by passing down the benefits of development to most sections of the society. This will also help in uplifting the living standards in the state and indirectly help in poverty eradication and *achieving the state government target of increasing per capita income at least by Rs.5000 p.a. by the year 2010 .*

5.9 Impact of various Interventions

It will be important to take into account the impact of various interventions, while discussing about the perspective plan for Tourism development. The following interventions will have a direct impact on tourism development, particularly in achieving targets specified in perspective plan:

- (a) **State government Support-** The most crucial aspect about tourism development is the positive support of the state government. In the case of the Chhattisgarh, it is encouraging that the state government and all concerned departments have a positive attitude towards Tourism development and due importance is attached to matters concerning the tourism development.
- (b) **Marketing and publicity-** The impact of marketing and publicity will be discussed in the next section on implementation strategy..
- (c) **Product development-** Tourism product development is also a part of an overall marketing strategy and will have direct impact on success of sustainable tourism development in the state. Some products have been suggested as projects in previous chapter - 4. Tourist circuits are suggested as products for augmenting integrated tourism development in the state in chapter. 6.0. These include interstate circuits, in association with domestic and international tour operators and tourism corporations of other states.
- (d) **Tourist facilities development-** This is an important aspect in the development of any destination and tourist attraction. Development of tourist facilities will make a positive impact and attract more tourists to the place. Similarly, absence of adequate tourist facilities or sub standard facilities will have negative publicity and will cause more harm to the tourism development, when there is aggressive promotion about that destination is done by concerned authorities.
- (e) **Infrastructure Development-** This is important aspect in the development of any destination and tourist attraction. Development of basic infrastructure will make a positive impact and attract more tourists to the place. It will not only have tourism development in the region, but will also help in overall economic development of the region.

-
- (f) **Availability of Funding for Tourism Projects-** The availability of adequate funding at reasonable cost, for various tourism development activities in the state will have direct impact on tourism development. This will facilitate attracting private investment in tourism projects and thereby enhance tourism development in the region. In the absence of availability of easy funding, pace of tourism development will be slower. Thus, this is a crucial aspect, and *state government must ensure adequate funding for tourism development, to achieve targeted growth in tourism development.* Investment subsidies, incentives and concessions offered will be part of indirect positive steps in funding of tourism projects.

5.10 Summary:

This chapter summarises the process for preparing a phased investment plan for tourism development in the state. The first step in the process (chapter 2) was to study the current tourism scenario in the state. The second step in the process (chapter 3) was to visit major tourist destinations and attractions in the state to get a first hand assessment of the ground realities in terms of infrastructure available for tourism development.. The third step in the process (chapter 4) was to identify projects based on the gaps identified during the field survey, and prioritising the destinations and projects. The last step in the process (Chapter 5) was to phase the project / investment over a 20 year time frame based on an analysis of various influencing factors.

Perspective plan evolution can be seen in this chapter. In this process, various observations made during the field survey and secondary data have been integrated, in such a manner that, a 20 years Perspective Plan for sustainable tourism development for the state of Chhattisgarh can emerge. The state tourism policy has been kept at the core for developing an overall frame work for the perspective plan. Further, environmental and socio-cultural aspects (impacts) of the tourism development have also been taken into account, in perspective plan development process.

Finally, to give quantitative shape to the perspective plan, the exploitable potential of tourism development in relation to the market potential has been discussed in detail. This is further substantiated by market analysis and competition analysis to comprehensively incorporate all aspects of the perspective plan development. Investment estimates for Tourism development and its phased implementation have been given in Appendix 5.10. This will be further made operational by implementation strategy, which will be discussed in chapter 6.0.

The importance of this exercise increases further for Chhattisgarh, being a new born state, as this being a path making exercise will serve as guideline for any similar exercise to be performed in future. This exercise will also provide a guideline in evolving a Tourism Development Vision Document for the state as well as a long term tourism development strategy planning to accomplish the goals.

6 TOURISM DEVELOPMENT STRATEGY

6.1 Introduction

In the year 2000-01, Chhattisgarh received around 600,000 Domestic tourists and 11,000 foreign tourists. This is a very small number compared to the estimate of total Domestic Tourists and Foreign Tourists visiting India and also neighbouring states like, Uttar Pradesh, Orissa, Andhra Pradesh, Madhya Pradesh and Maharashtra.

As per Ministry of Tourism, Government of India, there are 210 million domestic tourists and 2.4 million foreign tourist visiting India. Presently, Chhattisgarh has less than 0.3% of the tourist inflow and a very insignificant presence on the Tourism Map of India. Tourism potential of Chhattisgarh has remained under developed despite several unique tourist attractions, due to following reasons:

- (a) Tourism Development in Chhattisgarh remained a low priority till it was part of Madhya Pradesh. Even though other areas and spots were developed in western and northern part of Madhyapradesh, areas under Chhattisgarh were neglected, despite having good potential. This has also been observed in planned allocation and actual release of funds in Central government sponsored tourism projects in the past Madhyapradesh Tourism plans.
- (b) There is a lack of awareness among Tour operators, Travel agents and Tourists
- (c) (Both Domestic and foreign tourist) about the range of opportunities available in Chhattisgarh state. This is due to lack of aggressive marketing and promotion till now by the State.
- (d) Domestic, Foreign Tourists, and Tour operators within and outside the country still carry previously formed negative impressions about poor transportation linkages and infrastructure facilities in Chhattisgarh, even though the state has two major railway routes and several National highways passing through which provide extensive linkages with all neighboring states and major tourist gateways in the state and country.
- (e) There are no proper air links, particularly for domestic high-end tourist and foreign Tourists. The state has only one domestic airport at Raipur. The state is still dependent on MPSRTC for road transportation.
- (f) Impressions about the general backwardness of tribal areas are wrongly carried in the minds of Tourists instead of the richness of the lifestyle and art and culture.
- (g) Tourists and Tour operators carry wrong impressions about the safety and security conditions at many important tourist areas of the state.

In the light of the above, it is very important to have an appropriate strategy to promote tourism in the state and build a new image of the state. In this section, various strategies that to be adopted by the state Tourism Development Board and the role of various departments in Integrated Tourism development are discussed. Suggestions have also made in this document about implementing such strategies.

6.2 Integrated Tourism development

Chhattisgarh offers several unique features which are very rarely offered by even many so called well-developed Tourist destinations / states. Chhattisgarh offers a combination of more than one theme at many destinations. Chhattisgarh can cater to more than one type of tourist. **The diversity (Richness) should be highlighted as a strength of Chhattisgarh against other competing states.**

The state government must ensure that various tourist destinations coming under different government agencies responsible for development of those destinations act in coordinated manner for integrated development of such places. Most of the heritage sites are under private ownership or state archaeology department or central ASI. Forest areas are under forest department. This results in a conflict of objectives between government departments at the cost of development. A state level coordinating body is therefore needed to make tourism development a smooth hassle-free process.

6.3 Communicating the Plan

It is not only important for the state to have a **20 year plan for Tourism Development in the state**, but also important to communicate details of this perspective plan to all stake holders of the tourism development in the state. These stakeholders can be grouped essentially into following categories:

1. **Policy makers for Tourism Development**, i.e. All concerned government departments, who have a role in making policies that will affect Tourism development.
2. **Executors of Tourism related policies in the state**, including, Directorate Tourism. State Tourism Development board, Regional and local Tourism Promotion Councils, District collectors, Tourism funding agencies of the state and central government and all concerned agencies of State and Central Government
3. **Beneficiaries of Tourism policies and Tourism development**, i.e. Hospitality industry (including Hotels, Restaurants & Resort owners, Tour operators, Travel operators, Entertainment and amusement facilities operators, Art & culture groups, etc;), and importantly target customers, (Domestic and Foreign tourists for information about tourist places and Destinations).

The role of the State Tourism Department is very crucial. Chhattisgarh government has already instituted a Directorate of Tourism and it is in process of forming” **Chhattisgarh Tourism Development Board” (TDB)**, under the Directorate of Tourism. This TDB will have members from various government departments like Tourism, Finance, Home, Forest, PWD, Irrigation, Power, transportation, Urban infrastructure, human resource and Environment. There will also be representation from hospitality industry, tourism experts, well-known personalities from the field of Art & culture, Archaeology, and experts on tribal culture, history, NGOs, representatives from CII & Chamber of commerce, travel writers and media.

It is high time that all state departments related to Tourism Development; work in coordination under a common goal. This common goal should be that of integrated tourism development in the state implemented through coordinated efforts between various state departments and also private entrepreneurs. For an integrated approach towards development of tourism in Chhattisgarh, it is

essential to communicate the tourism development plan to all stakeholders. The perspective plan should act as a guideline for tourism development in the state and help various state departments, investors and Tour operators to synchronize their activities with strategies of this perspective plan.

The role envisaged for various stakeholders is given in Table no. 6.1

Table 6.1: Particulars for Integrated Tourism Development

Stake Holder	Role envisaged as per this perspective plan	Decisions based on information
State Tourism Department	State Tourism policy and plan, priorities, budget provisions, monitoring function	Communicating the plan and coordinating with various state government departments for resource allocation of respective departments; making policy and designing packages for attracting private investment in Tourism projects.
Directorate of Tourism-Govt of Chhattisgarh	Tourism related Data base preparation, Tourist projections, Developing tourism themes for which there is potential ; Developing destination profiles , project profiles for identified and prioritized tourism projects , suggesting tourism infrastructure projects for state funding	Detailed planning; Sponsoring feasibility studies, Setting up MIS cell for creating a Tourism database, Preparation of Tourism promotion plan (including media planning), attracting investors, acquisition and transfer of land till private investor takes over project.
Chhattisgarh Tourism Development Board (under formation)	Implementation of Tourism perspective plan, , project profiles to attract private entrepreneurs for Tourism projects	Preparing Tourism promotional literatures & acting as a coordinating agency for Single window clearance of private sector tourism projects to expedite Tourism development; Monitoring implementation of private sector projects till they are operational
Finance department	Recommending incentive schemes and financial assistance schemes for selected projects	Budgetary allocation for tourist infrastructure projects
Home Department	Maintaining the security status of existing Tourist destinations and traffic and other safety requirements	Coordinating with the state Tourism department about Tourism projects and Tourism related events like fairs and festivals at various Tourist destinations; providing guidance and security to domestic and foreign tourists by creating Special " Tourist Police Force:"
Chhattisgarh Infrastructure Development Corporation	Developing Infrastructure projects in the state, including basic infrastructure for Tourism projects and transportation projects , power, water and urban infrastructure projects proposed in next 10 years.	Road development at prioritized tourist destinations and tourism projects. Coordinating for Railway projects with Central government,. Coordinating for Air link development.
MPSRTC at present and CSRTC in future	Improving tourist access and development based on Tourist projections, destination priorities	Adding new routes to tourist destinations and supporting Tourism development in the state.
PWD	Minimizing basic infrastructure gaps	Resource allocation to development of roads, public amenities, signage etc

Stake Holder	Role envisaged as per this perspective plan	Decisions based on information
Forest	Proposed Eco-tourism Projects, tourist projections	Track identification; specifying and monitoring the carrying capacity of Nature sites; manpower planning and development; Guides for Cave tourism; restoration of forest guesthouses, camping facilities etc.
Environment Department & state PCB	Preserve the environment status at various tourist destinations and taking action for environment preservation	Coordinate with TDB in undertaking carrying capacity studies for existing and potential Tourist destinations and issuing clearances to proposed Tourism projects for public and private investments.
State- Archaeology dept	Listing of State heritage sites	Resource allocation and prioritization of restoration sites, Flood lighting of monuments, issuing clearances for specific projects like Light & sound show or cultural show at monuments.
Central Archaeology department	Listing of Central ASI sites	Conservation of Central ASI monuments and coordinating with state government for developing them as Tourist destinations
Urban Development Authorities	Upgrading urban infrastructure at important tourist gateways or hubs.	Coordinating with tourism department for incorporating tourism development details at various destinations and planning Urban infrastructure development accordingly.
Municipal Corporations	Proposed projects, creating adequate facilities for projected tourist arrivals	Water supply, sewerage and solid waste management, clearances, NOCs, land acquisitions etc
Funding Agencies	Financing selected Projects based on feasibility of project, socio-economic impact	Funding decisions
Tour Operators	Destination Prioritization, Tourist forecasts	Developing New tourist circuits, expansion of operations
Investors/ Entrepreneurs	Project profiles, Destination priorities, project priorities, projects expected.	Investment decisions, available investment opportunities, etc

6.4 Process of communication

6.4.1 Communication with various government departments

As mentioned earlier, it is crucial to achieve goal congruence in the implementation of the perspective plan for development of tourism in Chhattisgarh. It is necessary for all concerned state departments to in principal accept the perspective plan before initiation of the actual implementation process.

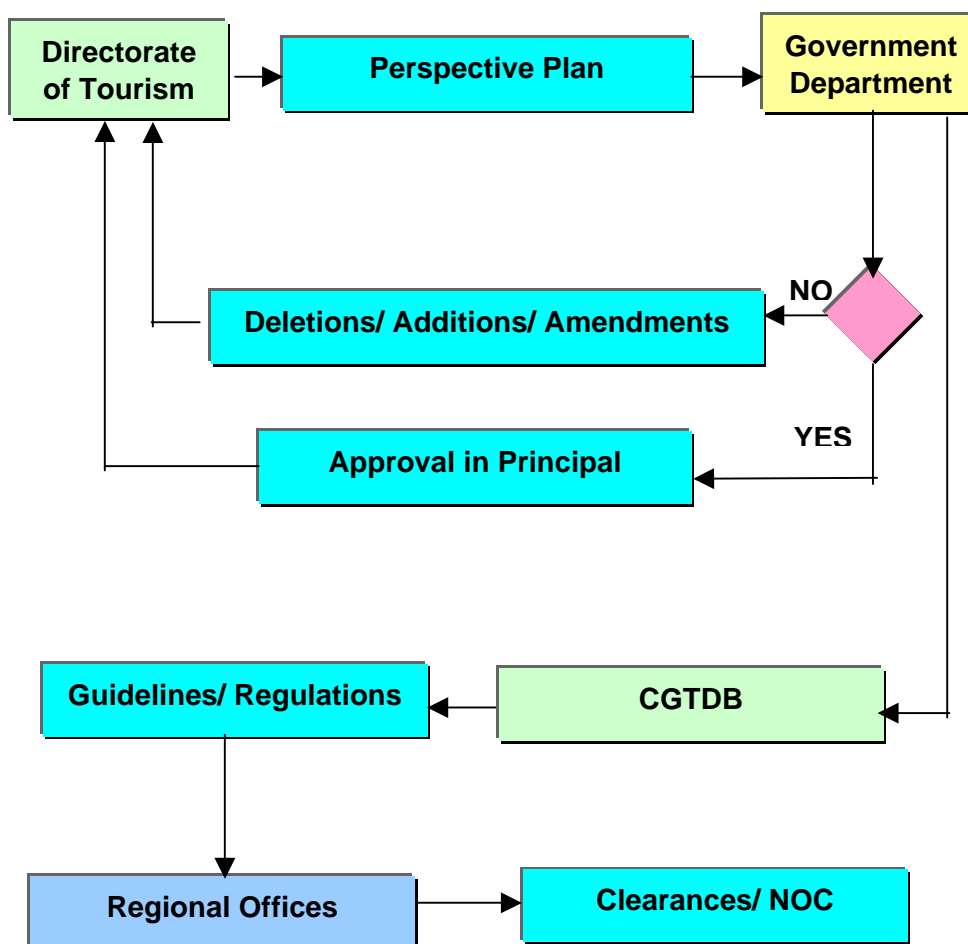
All deletions, additions, suggestions and amendments in the plan should be incorporated after receiving feedback from concerned government agencies on the perspective plan. This exercise would then provide guidelines for respective departments on a time scale, which would in turn give synergies in development of necessary infrastructure to sustain the planned growth in tourism.

Once all concerned departments, at implementation stage, accept the perspective plan, the responsibility for implementation will be given to Chhattisgarh Tourism Development Board. The board in turn will assign or coordinate with regional Tourism development office or district collector's

office as the case may be. This regional office will interact with concerned departments through CGTDB, to get clearances for specific projects in that area / destination / region.

The communication process with various government bodies is shown below in Figure no.6.2.

Figure 6.1: Process of Communication in Government



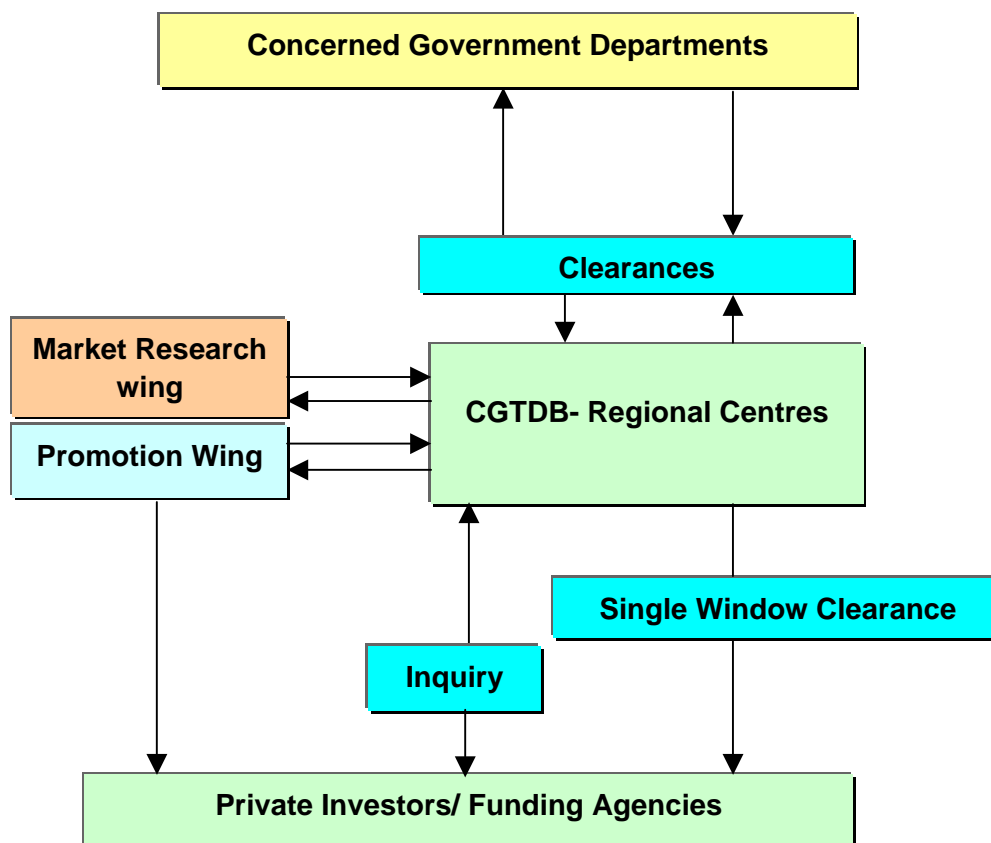
6.5 Communication with Investors/ Funding Agencies

The communication of the perspective plan for tourism development to the private entrepreneurs and funding agencies like Tourism Finance Corporation of India (TFCI), IDBI, SIDBI etc is essential in terms of informing them about the thrust areas identified by the state government. The perspective plan also offers a shelf of Tourism projects giving project profiles of individual projects shortlisted. This would be helpful to private investors to make investment decisions.

A major impediment in setting up a tourism project is the number of clearances required to set up a tourism related project. The private investor should face minimal beaurocracy and procedural hassles to expedite the process of capital inflow into the tourism economy. As seen from the communication

process below, investors and funding agencies are insulated from the various state government departments. All clearances required are obtained on a case to case basis by CGTDB by coordinating with various government departments.

Figure 6.2: Communication between Government and Private Investors



6.6 Suggested Institutional Set-up

To communicate and co-ordinate with different government departments to get required clearances from various departments, a high level co-coordination committee or cell is proposed to be set up with representation from all related state government departments mentioned above under Chhattisgarh Tourism Development Board (CGTDB). This committee will be responsible for the implementation of the perspective plan and would be called 'State level tourism development co-ordination committee'.

The Chief Secretary will chair CGTDB and the Director Tourism will be the convener of the CGTDB. The convener will be given the responsibility to communicate the perspective plan for project development and receive feedback from the concerned with regards to implementation issues of the specific projects suggested in the plan.

The members of TDB will be secretaries / Heads from various concerned departments such as CIDC, Water Supply, Irrigation, Sewerage, Power, PWD, Home, MPSRTC, Forest, Art & Culture, ASI and State department of archaeology,

6.6.1 Functions of CGTDB

1. Getting approvals from various state government departments for the perspective plan.
2. Receiving feedback from various departments regarding the issues, laws and regulations that can act as impediments in implementation of specific projects suggested in the plan.
3. Revision of perspective plan based on the feedback.
4. Getting clearances from various departments for the proposed projects.
5. Reviewing the implementation of the perspective plan and taking corrective actions whenever necessary.

6.6.2 Promotion/ Marketing Cell of CGTDB

Marketing department existing at Directorate of Tourism will be transformed to Tourism promotion cell in CGTDB and look after promotion and publicity campaigns directed towards both tourists and investors. The detailed marketing strategy is discussed in subsequent paragraphs.

6.6.3 Market Research, Planning and EIA Cell

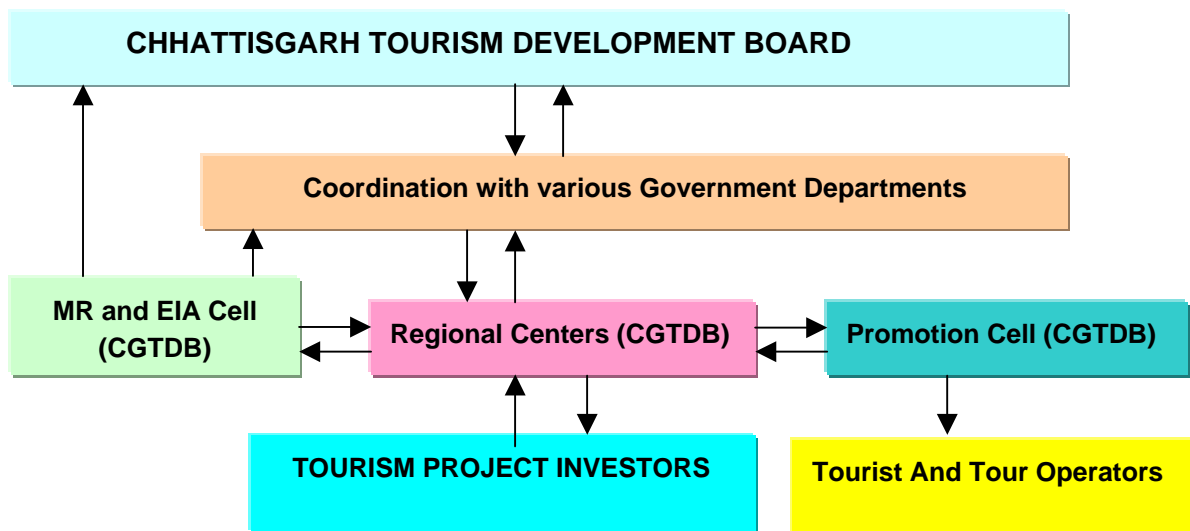
It is proposed to have a full fledged MIS cell to build up a Tourism Database in the state and undertake market research on a continuous basis for Tourist information and Tourism establishments in State. Investment cell of CGTDB will undertake feasibility studies and detailed project reports for short-term projects. This cost may be recovered from the private investors taking up the project.

This cell would also perform an essential function of monitoring the environmental impact at a particular destination due to increase in the tourist inflow and setting up of new tourism projects in coordination with State PCB under Environment ministry. This continuous monitoring would be essential to assess the carrying capacity of various destinations in terms of tourist arrivals or tourism projects. It will also help to ascertain sustainability of that destination and determining threshold limit after which any increase in tourist or Tourism project would have a negative impact on the environment. As soon as such a point in the development of any destination is reached, the EIA cell would advice the CGTDB, and if required, regional TDB offices, to take appropriate measures to control such development.

Thus, CGTDB has a very crucial role to play in implementation of the perspective plan. To give clarity about coordination between these institutions and provide clarity about implementation procedures, a schematic diagram is given in Figure no.6.4, describing inter-institutional / inter departmental linkages. However, state government may modify this proposed set-up to make operational flow smooth and to make its integration in state's overall operational set-up.

The institutional setup for the implementation of the perspective plan is suggested below:

Figure 6.3: Suggested Institutional set-up



6.7 Marketing and Publicity

Marketing and Publicity plays an important role in successful development of tourism in any state. It is often a point of debate whether the tourist inflow at a certain destination attracts related infrastructure or projects or is it the existing infrastructures and tourism amenities that attract tourist to a certain destination. However, promotions of various destinations as well as development of tourism projects at these destinations are equally important and necessary.

Thus, the marketing efforts for tourism should be addressed to both tourist and to investors for tourism projects. One more group of stakeholders for promotion of tourist destinations are tour operators and travel agents.

A marketing strategy for implementation of a perspective plan for development of tourism in Chhattisgarh has to address all these target groups.

6.7.1 Defining marketing objectives

Before evolving a strategy for promotion of tourism promotion in Chhattisgarh, it is essential to decide the target audience for various destinations and theme of suggested projects in that destination. It is also important to set marketing objectives for each targeted market segment. The selection of appropriate marketing mix from the options suggested further would also be governed by the marketing objectives and target market segments.

The marketing objectives would thus involve

1. Destination Prioritization (Time of implementation)

-
2. Target customer – Location (Foreign/ Inter state/ Local/ Weekend)
 3. Target Customer – Income Group (High, Middle, Low)
 4. Target Customer – Purpose of travel (Themes - Pilgrimage/ Leisure/ Adventure/ Eco/ Ethnic/ Business/ Special Interest/ Nature)
 5. Targeted Tourist inflow
 6. Target investment inflow at each destination

6.7.2 Marketing strategy to attract investors

Marketing department of CGTDB should target private entrepreneurs, funding agencies like TFCI, CSFC, IDBI, ICICI, World Bank, ADB etc for investments in different types of projects in Chhattisgarh. Some of the approaches to reach out to the potential investors include:

1. Seminars, presentations and exhibitions showcasing investment opportunities in Chhattisgarh at national and international travel and tourism exhibitions.
2. Presentation to various organizations in the tourism industry such as Indian Association of Amusement Parks and allied Industries (IAAPI), FHRAI etc and convey to them the perspective plan proposed by the Government.
3. Distributing printed brochures to potential investors stating
 - Information about tourist destinations
 - Current and potential tourist inflow
 - Projects identified and investments required
 - Incentives and assistance given by the government
 - Investment procedure

6.8 Media Publicity planning

Publicity in the print and electronics media should be used to promote individual destinations, circuits and even the entire state. Such promotion of destinations would serve a dual purpose of attracting tourists as well investments to that destination.

The ad campaign should promote selected destinations depending upon the target audience and development priority of that destination to optimize resources. Some tourism destinations are proposed for Mid-term development or Long term-development due to lack of infrastructure and priority attached to them at this stage. These destinations should be promoted at the appropriate stage when necessary infrastructure will be developed at such locations.

Appropriate media mix should be used depending on the destination type and the target audience. This is necessary to achieve targeted objectives for media effectiveness to generate “desire to visit” or urge to visit, in the minds of the target market segments.

It should be noted here that a good promotion campaign is only successful if a sound distribution network backs it. Similarly, in tourism industry, a good promotion campaign will only attract tourists on a sustainable basis, if it is backed by good accessibility to the destination, tourist infrastructure and tourist related services at the promoted destinations.

Media mix suggested for destination marketing depending on the destination type and target audience is shown in the table below.

Table 6.2: Target Group- Foreign Tourists

	International - in flight Magazine	Domestic Tourism Magazines	Developing CGTDB WEB site for Foreign Tourists	Developing Multimedia presentations for Foreign TV channels	Domestic & International Airport
Existing Tourist destination	✓		✓	✓	✓
Proposed Tourist destination		✓			

In addition to this, the image of Chhattisgarh as an investor friendly state should be promoted amongst international tourism writers and tours should be hosted for tour operators/ Investors from Australia, South-east Asian countries and European countries. These three regions should be targeted as the primary attractions for foreign tourists.

6.8.1 Road shows and exhibitions

Chhattisgarh Tourism Development Board will take part in national and international tourism marts & exhibitions to develop and promote the uniqueness & novelty image of Chhattisgarh with promotional punch line of “ **Hidden treasure of Nature**”, highlighting strengths of the state, amongst international tourists and international tour operators.

Target Group: Domestic Tourists

Table 6.3: Suggested Media Mix

	Tourist Magazines	Travel Guide	Hoardings	Television / Web sites	Newspapers	In-flight Magazines
Camping Destinations	✓	✓	✓	✓	✓	✓
En Route destinations	✓	✓				
Local weekend destination	✓	✓	✓	✓	✓	✓

6.8.2 Newspaper articles and interviews

Interviews and articles on various destinations/ tourism policy/ uniqueness of Tribal Life style/ Art & culture can be used as a tool to invite private investors in the tourism sector. Such articles and interviews can appear in publications of organizations related to tourism industry, travel magazines and other business magazines and newspapers.

Such a publicity campaign can address the target audience of private entrepreneurs and other funding agencies. This can be particularly used in promoting medium and long-term destinations and projects .

6.8.3 FAM tours for tour operators

National and international tour operators should be called for state sponsored visits to priority destinations of the state government and information regarding the destinations should be disseminated to them. Tour operators should be encouraged to visit the priority destinations more often through alliances between tour operators and CGTDB.

6.8.4 6.8.4. Special efforts for promotion

Destinations in Chhattisgarh have potential to attract tourists from within the state as well as neighbouring states. Chhattisgarh should market its destinations throughout India to attract interstate tourist. Most of the destinations in Chhattisgarh are popular amongst locals and in West Bengal. Hence, stress must be laid to address tourists from other neighbouring states and potential states like Gujarat.

Destinations in Chhattisgarh should be marketed throughout India through television programmes like **Amul-Surbhi** or **Discovery channel travel show** or **Zee-travel show**. This can be made a popular show by sponsoring a quiz programme on **Chhattisgarh Tourist sites and uniqueness of Chhattisgarh tourism**. Show and prizes should be in the form of all expenses paid tours to unique destinations in Chhattisgarh. Medium and high-end tourists from distant states can be attracted through such initiatives. Promotion can also be done by holding road shows and taking part in Tourism marts in states like Gujarat and West Bengal.

6.8.5 Alliances with Travel Agents, national & international airlines, international tour operators etc

CGTDB should forge an alliance with international and domestic travel agents and tour operators in all metros for a Joint promotion campaign to showcase Chhattisgarh Tourism potential.

6.8.6 Tourist Information Kiosks and Tourist Receptions centres

Chhattisgarh is an Information Technology savvy state. Hence, Tourist information Kiosks and Tourist reception cum assistance centres are suggested as short term tourism projects with high priority at all Bus stops / Railway stations and airports at identified Tourist gateways and hubs of the

state, viz; Raipur, Bilaspur, Raigarh, Jagdalpur. In the mid-term, such centres are suggested at Pendra road and other potential locations.

Kiosks could be the most effective tool in directly marketing the Tourism products, as it acts as a Tourist facility available round the clock while simultaneously promoting the destination. Tourist Reception cum assistance centers should be strategically located at national and international gateways and at important tourist destinations. Such centers can be set-up on a temporary / Mobile basis at festivals and fairs within state and at Tourism & travel marts or exhibitions within and outside the country.

The facilities available at Tourist Reception cum information centers will be through:

- (a) Information Kiosks
- (b) Help desks providing related literature and brochures and Travel maps.
- (c) Booking services for Conducted/ Package Tours, Transportation and Hotel accommodation
- (d) Auxiliary services like STD/ ISD/ PCO with ATM and Foreign Exchange Services in collaboration with leading banking institutes.

Full fledged TIC is suggested at important gateways and major destinations while interactive information Kiosks are suggested at major railway stations, bus stops, taxi stands and airports .

Destinations where setting up of Tourist Information Centres and Kiosks are envisaged by DCEL are given in Table no.6.4

Table 6.4: Proposed locations for TIK & TIC in Chhattisgarh

TIC	Kiosks
Raipur Airport, Railway station	Raipur Bus stop
Bilaspur Railway station	Bilaspur Bus stop
Raigarh Railway Station	Raigarh Bus stop
Jagdalpur Bus stop	Haat Bazaar/ cultural centre

6.9 Financing

6.9.1 Sources of Funding for projects

There are three basic types of funding needs for the suggested projects in the perspective plan according to the nature of the project.

Basic infrastructure augmentation like roads, power, water, sewerage, communication and coordination for rail / Air link will be done by Chhattisgarh Infrastructure Development Corporation (CIDC), and some details of their next 10 years plan have been incorporated in this report in the form

of Annexure. The state is contemplating approximately Rs.100,000 crores investment in Basic infrastructure over the next 10 year span, through Public and private participation.

Tourism related basic infrastructure has been suggested as projects in this plan, which will be undertaken by CGTDB and also by inviting private sector participation. This includes Tourist accommodation, Niche Tourism products and projects, public amenities, signage, It would be the responsibility of the concerned government departments to finance such projects.

The third category of projects/ activity such as marketing and publicity, human resource development (HRD), tourist information centers (TIC), planning and implementation of projects, MIS, feasibility analysis and Environment monitoring would be funded by CGTDB.

For private investors investing in direct revenue generating projects like accommodation facility, Water Park etc, access to finance can be from domestic funding agencies as TFCI, and Commercial banks.

6.9.2 Domestic funding agencies

There are many avenues for domestic private entrepreneurs to take financial assistance for tourism projects. A few of those are listed below

(i) Commercial banks

Project : Any commercially viable project with minimum projected DSCR of 2.

Eligibility : Varies from bank to bank and on project viability.

Interest rate: Depends upon the bank (range 16-18 %)

- **TFCI:** Tourism Finance Corporation of India (TFCI) provides financial assistance to enterprises for setting up and / or development of tourism related projects, facilities and services which include hotels, restaurants, holiday resorts, amusement parks and complexes for entertainment, education and sports, safari parks, ropeways, cultural centers, convention halls, transport, travel and tour operating, air service, tourist emporia, sports facilities etc.

TFCI provides loans for projects with capital cost of over Rs 3 crores

Eligibility: Plans with necessary sanctions from various departments

Tie-up for pre-opening technical and post commissioning operational arrangements completed.

Commercial viability

Interest rate: 16%

Debt – Equity Ratio: 1.5: 1 can be relaxed to 2: 1

Moratorium Period: 1.5 to 2 years in hotel projects and 3-5 years in transportation

Repayment Period: 8 years

A copy of TFCI Brochure is enclosed as Appendix 6.1 to this Chapter

6.9.3 International Funding Agencies

1. **World Bank** –The IBRD (International Bank For Reconstruction and Development), provides major funding for infrastructure, environment and conservation projects. The world bank group is not directly involved in funding tourism projects, but provides major funding for infrastructure, environmental and conservation projects that benefit tourism as well as serve general needs.
2. **UNDP (United nations development program)**: The UNDP is mainly a technical assistance agency. It is an important source agency for the funding of tourism planning and other tourism related projects through WTO (World tourism organization). Many of these projects include provision of equipments as well as technical assistance. The UNCDF provides small-scale tourism assistance in form of grants and long-term loans for social facilities, services and economic activities.
3. **Asian Development Bank (ADB)**: The Asian Development Bank offers some assistance on aspects of tourism development in their member countries. India being a member country of Asian Development Bank, can get funding for Tourism infrastructure and Basic Infrastructure projects.

Chhattisgarh Tourism Development Board may assess the suitability of availing such funding depending upon their cost and relevance for Tourism development in the state.

6.9.4 Suggested Incentives For attracting Private Participation

In the state Industrial development policy, the state government has declared Tourism Development as a Thrust area for development, and thereby granted it industry status indirectly. However, there is no specific incentive package evolved so far by the industry department for attracting investment in Tourism projects in the state.

It is understood that the state tourism department is in the process of evolving an Incentive package for Tourism projects/investment in the state. The details are summarised as under:

- The state government will provide investment incentives and power at concessional rate, to basic infrastructure project development and large Tourism projects, by giving industry status to these projects.
- The state will provide 15 % investment subsidy (with a maximum ceiling of Rs.20.00 lakhs) to Tourism projects, coming up at notified tourist areas, with a view to increase tourist potential of these places.
- The state administration will provide land at a subsidised rate to private entrepreneurs or provide grant in aid for joint sector tourism development projects.
- The state will provide luxury and entertainment tax relief to special tourism projects having investment above certain specified limit. The state has already simplified and rationalised commercial tax structure for hotel industry in the state.

In addition to the above incentives, it is suggested that the following incentives for tourism development in the state may be provided:

- Investment in basic infrastructure development, including development of approach road, development of water source, and electricity source, for Tourism project development should also qualify for investment incentives.
- The expenditure made on Human resource development by hospitality industry should be subsidised for at least five years period, to encourage such efforts.
- Interest subsidy and investment subsidy should be provided for small and medium scale tourism projects, specifically related to providing basic tourist infrastructure like Tourist Accommodation, Eating facilities, public amenities (Shulabh Sauchalays), and Health Tourism projects.

6.9.5 Suggested Strategy For Privatisation Of Tourism Properties

It has been clearly indicated by Chhattisgarh – Directorate of Tourism, that their role is that of a facilitator and not of an operator. Therefore, the state is not planning to invest anymore in tourism projects. However, they will invest in some tourist support infrastructure initially for tourism development in remote areas till such projects become economically attractive for private sector participation.

As regards properties inherited by the tourism department from MPSTDC, the state would like to have private participation. However, the state has not formulated a strategy or plan for their privatisation. It is suggested that the state adopt a supportive role and encourage privatisation of Tourism properties owned by it. It is also suggested that the state consider development and privatisation of properties owned by other government departments at tourist destinations. Such properties can be PWD rest houses, PWD inspection bungalows, Irrigation rest houses near dam sites, Forest department guest houses and spare staff quarters, health department unused buildings etc;.

6.9.6 Human Resource Development

(i) Guide training Program

CGTDB should conduct Tourist guide-training programs at important destinations. More emphasis should be laid on training of guides especially at foreign tourist destinations.

Such programs would be more important in destinations where no development has taken place so far but which are slated to become important destinations in short term. A guide-training program is also essential wherever non-conventional tourism projects such as eco-trail, trekking, community participation, and village tourism etc are suggested. Being comparatively new themes to Chhattisgarh tourism, the guides should be capable of creating interest and curiosity for such themes in the minds of tourists. In case, the implementing agency is another government department such as ASI, Forest etc, the staff of respective departments interacting with tourists should be oriented towards tourism

industry functionalities. A summary of such non-conventional tourism projects where a prior training of staff is necessary is given below:

Table 6.5: Proposed Human Resource Development For Tourism

Sr.No.	Target Group	Type of Training Input	Implementing Agency
1.	Forest Rangers	Eco-Tourism & Its importance	Forest Department & Directorate of Tourism
2.	Existing Guide	-Importance of Tourism in their areas and Tourist Needs, -New Tourism concepts and their target customers' profile -English & Foreign language training	Directorate of Tourism or CGTDB
3.	New Guides	Tourism opportunities in Chhattisgarh, New Tourism concepts and their target customers' profile	Directorate of Tourism or CGTDB
4.	Tour operators & Travel Agents	Tourism opportunities & Geography of state.	Directorate of Tourism or CGTDB Directorate of Tourism or CGTDB
5.	Hotel staff at Reception counter.	Tourism opportunities & Geography of state.	CGTDB with Hotel & Restaurant Association

(ii) Tour Operator and Travel Agents orientation Programme

Tour operators and travel agents should be kept abreast with the development of all major tourist destinations in Chhattisgarh so as to enable them plan their tours packages taking into account the latest infrastructure availability scenario. The destination priorities of the state governments for development and the destinations incorporated by tour operators in their tour package should coincide to achieve goal congruence. This can be done by regular tour operators and travel agents meets proposed to be conducted by CGTDB on a periodic basis (twice a year). In this program CGTDB will update the tour operators and travel agents about the current status of tourism infrastructure availability at different destinations.

(iii) Educational institutes offering courses in Tourism and related Industry

Formal education in hospitality and tourism industry should be started in Chhattisgarh through various colleges located in the cities of Raipur, Bilaspur, Jagdalpur, Raigarh and Ambikapur This would create employment opportunities for local students in upcoming tourism projects in that region.

(iv) **Special training programs on services offered to foreign tourists**

CGTDB should conduct training programs for staff of tour operators, taxi operators, hotel managers, travel agents, guides and other professionals related to tourism industry orienting them towards serving foreign visitors. They should conduct such training programs with practical training in the field.

The training program should include the following

- Expectations of foreign tourists in terms of quality of service, importance of timely service, payment modes, general areas of interest like heritage, culture, importance of Tribal life style , Art & Culture to Foreigners, etc
- Eating habits of various nationals and available special cuisines of the state.
- Working knowledge of English (at less known destinations)
- Professionalism in service.
- Providing information about other places of interest in the vicinity

In short, to provide service to Foreign Tourist in such manner that they will become not only satisfied customers but also delighted customers who return for repeat visits (like foreigners who come repeatedly to Goa).

6.9.7 Implementation strategy

As mentioned earlier, the implementation of this perspective plan will comprise of several activities on the part of several concerned departments of the state government. To maintain harmony in these activities and have integrated development in a coordinated manner, the role of various government departments and agencies have been indicated (refer Table no.6.1).

At state level, Chhattisgarh Tourism Development Board will act as nodal agency for implementation of this perspective plan. It will coordinate with various departments and agencies in the state to achieve common target of Integrated, sustainable tourism development in the state of Chhattisgarh.

The specific agencies concerned, actions / activities regarding tourism development as well as broad time frame for such activities is summarized in Table no.6.6 here below :

Table 6.6: Implementation Activities , Agencies, Proposed Phase & Estimated Cost

Sr. No	Proposed Activities	Proposed Agency	Proposed Time frame ST/ MT/ LT	Estimated Cost Rs. in Lakhs
1	Create Brand Image for Chhattisgarh Tourism products & circuits	CGTDB-Marketing & Promotion cell	Short Term	Rs.1500 Lakhs to be spent in brand development
2	Create Brand Image for overall Chhattisgarh Tourism activities	CGTDB-Marketing & Promotion cell	Medium Term	Rs.2000 Lakhs to be spent in brand strengthening & Tourism development

Sr. No	Proposed Activities	Proposed Agency	Proposed Time frame ST/ MT/ LT	Estimated Cost Rs. in Lakhs
3	Marketing & Promotion			
a)	FAM (Familiarisation) Tours	CGTDB- Promotion cell with Heritage hotels	Short Term	Rs.200 Lakhs in 5 years to be spent from promotion budget.
b)	Annual Media promotion	CGTDB- promotion cell	Short Term	Rs.300 Lakhs in ST as per Tourism plan
c)	Participation in Travel mart/ promotional Exhibitions	CGTDB- Promotion cell	Short Term	Rs.200 Lakhs in ST (a part of promotion budget)
4	Tourist related data	CGTDB-MIS cell	Continuous basis i.e ST/MT/LT	Rs.125 Lakhs to be spent under IT
5	Improvement of external road linkages in the state	R & B division of PWD –state govt. as per CIDC plan	Short Term and Mid term	Rs.3176 crores to be spent in first phase of Road infrastructure as per CIDC plan
6	Improvement of Internal Road linkages	R & B division of PWD –state govt. as per CIDC plan	Short Term and Mid term	Rs. 7355 crores to be spent for district/ village roads and also to improve links to Tourist places.
7	Improvement of Railway linkages	South-Eastern Railways	Short Term in 5 years period	Rs.119.45 crores in 5 years period in new lines and line doubling / gauge conversion
8	Increased Air Connectivity by up gradation of Raipur Airport and 9 airstrips in the state	CIDC-will take up liaison with DG-Civil aviation	Mid- Term	Rs.1000 lakhs as initial state government provision
9	Tourist Information Kiosk & Centres to be upgraded to Tourist reception centres in future.	CGTDB- Marketing & promotion cell	Short Term- 4 Destinations Mid Term- 2 Destinations	Rs.20 lakhs each , total outlay of Rs.80 lakhs in Short term and Rs.40 lakhs in Mid-term.
10	Improvement of Road Transport linkages	MPSRTC- Divisions in Chhattisgarh	Short Term	Investment will be done by MPSRTC in Buses
11	Tourist Accommodation projects	CGTDB- with PSP	Short Term-14 & Mid term-7	Rs. 2013 Lakhs in ST Rs. 2701 Lakhs in MT
12	Monuments conservation and beautification	State- ASI and Central ASI	Short Term-2	Rs.10 lakhs- Arang Rs.10 Lakhs Sirpur

Sr. No	Proposed Activities	Proposed Agency	Proposed Time frame ST/ MT/ LT	Estimated Cost Rs. in Lakhs
13	Way side Amenities creation and operations	CGTDB-with R & B department & PSP	Short Term-30 Mid term-11 Long Term-2	Rs.175 Lakh ST Rs.68 Lakhs-MT Rs.20 Lakhs -LT
14	Development of Signages	CGTDB-	Short Term-30 Mid Term-9 Long term-2	Rs.135 Lakhs in ST Rs.49 Lakhs in MT Rs.20 lakhs in LT
15	Haat bazaar & Cultural centre at Jagdalpur	CGTDB – with Art & Culture Dept	Short Term	Rs.19 lakhs
16	Archaeology camp at Samath Sarna and Heritage interpretation centre at Raipur	CGTDB – with Art & Culture Dept.	Short Term	Rs.14 lakhs for Archaeology Camp, Rs.30 Lakhs for Heritage interpretation centre
17	Herbal / Ayurvedic Resorts	CGTDB- with PSP	Short term-2, Mid Term-3 projects	Rs.46 lakhs –each project, total Rs.92 lakhs in short term and Rs. 138 Lakhs in mid term
18	Nature trail & Camping projects	CGTDB- with Forest Dept. with PSP	Short Term –11 Mid Term-2	Rs.159.70 Lakhs ST Rs.58.70 Lakhs MT
19	Festivals and fairs promotion and conducting	CGTDB-Marketing cell with Dist. Collectors & Tourism promotion councils	Short Term	Rs.100 lakhs to be spent as per tourism plan
20	Guided Tours and Special interest projects	CGTDB- with forest dept. & Art / culture dept & PSP	Short Term-5 Mid Term-3	Rs.110.0 Lakhs-ST Rs.70.0 Lakhs MT

CGTDB-Chhattisgarh Tourism Development Board

PSP- Private Sector Participation

6.10 Suggested Strategy For Local Community Participation

In the preparation of the perspective plan and identification of various destinations/projects for development, the focus has been on Sustainable Tourism Development. This essentially means that the suggested tourism development has to be Economically sustainable, Environmentally sustainable and Socio-culturally sustainable.

This can only be achieved by participative tourism development and not exploitative development.

It is a matter of significance that the state government is also aware about these aspects and while defining the state tourism policy, they have laid emphasis on protecting cultural heritage and intellectual property of the state.

In the light of this policy, it is suggested that :

1. As far as possible, local people must be employed in the tourism projects coming up in the development area. Even if some training / human resource development is required, it should be imparted to enable their employment. e.g locals in the forest area should be trained as guides for nature trail or for working in herbal resorts.
2. Art, Craft and skills of the region should be appreciated and highlighted while promoting those regions for tourism purpose. Artisan workshops should be organized from time to time to demonstrate their skills to the tourist. As far as possible, artisans should get an opportunity to directly market their products to tourists, or help in marketing of their products from appropriate out-lets, so that artisans get maximum return for their produce. In short, it should be ensured that artisans are not exploited by traders or customers and they get appropriate return.
3. A part of local resources may be allowed for the use by artisans of that area for developing handicraft and handloom cottage industry, for e.g some quantity of forest wood should be made available at concessional rate as compensation to local people who are helping in forest protection /conservation. Article manufactured by such artisans should be marketed to tourist visiting those forest areas.

6.11 Suggested Measures To Minimize Adverse Environmental Impact

An environmental planning approach has been adopted for achieving sustainable development. Environmental aspects have been carefully considered in determining the most appropriate type and location of development.

The plan identifies both - the Ecologically sensitive and the less sensitive areas. Limited tourist activities and careful micro planning have been suggested for the ecologically sensitive areas like forests, hilly terrain, water bodies and special features(caves).

The places like religious centers, gateways and urban centers which are likely to be subjected to pressure due to high floating population need to build up proper infrastructure and develop environmental management system for managing problems like air and noise pollution, solid waste and littering, waste water discharge, and architectural / visual pollution.

As a part of the strategy to foster sustainable development, and specifically to minimize adverse environmental impact of such tourism development, a three pronged strategy has been suggested as under:

- To create an EIA cell in CGTDB for clearance of all tourism projects, commercial or infrastructure, prior to their approval for implementation. Study should be carried out from time to time for assessing environmental impact at all environmental sensitive destinations.

- To educate domestic and foreign tourist regarding minimizing adverse environmental impact by encouraging the use of environmental friendly / recyclable materials at environmental sensitive areas.
- To educate local residents and hospitality industry regarding possible adverse environmental impact and also its economic cost to the society. It should be ensured that if education does not help to minimize the impacts, there should be provision for legal recourse and penalty for people violating such legal provisions by damaging the environment. The state pollution control authority should also play crucial role and develop a preventive strategy, rather than take post damage curative action.

6.12 Suggested Strategy For Reaching Targets of Tourism Development

In line with state government overall economic target of doubling NSDP by 2010, and increase per capita income at least by Rs.5000/- the Following strategy for Tourism development is suggested. Also contribution of Tourism industry from current level of 0.25 % of NSDP is projected to increase to the level of 1.14 % of NSDP by year 2022. This is described here below as Target and strategy for reaching these target:

6.13 Target:

To increase Tourist traffic to Chhattisgarh from current level of 6 lakhs domestic tourist per annum to 18 lakhs domestic tourist per annum by the year 2022. To increase Foreign tourist traffic from current 11,000 per annum to 35000 by year 2022.

(i) Strategy:

The state will promote aggressively, keeping all stake holders along and build Brand Image for Chhattisgarh Tourism Destinations and products as “Value for Money”, to attract more number of tourist to the state.

Sub Strategy:

1. To create Market promotion cell in the CGTDB for coordinating promotion of state and building brand image for it in specified time period.
2. To invite Travel writers, Travel agents and Tour operators on FAM tour to Chhattisgarh for building opinion leaders about State Tourism.

6.13.2 Target:

To increase contribution of Tourism in NSDP from present level to target as per projection, there will be need for increasing per capita spending of both domestic tourist and foreign tourist. Currently , domestic tourist spending is less than Rs.600 per person per day, and foreign tourist spending is Rs.3250 per person per day. Increase this to 4 times in 20 years span.

(i) Strategy:

To increase the contribution of Tourism Industry, and increase per capita spending have following :

1. Develop and offer higher value added quality Tourism products and services with innovative concepts and combination of themes at tourist destinations.
2. Efforts should be towards extended stay of tourists in the state for having higher per capita tourist expenditure, for this increase more attractions at destinations.

6.14 Salient Features of Implementation

The salient features of the suggested Implementation Strategy for the state of Chhattisgarh for this perspective plan are:

- **Integrated Development:** As mentioned earlier, Chhattisgarh government is in the process of formation of **Chhattisgarh Tourism Development Board** , under the Directorate of Tourism. This TDB will have members from various government departments like Tourism, Finance, Home, Forest, PWD, Irrigation, Power, transportation , Urban infrastructure, human resource development and Environment. This will be an executive body and it can have Tourism promotion councils as advisory body at state, zone, district and destination level with local representatives ensuring that tourism development and its benefits percolate up to grass route level.
- **Higher Priority to Basic Infrastructure Development linked with Tourism Development:** Chhattisgarh government is well aware about need for development of basic infrastructure as requisite precursor to Tourism development and hence they have already taken effective steps in this direction. Such infrastructure development, should be given due priority in coordination with Tourism development, which will again bring enhanced economic development of those areas.
- **Aggressive & Effective Promotion of Tourism opportunities in Chhattisgarh:** Chhattisgarh government in general and Tourism department in particular, should undertake aggressive promotion of the state as well as Tourism Opportunities to attract both tourists and Potential Investors for proposed Tourism projects in the state.
- **Development of attractive Package for Tourism Projects & Investment:**
- State government has already initiated some measures in this direction, but they are insufficient and uncoordinated. Integrated package with single window clearance for speedier development of Tourism and tourism projects in the state should be the top priority for State government.
- **Creating Positive Image about Tourism products offered by Chhattisgarh**
- Creating a positive image about High Quality Tourism products offered by Chhattisgarh tourism industry, will be the prime function of CGTDB. It should be the endeavour of the state government and tourism industry in the state to give “ **Value for Money**” to all tourists coming to the state, and thereby create a pull from satisfied customers both in domestic and foreign market, as well as repeat tourist traffic to the state.

-
- **Improvement of Air Link:** To improve air link, appropriate plan should be drawn so that the nine non-operational air-strips can be upgraded. With the use of Air Taxi services or feeder airline using STAL (Short Take off and Landing) aircrafts, air links can be developed to various parts of the state, specifically for Tourism development purpose. The state also has several Helipads strategically located near tourist places . Air links can be provided for High-end Foreign tourists, by creating Helicopter charter service based at Raipur.

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Ministry of Tourism and Culture
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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Maharashtra

June 2002

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8. Water Sports
9. Guided Tour to tourist circuits

List of Contacts

Sr. No.	District	Destinations	Contacts	Type of Contact
1.	Raipur		Dr.A.A.Boaz, Director, Department of Tourism, GoCG	GoCG - Tourism Directorate
2.	Raipur		Mr.Vivek Shah, Plus World Wide	Tour operator - Inter state / country, Hospitality
3.	Raipur		Mr. Gotia, Secretary, Hotel Owners Association, C'Garh, Hotel Mayura	Hospitality, Association - Hotel & Restaurants
4.	Raipur		Mr. J. P. Soni, Manager, CIDC	GoCG - Infrastructure
5.	Raipur		Mr. Shailesh Pathak, MD, CIDC	GoCG - Infrastructure
6.	Raipur		Mr. Umesh Dwivedi, Addl. Director, Department of Public Relations.	GoCG - Public Relations
7.	Raipur		Mr.Ansari , Deputy Director, Deptt. of Public Relations	GoCG - Public Relations
8.	Raipur		Mr. Kirti Vyas, Vyas Travels	Tour operator - Inter state / country
9.	Raipur		Mr.P.Raghavan, Secretary, Deptt. of Industries, GoCG	GoCG - Industries Commissioner
10.	Raipur		Mr. K.K. Ganguli, OSD, Deptt. of Industries, GoCG	GoCG, eminent expert on Bastar
11.	Raipur		Ms. Shobha Yadav, MD, Aditya-Yash Travels	Tour operator - Regional, inter state
12.	Raipur		Mr. Bharat Dev, Dev Travels	Tour operator - Inter state / country
13.	Rajnandgaon	Dongargarh - Bamleshwari Temple	Mr. Natwarbhai Patel - President (Mandir Trust), Mr. Tiwari - Manager (Mandir Trust)	Developer, Guide
14.	Rajnandgaon	Pyagyagiri, Dongargarh - Indo-Japanese Buddhist Friends Association (30' Buddha statue)	Mr. Dashrath Indurkar - Joint Secretary, IJBFA	Guide
15.	Rajnandgaon	Dongargarh - Bamleshwari Temple	Mr.Dharkar	Tourist - 2
16.	Durg	Jain Temple in Nagpura	Mr. Santosh Bhai, Manager	Developer
17.	Durg		Mr. Vijay Kumar Gupta, Chairman, CII, Chhattisgarh State Council - Bhillai	Developer, CII
18.	Raipur		Mr. Sunil Kumar, IAS, Secy to CM, Secy IT	GoCG - State Planning
19.	Raipur		Mr. D.S. Mishra, Secy Commercial Taxes, Secy Handicrafts	GoCG - Handicrafts, commercial taxes (Hotels)
20.	Raipur		Mr.Sanjay Singh, General Manager, Tourism Development Board, Paryatan Bhavan, Hotel Chhattisgarh, Telibandh area, Raipur.	GoCG - Tourism Development Board

Sr. No.	District	Destinations	Contacts	Type of Contact
21.	Raipur		Mr. Bhowmik, MD, Tourism Development Board, C'Garh	GoCG - Tourism Development Board
22.	Raipur		Dr. K.K.Chakravarty, Psecy - Forest & Culture	GoCG - Forests & Culture, expert on history & Archaeology
23.	Raipur		Mr. John B. Ash, Chairman, Green Gondwana Adventures India (P) Ltd.	Tour operator, eminent expert on Tribal tourism
24.	Raipur		Mr. Amit Kher, MD, Green Gondwana Adventures India (P) Ltd.	Expert on wild life
25.	Raipur		Mr. Pradip Pant, Director Culture & Archaeology, MGM Museum, Civil Lines, Raipur-492 001	GoCG - ASI
26.	Raipur	Arang -Panchmukhi Shiv temple & 11th Century Jain temple ASI site.	No car taker present at ASI site.	
27.	Mahasamund	Kodar Dam	Shahid Virnaransinh Dam, Kodar dam.	
28.	Raipur	Sirpur - Laxmandeva Brick temple Of 8th century, 3 Buddhist Vihar Archaeological sites, 1 Shiv temple, fair	Ticketing done by state ASI for the monument at Rs.5 per person	Tourists - 4
29.	Mahasamund	BarNawapara Sanctury	Foerst Guest house ,facilities for 35 persons, Food and guide included	Tourist-1, Secretary & Sarpanch of village, Forest Rest house care taker, Guide for tourist.
30.	Mahasamund	BarNawapara Forest Barrier no.1.	Mr. Bharat Mahandra - Forest Ranger, Villagers, Mukhia	Forest Ranger
31.	Raipur		Mr.B.S.Baidwan, Punjabi Dhaba, Nawagaon, N.H.6.P.o.Patewa, Dist: Mahasamund-492111	Hospitality
32.	Raipur		Mr. Mahadeo Lakhra, Dy Dir, SISI	GoI - Industries service
33.	Raipur		Mr. P.C.Guruvaiah, Promotion officer, SISI	GoI - Industries service
34.	Raipur		Mr. Rao, Manager, Chhattisgarh Hotel	Hotel Owner
35.	Raipur		Mr. Kailash Batra, MD, Hotel Batra Palace	Hotel Owner
36.	Raipur		Mr. Mahesh Kakkar, Secretary, CUMS	Industries
37.	Raipur		Mr. H.S. Bhalla, MD, Hotel Simran	Hotel Owner
38.	Raipur		Mr. Kamaljeet Hora, CMD, Hotel Celebration	Hotel Owner
39.	Raipur		Mr. Ajay Pal Singh, Secy Tourism	GoCG - Tourism Directorate
40.	Raipur		Mr. D. K. Mishra, Deputy Director, Deptt. of Economics & Statistics	GoCG - State Planning
41.	Raipur		Mr. T.S.Chhatwal, Secy PWD	GoCG - PWD

Sr. No.	District	Destinations	Contacts	Type of Contact
42.	Raipur		Mr. Vivek Dhand, Secy Env., Urban admn & Dev.	GoCG - Environment & Infrastructure
43.	Raipur		Mr.K.Bhandari, GM, Hotel Mid Town	Hotel Owner
44.	Raipur		Mr. Manoj Chopdra, MD, Hotel All Near	Hotel Owner
45.	Raipur		Mr. Gappu, Owner, Hotel Mahindra, Mr. John Phillip, Manager	Hotel Owner
46.	Raipur		Mr. Sadanand Pareda, Manager, Hotel Amit	Hotel Owner
47.	Raipur		Mr. Mukesh Ukreja, Owner, Hotel Aditya	Hotel Owner
48.	Raipur	Raipur	Mr.Kishore Desai, Secretary, Gujarati Samaj	Community heads
49.	Raipur	Raipur	Mr.Raj Kumar Sood & Mr.Pakaj Sood, Satguru Travels, Air Ticket booking agent, c/o Hotel Batra Palace.	Potential investor for Tourism projects,interested in Resort project.
50.	Raipur	Champaran	Mr.Umesh P.Gandhi, Secretary, Shri Vallabhacharya Trust	Developer, Guide
51.	Raipur	Champaran	Dr.Anandjiwala/ Mr.Mehta	Tourist-2
52.	Raipur	Rajim- Rajiv Lochan Mandir	Mr. Shiv Kumar Singh Thakur, Priest , Mr. Shesh Narayan Misra, Manager	Guide
53.	Raipur	Rajim	Mr.Shahau.	Tourist-2
54.		Gangrel Dam		
55.		Keshkal		Tourist-2
56.	Bastar	Jagdulpur	Ms. Richa Sharma,Collector, Bastar	GoCG- Tourism Council- Bastar, Eminent Expert (fair/ festival)
57.	Dantewada	Danteshwari Temple	Mr. Bhuvan Lal, Mr. Manohar Singh	Tourist-2
58.	Dantewada	Danteshwari Temple	Mr. Kailash Misra,	Guide, Developer
59.	Dantewada	Danteshwari Temple	Dr. M.P.Singh	Tourist-2
60.	Dantewada	Sankini and Dankini Rivers		
61.	Dantewada	Dantewada	Mr. Manish Gupta, NavBharat Correspondent	Media
62.	Dantewada	Bacheli (Deposit No. 5)	Mr. T.Raja, Manager (Personnel) / Mr. Pramod Johri (Manager)- NMDC	GoI - Industries
63.	Dantewada	Akash Nagar (Deposit No.16)		Tourist-1
64.	Bastar	Jagdulpur	Mr. M.S. Nayak, Park Ranger- Kanger Valley National Park	Guide
65.	Bastar	Jagdulpur-Jain Temple, Dalpat Sagar Lake, Balaji Temple		
66.	Bastar	Kanger Valley National Park	Mr. Somnath Ghosh, Mr. Anurag Jha, Mr. V. Padmanbhan, Shri Kamlesh Dhope, Mr. O.P.Gupta, Mr. Asokan, Mr. Dharmendra Mittal, Mr. Lal Chand Agarwal, Mr. P.K.Mohante, Mr. Balraj, Mr. Dharam Prakash,	Tourist- 11
67.	Bastar	Kailash Gufa		

Sr. No.	District	Destinations	Contacts	Type of Contact
68.	Bastar	Kutumsar Caves		
69.	Bastar	Kanger Dhara		
70.	Bastar	Tirathgarh Falls		
71.	Bastar	Chitrakote Falls		
72.	Bastar	Keshlur (Dhaba)	NRI	Tourist-1
73.	Bastar	Keshlur (Dhaba)	Mr. Neeraj	Hospitality, Developer
74.	Bastar	Jagdalpur	Mr. K.S.Ram, Director, TieUp	Eminent Expert (Organised Bastar Lokotsav), Tourism Council
75.	Bastar	Jagdalpur	Mr. Manohar Lunia, Owner, Hotel Akansha	Hotel owner, Developer
76.	Bastar	Jagdalpur	Mr. Jatin Jaiswal, Owner, Hotel Atithi	Hotel owner, Developer, hotel association president
77.	Bastar	Jagdalpur	Dr. Satish Jain, Tourism Writer	Eminent Expert (Bastar Tourism)
78.	Bastar	Jagdalpur- Anthropology Museum	Mr. B.K.Mohanti- Museum Curator, Dr. R.P.Athparia- Anthropologist and Head of office	Expert on Tribal Art & Culture, Curator of Anthropology Museum
79.	Bastar	Parchenpal-Mrignayni, Shilpgram	Mr. M.S.Shukla, Mrugnayani Emporium Incharge,	Guide
80.	Bastar	Kondagaon		
81.	Bastar	Kumharpara	Mr. Bhupesh Tiwari, Chairman, Mr. Bhupendra Banchor, Director, Saathi Samaj Sewi Sanstha, Kumharpara, Kondagaon.	Eminent Expert- Handicrafts, Source about foreign tourist visiting in the area.
82.	Kanker	Kanker Palace	Mr. Ashwini Pratap Deo, Prince, Kanker Palace	Developer, Hotel Owner
83.	Kanker	Makda-(Punjabi Dhaba)	Mr. Harnek Singh Aujla	Hospitality, Developer
84.	Bilaspur	Bilaspur City Places	Mr.K.Sengupta. Manager, Hotel Geeta, TelephoneExchnage, Bilaspur	Hotel Owner
85.	Bilaspur		Mr.Paul, Manager, Hotel Mahuwa, Nr.Bus Stop, Bilaspur,	Hotel Owner
86.	Bilaspur		Mr. , Manager, Hotel Surya, Nr.Bus Stop, Bilaspur	Hotel owner
87.	Surguja	Samarsot Sanctuary		
88.	Surguja	Tata-Pani - Natural hot water source, archaeological site		
89.	Raipur		Mr. R. C. Sharma - PCCF	GoCG - Forests
90.	Raipur		Mr. Kirti Bhushan Pandey, Traffic Manager, Mr. R. K. Dongrey, Director MPSRTC (Raipur div)	GoCG - State transport
91.	Raipur		Mr. Raj Kumar, Manager, Indian Airlines	Airlines
92.	Raipur		Jet Airways (from Delhi)	Airlines
93.	Raipur		Banyan Tours & Travels, 10 Nizamuddin East, New Delhi	Tour Operators
94.	Raipur		Mr. Raj Sood, Satguru Travels, Raipur	Tour Operator - Regional

Sr. No.	District	Destinations	Contacts	Type of Contact
95.	Raipur		Mr. P.S. Garcha, Manager, Kanker Travels, Raipur	Tour Operator - Regional, Inter state
96.	Raipur		Mr. Rao, Manager, Mahendra Travels, Raipur	Tour Operator - Regional, Inter state
97.	Raipur		Mr. Sandeep Bangre, Asst. Director, Town & Country Planning Deptt. C' Garh	Town planner
98.	Raipur		Mr. Rajesh Verma - contact for foreigners	Tourist-2
99.	Surguja	Manpur Lake		
100.	Surguja	Samath Sarna (Dipadih) - Archaeological site (10th century BC shiv temple)	Mr. Jagdish Ram	Caretaker & Guide
101.	Surguja	Harratoli - Archaeological site (10th century BC intact shiv temple)		
102.	Surguja	Sita Bengra (Ramgarh) - oldest theatre stage of the world		
103.	Korba	Kendai waterfall		
104.	Surguja		Mr. Hotel Panchsheel, Ambikapur	Developer, hotel owner
105.	Surguja		Mr. Qureshi	Taxi / tour operator
106.	Surguja		Mr. Moin-uddin	Guide
107.	Bilaspur	Ratanpur	Shri.Tiwariji- trustee,Mahamaya temple, Ratanpur	Trustee, Mahamaya Temple, tourist place
108.		Ratanpur	Mahamaya Temple	Tourist-2
109.		Pali	ASI , Care Taker, ASI, Shiv Temple.Pali	Temple Guide
110.		Pali		Tourist-2
111.	Korba	Korba	Korba, Mr. Gurudev Sinh,Taxi operator, NTPC power plant, Balco Aluminum Plant, Hasdeo Dam resevior	Korba Guide information
112.	Janjgir	Champa		
113.	Surguja	Surguja Palace, Ambikapur	Mr. Trisharan Singh Deo, Prince	Hotel owner, Developer
114.	Surguja	Mahamaya temple	Shri.Balramsinh	Trustee, Mahamaya Temple, tourist place
115.	Surguja	Ghungutta Dam	Mr. Ram Karan Giri	Caretaker & Guide
116.	Surguja	Thintini Patthar - Stone which makes 7 types of musical sounds	Mr. Shiv Giri - Priest	Caretaker & Guide
117.	Surguja	Mainpat - Tibetan Camp	Mr. Rinchen Gadhey, office of the representative, Department of Home Govt. of Tibet, CTA	community heads
118.	Surguja	Mainpat - Fish Point (water fall)		
119.	Surguja	Mainpat - Mehta Point (valley)		
120.	Surguja	Mainpat - Tiger Point (water fall)		
121.	Jashpur	Kailash Gufa - Shiv Temple	Mr. Babru Bahan Singh, President - Temple Trust	Developer, Guide

Sr. No.	District	Destinations	Contacts	Type of Contact
122.	Jashpur	Kailash Gufa - Shiv Temple	Mr. Narain Prasad Tiwari	Tourist - 1
123.	Jashpur	Kailash Gufa - Shiv Temple	Mr. Shiv Prasad Tiwari	Tourist - 1
124.	Jashpur	Kailash Gufa - Shiv Temple	Mr. Ram Saran Shukla	Tourist - 1
125.	Jashpur	Badalkhol Sanctuary		
126.	Jashpur	Kunkuri - Our Lady of Rosemary Cathedral Church (Largest Church in Asia)	Father John Beck - Admn incharge, Father Pius Ekka	Caretaker & Guide
127.	Raipur		Mr. Jharia, Addl. Commissioner, Sales Tax Office,	GoCG- SFC
128.	Raipur		Mr. B.K.Sinha, Sp. Secretary , Urban Administration and Development, Dir. Town and Country Planning	GoCG- Infrastructure , Urban Admn.
129.	Raipur		Mr. Lalit Surjan , chief editor and chairman, Deshbandhu	Eminent Expert, Media
130.		Sirpur, Rajim, Champaranya, Kawardha, Sheorinarayan,		Tourist-5
131.	Bilaspur	Amarkantak	Mr.Raju Srivastav, Mr.Shanker Banerjee, Mr.DasGupta, Mr. S.Upadhyay, Mr.U.Bhardwaj, Mr.P.Garg.	Tourist-6
132.		Amarkantak	Mr.Dubey-Care taker, ASI Temples.	ASI -Guide 2 persons
133.		Amarkantak	Manager, Govt.Rest house, Amarkantak	
134.		Amarkantak	Mahant Kailasgiri, Mai Ki Bagia, Amarkantak	Tourist place incharge
135.	Raigarh		Mr. Vivek Agarwal, Hotel Pushpak, Raigarh	Hotel owner, Developer, Guide
136.	Raigarh		Mr. Kamal Kishore Sharma, Freelance photographer, exhibition organizer	Tourism Expert, Guide
137.	Raigarh		Mr. A.K. Chelak	Tourist - 1
138.	Kawardha	Bhoramdeo, 11th century Shiv Temple, Madva Mahal, Lake	Mr. Verma & Mr.U.Yadav, ASI Monument Care taker.	ASI -Guide 2 persons, ASI persons cleaning temple
139.		Bhramdeo Temple	Mr.Yaswant Mahale, Mr.A.Mohanti	Tourist-2
140.	Kawardha	Kawardha Palace	Mr.A.Verma	Tourist-1
141.	Kawardha	Kawardha Palace	Mr. Khan, General Manager, Kawardha Palace Hotel	Hotel Manager.
142.	Kawardha	Kawardha Palace	Shri.Yogirajsinh-MLA-Kawardha	Hotel Owner & Heritage property Developer
143.	Madhya Pradesh	Bhopal	Mr. B.M.Namdeo, General Manager, MPSTDC	Tourism Directorate-MP
144.	Madhya Pradesh	Bhopal	Mr. Rakesh Chopra, Radiant Travels	Tour Operator- Interstate
145.	Madhya Pradesh	Bhopal	Mr. Praveen Chaurasia, Garuda Travels	Tour Operator- Regional

Sr. No.	District	Destinations	Contacts	Type of Contact
146.	Madhya Pradesh	Bhopal	Raj Travels,	Touropoperator- Regional
147.	Madhya Pradesh	Bhopal	Mr. Pradeep Vasudeva, Dy. Wildlife Conservator of Forest, Bhopal	Forest
148.	Gujarat	Ahmedabad	Mr.Kinjal B.Patel, Nutan Travels, Stadium Circle, Ahmedabad.	Inter State Tour operators
149.		Ahmedabad	Mr.Pankaj Trivedi, 244, Satyagrah Chhavani, Satalite Road, Ahmedabad	NRI Tourist to Champaranya, Durg-Nagpura, Amarkantak
150.		Ahmedabad	Mr.Rushi Shukla, Sterling Holidays Resorts(India) Ltd, Ahmedabad office, also incharge of Indore Office, M.P.	Inter State Tour operators as well as potential investor interested in CG Tourism Sites.

QUESTIONNAIRE FOR FOREIGN TOURIST

1.	Name of the Respondent		Nationality	
2.	Port of Entry			
3.	Demographic profile			
	a) Sex	Male <input type="checkbox"/>	Female <input type="checkbox"/>	
	b) Age	3-14 years <input type="checkbox"/>	15-24 years <input type="checkbox"/>	
		25-34 years <input type="checkbox"/>	35-44 years <input type="checkbox"/>	
		45-54 years <input type="checkbox"/>	55-64 years <input type="checkbox"/>	
		Above 64 year <input type="checkbox"/>		
	c) Occupation	Professional <input type="checkbox"/>	Executives <input type="checkbox"/>	
		Entrepreneur <input type="checkbox"/>	Others (Students etc.) <input type="checkbox"/>	
4.	Purpose of visit to destination	Business / Conference <input type="checkbox"/>	Culture/Heritage/ Monuments <input type="checkbox"/>	
		Adventure <input type="checkbox"/>	Leisure <input type="checkbox"/>	
		Others please specify		
5.	Travel pattern	Alone <input type="checkbox"/>	With Family <input type="checkbox"/>	
		In a Group <input type="checkbox"/>	Group Size <input type="checkbox"/>	
6.	Are you travelling on a package tour?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
		If yes, exclusively to the destination or to other destination also (please specify other destinations)		
7.	Mode of transport to destination	Air <input type="checkbox"/>	Sea <input type="checkbox"/>	
		Road <input type="checkbox"/>	Train <input type="checkbox"/>	
8.	Average length of stay at the destination	Less than 1 Week <input type="checkbox"/>	1-2 Weeks <input type="checkbox"/>	
		> 2 Weeks <input type="checkbox"/>		
9.	Frequency of visit	First visit <input type="checkbox"/>	Repeat visit <input type="checkbox"/>	
		Indicate no. of previous visits		
10.	Source of information about destination	Television <input type="checkbox"/>	Advt.(newspaper) <input type="checkbox"/>	
		Advt(travel journal) <input type="checkbox"/>	Travel guide <input type="checkbox"/>	
		Friends/Relatives <input type="checkbox"/>	Travel agent/Tour operator <input type="checkbox"/>	
		Govt. tourism office <input type="checkbox"/>	Others <input type="checkbox"/>	

11.	Average spending per day per person	< U.S. \$ 50	<input type="checkbox"/>	U.S. \$ 51 – U.S. \$ 100	<input type="checkbox"/>
		U.S. \$ 101 – U.S. \$ 150	<input type="checkbox"/>	U.S. \$ 151 – U.S. \$ 200	<input type="checkbox"/>
		> U.S. \$ 200	<input type="checkbox"/>		
12.	% contribution of major items (%) in daily expenses	Accommodation		Food	
		Transportation		Entertainment	
		Shopping			
13.	Type of accommodation	Four & Five star category	<input type="checkbox"/>	Heritage category	<input type="checkbox"/>
		1, 2, 3 star category	<input type="checkbox"/>	Govt. Approved & Budget	<input type="checkbox"/>
		Others (Please specify)			
14.	Rating of destination/tourist facilities (Scale of 1 to 5 with 1 being the poor and 5 being excellent)	Accommodation	<input type="checkbox"/>	Tourist attractions	<input type="checkbox"/>
		Sight seeing	<input type="checkbox"/>	Guide services	<input type="checkbox"/>
		Shopping facilities	<input type="checkbox"/>	Domestic airlines	<input type="checkbox"/>
		Airports	<input type="checkbox"/>	Road transport	<input type="checkbox"/>
		Railways	<input type="checkbox"/>	Cleanliness/Sanitation	<input type="checkbox"/>
		Safety of tourist	<input type="checkbox"/>	Emergency health facilities	<input type="checkbox"/>
		Communication facilities	<input type="checkbox"/>	Banking facilities	<input type="checkbox"/>
		Facilities for elderly/disabled	<input type="checkbox"/>	Any other (Please specify)	<input type="checkbox"/>
15.	Attractions/Major items of interests during your visit				
16.	Problems faced during the stay				
17.	Would you visit the state again	Yes <input type="checkbox"/> No <input type="checkbox"/>			
18.	Overall Experience	Satisfactory <input type="checkbox"/> Un-satisfactory <input type="checkbox"/>			
19.	Suggestions for improvement of the tourist destination				
Date:		Name of interviewer (CAPITALS)			

Name and Signature of the investigator

Date:

QUESTIONNAIRE FOR DOMESTIC TOURIST

1.	Name of the Respondent		State of Origin	
2.	Demographic profile			
	a) Sex	Male <input type="checkbox"/>	Female <input type="checkbox"/>	
	b) Age	3-14 years <input type="checkbox"/>	15-24 years <input type="checkbox"/>	
		25-34 years <input type="checkbox"/>	35-44 years <input type="checkbox"/>	
		45-54 years <input type="checkbox"/>	55-64 years <input type="checkbox"/>	
		Above 64 year <input type="checkbox"/>		
	c) Occupation	Professional <input type="checkbox"/>	Executives <input type="checkbox"/>	
		Entrepreneur <input type="checkbox"/>	Others (Students etc.) <input type="checkbox"/>	
3.	Purpose of visit to destination	Business / Conference <input type="checkbox"/>	Culture/Heritage/ Monuments <input type="checkbox"/>	
		Adventure <input type="checkbox"/>	Leisure <input type="checkbox"/>	
		Others please specify		
4.	Travel pattern	Alone <input type="checkbox"/>	With Family <input type="checkbox"/>	
		In a Group <input type="checkbox"/>	Group Size <input type="checkbox"/>	
5.	Are you travelling on a package tour?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
		If yes, exclusively to the destination or to other destination also (please specify other destinations)		
6.	Mode of transport to destination	Air <input type="checkbox"/>	Sea <input type="checkbox"/>	
		Road <input type="checkbox"/>	Train <input type="checkbox"/>	
7.	Average length of stay at the destination	Less than 1 Week <input type="checkbox"/>	1-2 Weeks <input type="checkbox"/>	
		> 2 Weeks <input type="checkbox"/>		
8.	Frequency of visit	First visit <input type="checkbox"/>	Repeat visit <input type="checkbox"/>	
		Indicate no. of previous visits		
9.	Source of information about destination	Television <input type="checkbox"/>	Advt.(newspaper) <input type="checkbox"/>	
		Advt(travel journal) <input type="checkbox"/>	Travel guide <input type="checkbox"/>	
		Friends/Relatives <input type="checkbox"/>	Travel agent/Tour operator <input type="checkbox"/>	
		Govt. tourism office <input type="checkbox"/>	Others <input type="checkbox"/>	
10.	Average spending per day per person	< Rs.500 <input type="checkbox"/>	Rs.501 – Rs.1000 <input type="checkbox"/>	
		Rs.1001 – Rs.2000 <input type="checkbox"/>	Rs.2001 – Rs.3000 <input type="checkbox"/>	
		Rs.3001 –Rs. 4000 <input type="checkbox"/>	> Rs.4000 <input type="checkbox"/>	

11.	% contribution of major items (%) in daily expenses	Accommodation		Food	
		Transportation		Entertainment	
		Shopping			
12.	Type of accommodation	Four & Five star category	<input type="checkbox"/>	Heritage category	<input type="checkbox"/>
		1, 2, 3 star category	<input type="checkbox"/>	Govt. Approved & Budget	<input type="checkbox"/>
		Others (Please specify)			
13.	Rating of destination/tourist facilities (Scale of 1 to 5 with 1 being the poor and 5 being excellent)	Accommodation	<input type="checkbox"/>	Tourist attractions	<input type="checkbox"/>
		Sight seeing	<input type="checkbox"/>	Guide services	<input type="checkbox"/>
		Shopping facilities	<input type="checkbox"/>	Domestic airlines	<input type="checkbox"/>
		Airports	<input type="checkbox"/>	Road transport	<input type="checkbox"/>
		Railways	<input type="checkbox"/>	Cleanliness/Sanitation	<input type="checkbox"/>
		Safety of tourist	<input type="checkbox"/>	Emergency health facilities	<input type="checkbox"/>
		Communication facilities	<input type="checkbox"/>	Banking facilities	<input type="checkbox"/>
		Facilities for elderly/disabled	<input type="checkbox"/>	Any other (Please specify)	<input type="checkbox"/>
14.	Attractions/Major items of interests during your visit				
15.	Problems faced during the stay				
16.	Would you visit the state again	Yes <input type="checkbox"/> No <input type="checkbox"/>			
17.	Overall Experience	Satisfactory <input type="checkbox"/> Un-satisfactory <input type="checkbox"/>			
18.	Suggestions for improvement of the tourist destination				
Date:		Name of interviewer (CAPITALS)			

Name and Signature of the investigator

Date:

QUESTIONNAIRE FOR TOUR OPERATORS

1. Name and address of Respondent (attach business card, if available)			
2. Are you approved by the Dept. of Tourism, State Government	Yes <input type="checkbox"/> No <input type="checkbox"/>		
3. Range of services offered	Hotel Booking <input type="checkbox"/> Air/Railway ticket booking <input type="checkbox"/> Package tour <input type="checkbox"/> Tour guides <input type="checkbox"/> Transport facility <input type="checkbox"/> Entertainment <input type="checkbox"/> Any other (Please specify) _____ _____ (Collect details of package tours and group discounts offered by the operator)		
4. Origin of the tourist traffic (specify city/ town/ State/ country)	Domestic tourist: _____ Foreign tourist: _____		
5. Tourist season (specify months)	Peak Season:	Off Season:	Spl. Occasion:
6. Composition of tourist traffic in Percentage handled – 2000 - 2001			
Domestic		Foreign	
7. Total number of tourists handled in a year (approx.)			
8. Preferred Tourist Circuits (Please list them in the order of popularity)			

9. Preferred Tourist Destinations. (Please list them in the order of popularity)

[illegible]

(Please collect brochures)

10. Potential Tourist Destinations (List them in order based on potential)

[illegible]

(collect details about location, accessibility, etc)

11. Composition of tourist traffic to the state (2000 – 01)

Sl. No.	Type of tourist	(% of the total traffic)
A	Business / Conference	
B	Adventure	
C	Leisure	
D	Pilgrimage	
E	Culture / Heritage	
F	Others (please specify)	
	Total	

12. Demographic profile of tourist visiting the state								
a) Gender (Estimated % of total)								
Sl. No.	Description	Domestic			Foreign			
I.	Male							
II.	Female							
	Total							
b) Age group (Estimated % of total)								
Sl. No.	Description	Domestic			Foreign			
I.	3 – 14 years							
II.	15 to 24 years							
III.	25 to 34 years							
IV.	35 to 44 years							
V.	45 to 54 years							
VI.	55 to 64 years							
VII.	Above 64 years							
	Total							
13. Average length of stay and spending per person								
Sl. No.	Type	Avg. stay (days)	Avg. Exp./Person (Rs./U.S. \$)	% of average expenditure on				
				Accom.	Food	Transp	Enter.	Shopp
I	Domestic Tourists							
II	Foreign Tourists							
14. Evaluation of tourist facilities (on a scale of 1 to 5 with 1 being poor and 5 being excellent)								
Sr. No.	Tourist Facility	Destinations / Tourist Spot						
		A	B	C	D	E	F	
	Accommodation							
	Food							
	Transportation							
	Entertainment							
	Shopping							
	Tourist Attractions							
	Tour Operators / Guides							
	Communication (STD / ISD)							
	Civic Amenities							
	Safety and Security							
	Health Facilities							
	Banking / Forex Facilities							
	Facility for elderly / disabled / families with young children							
	Any other (please specify)							

15. Linkages with Department of Tourism/Expectations from Government.
16. Problems faced by tourists
17. Any linkages with communities residing/controlling any destinations
18. Important fairs and festivals which attracts tourist/Season
19. Availability of trained manpower
20. Availability of facilities like camping equipments
21. Suggestions for development of tourism (including tourism projects) in the state at various locations.

Date

Name of the interviewer

Study Report on
Preparation of 20 Years Perspective Plan for
Development of Sustainable Tourism

Dalal Consultants And Engineers Limited
Joint Director General (MR), Ministry of Tourism

Joint Director General (MR), Ministry of Tourism
Department of Tourism & Culture
C-1, Hutments, Dalhousie Road
New Delhi-110 011
India

Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

July 2002

Dalal Consultants and Engineers Limited
Sarojini House
6 Bhagwan Dass Road
New Delhi 110 001
India

Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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1 BILASPUR



Bilaspur district is not only famous in Chhattisgarh but in India due to its unique characteristics like rice quality, Kosa (silk) industry and its cultural background. Bilaspur district has a major contribution in the naming Chhattisgarh as "Dhan Ka Katora".

The Bilaspur city is approximately 400 years old and the name "Bilaspur" has been originated from the fisher-woman named "Bilasa". By comparing with the past, it has been observed that Bilaspur is being developed a lot, despite of several natural calamities.

Total population of Bilaspur district is 16,94,883 out of which 8,59,027 is male and 8,35,856 is female. The SC and ST population out of total population according to census'91 is 3,23,474 and 3,47,216 respectively. Out of the total population, 79% people live in Village area and the density of the population is 266 person per sq. Km



Statue of Vishnu at Bilaspur

Bilaspur district is located in North-western part of Chhattisgarh and falls within latitude $21^{\circ} 47''$ to $23^{\circ} 8''$ North and longitude $81^{\circ} 14''$ to $83^{\circ} 15''$ East. Bilaspur district has been surrounded by Koriya district in north, Shahdol district in north, Raipur district in South and Korba, Janjgir-Champa districts in East. The total area of Bilaspur is approximately 6,377 Sq.Km after the division of old Bilaspur district in three districts (New Bilaspur, Korba and Janjgir-Champa District).

Major rivers which surrounds Bilaspur district are Aagaar, Maniyaar and Arpa.

1.1 Accessibility

Bilaspur has excellent accessibility, both by Rail and Road. It is a main junction on Mumbai- Howrah trunk railway route. Moreover, it is also main station on Vishakhapatnam-Nizamuddin Route. Apart from this several trains originates from Bilaspur, for. e.g Narmada Express, Bilaspur-Katni-Indore. Bilaspur is linked by several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh and Madhyapradesh. It is also linked by several private bus operators, within and outside Chhattisgarh state. It is linked by bus routes with Allahbad, Jabalpur, Chitrakoot and Amarkantak.

Nearest airport is Raipur, which is approx 115 Km from Bilaspur linked by good road.

1.2 Major attractions

Bilaspur city has several tourist attractions, like Jagannath temple, British time Churches, parks etc; Apart from this Bilaspur district is having several tourist attractions like, Mahamaya and 11th Century Shiva temples at Ratanpur, Khutaghat Dam-an Irrigation project, Khudia Dam, Belpa, Talagram-Famous for "Tala Statue", Malhar (Saravpur), Kabir Chabutra a place of saints on way to Amarkantak, Son Madawah, Achanakmar Sanctuary, etc;.

1.3 Climate

The New Bilaspur district is hilly towards North and plane in South. Secondly, the northern part of Bilaspur is quite cold and hot as we move towards Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately

1.4 Tourist inflow

1.4.1 Domestic

500 to 700 Overnight Stay tourist per day in season and 200 to 400 Tourist per day in off season. Furthermore 5000 to 6000, day tourists from Raipur, Korba, Champa (Janjgir) and Raigarh apart from various places within Bilaspur District.

1.4.2 Foreign

Foreign Tourist coming to Kanha National Park in M.P, visits places in Bilaspur district, specifically to Achanakmar Sanctuary and Amarkantak. Foreign tourist coming to Korba- NTPC super thermal power plants and BALCO Aluminum plant visit places in Bilaspur district. The average inflow of foreign tourist is 30 to 50 per annum.

1.4.3 Origin of Tourist

Domestic Tourists coming to Bilaspur are mainly from Madhyapradesh, Maharashtra, Orissa and West Bengal. As regards Foreign tourist, no records are maintained, as per interactions with hotel owners, mainly they are from UK, USA, Japan and Russia.

1.4.4 Spending Pattern of Tourist

Average spending on	% age of Tourist Spending
Accommodation	45 %
Food	20%
Transportation	25%
Other , Entertainment, Communication	15%

1.4.5 Nature of Tourist

Business Tourist	50 %
Adventure Tourist	0.0
Leisure Tourist	25%
Pilgrim Tourist	25 %

1.4.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	4 to 6 persons

1.4.7 Average stay in number of days : 2 to 3 days

1.4.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Dusserah Festivals

1.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	55 %
	Female	35%
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.1000 per day.	
Repeat Tourists	60 % tourist are repeat tourist	

1.5 Infrastructure Details

Sr. No	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Bilaspur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Good	33 Hotels / Lodges with total 450 rooms approx available
5	Food / Eating joints, Bars	Good	Different types of food available at Bilaspur
6	Utilities (Water,Power,	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities nr. Rly. Stn & Bus stop needed
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Fair	No ATM, No forex
10	Entertainment	Fair	Theaters /Parks available
11	Medical	Good Facilities	Several Nursing homes & Modern Hospital available
12	Travel related Services.	Good	All Hotels have Travel desk Taxies are also operating
13	Other Daily Necessities	Good	Several Shops near Bus stop and Rly stn for this.

1.6 Environment Status

Bilaspur city has developed urban infrastructure like, closed drainage and solid waste collection and disposal system. It has also prepared urban development plan for future development and made provision for environmental aspects. However, with a view to tourism development at specific tourist spots proper planning is required to be done as part of basic infrastructure creation.

1.7 Other Undeveloped Site

Bilaspur can act as hub- gateway for tourist, for several undeveloped tourist places in the district, like Tala, Malhar, Bellpan, Achanakmar, Kabir Chabutra, Son Madawah etc; Itr has also potential to develop waterbodies at Khutaghat and Khudia dams. These destinations are identified and prioritized for development. Specific projects are suggested.

1.8 Employment – Opportunities and Avenues

Bilaspur city will generate employment opportunity for local population as it will attract tourist traffic going to near by tourist places. It will generate opportunity in hospitality business, taxi operators, and other travel related service providers. It will also generate employment for other businesses like handicraft and handloom item producers, and vendors at Religious tourist places.

1.9 Bottlenecks/Constraints

This location has only bottleneck in terms of Air connection. Though it has an air strip and flights were operated earlier, it is non-functional and all tourists have to depend on Raipur as air link, which is 115 km away from Bilaspur. It is therefore suggested to up grade the air strip at Bilaspur and make it functional to cater to the need of domestic and foreign tourist.

1.10 General Condition of the attraction

In Bilaspur city general condition of attractions is satisfactory. However, in some specific cases there is need for improvement.

1.11 Strength and weakness analysis of the destination

Bilaspur city has following strengths and weaknesses:

(i) Strengths:

- It has better broad gauge rail links than any other place in Chhattisgarh as it is located on two trunk routes, Mumbai- Howrah and Vishakhapatnam- Nizamuddin and act as transit link for many passengers. Many trains originate / terminate at Bilaspur.
- It has also well developed tourist infrastructure, like accommodation, eating joints and transportation facilities. It also has other travel related services available, like taxi-operators, travel agents and tourist Bus operators.
- It can act as tourist hub-gate way for northern Chhattisgarh area.

(ii) Weaknesses:

- Bilaspur has major weakness in terms of fast mode of internal transportation system.
- Bilaspur lacks modern banking facilities like ATMs and Foreign Exchange services, necessary for tourism development in the area.
- Bilaspur do not have direct air link available for domestic and foreign tourist, though it has many attractions around it.

1.12 Suggested Tourism Project and Infrastructure Required:

- A Tourist accommodation resort and a picnic spot suggested at Pendari Kanan in Bilaspur.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Tourist information center suggested at Bilaspur. This will be located at important tourist entry points like Railway station and Bus stop.
- We are suggesting up-gradation of non-functional Air- strip to have an air link for Bilaspur.
- A guided tour of 3 days in AC luxury coaches covering all important tourist places around Bilaspur is suggested by making Bilaspur as hub for its operation.

2 PALACE KAWARDHA



Kawardha lies at the edge of the Maikal Hill range, which climbs in altitude from 340mt to 941 mt above sea level, located about 125 km in north-west of Chhattisgarh state capital Raipur. The longitude and latitude co-ordinates are $81^{\circ} E 14'30''$ and $22^{\circ} N 1'$ respectively. Palace Kawardha is a crown of Kawardha District. It is located on north-west side of Kawardha city, the district place of Kawardha District.

Palace Kawardha remains the residential “Home” of Maharaja Vishwaraj Singh and his family, and in 1991 the family decided to share the hidden treasure that surrounded them with special guests, who wish to experience events which are pleasurable unique while on vacation. Naturalists, Historians, photographers, Artists, Poets and those who love to explore India’s diversity, will find something unique here.



Panaromic view Palace Kawrdha-Kawardha

Accessibility

2.1.1 By Air

The nearest airport is Raipur (C.G). Flights by two separate carriers from/to New Delhi / Mumbai are scheduled six days a week. Raipur has international air-link through airports like Calcutta, Mumbai and Delhi.

2.1.2 By Road

Kawardha can be reached by road from four different directions, namely Raipur, Bilaspur, Rajnandgaon and Kanha National Park from Madhya Pradesh. It is having about three to four hour drive from all these places.

2.1.3 By Rail

Raipur, Rajnandgaon and Bilaspur are main stations on trunk railway route of Mumbai-Howrah. Bilaspur is also junction on railway route connecting Vishakhapatnam- Nizamuddin (New Delhi). Taxi and Bus transports are available to reach Kawardha from these places.

2.2 Major attractions

Palace Kawardha itself is a unique attraction, giving the glimpses of Royal life to tourists. Apart from this ancient temple of Bhramdeo, Madava Mahal and Chherka Mahal are other attractions for tourists. The Dasserha Festival is the highlights of annual celebration in Kawardha, with tribals and other communities traveling upto 100 Kms to spend the day celebrating the culmination to Durga puja. There are several other fairs and festivals organized near Kawardha, details of which have been given in respective destination profiles.

2.3 Climate

The New Bilaspur district is hilly towards North and plain in the South. Secondly, the northern part of Bilaspur is quite cold and it starts becoming hot as we move towards the Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately.

2.4 Tourist inflow

2.4.1 Domestic

There are 50 to 100 tourists coming to this place on a normal day, while during Dusserah and Shivratri festivals, 2000 to 3000 tourists come here from surrounding places.

2.4.2 Foreign

80 to 100 Foreign Tourists per season come here from Kanha-MP and go further to Raipur and Jagdalpur in Chhattisgarh.

2.4.3 Origin of Tourist

Most of the foreign tourists come to Palace Kawardha and Boramdeo from Kanha National park and Jabalpur-Bhedaghat in Madhyapradesh. Majority of Domestic tourists come from Madhyapradesh, Gujarat, Maharashtra and West-Bengal.

2.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	30
Food	20
Transportation	40
Other , Entertainment, Communication	10

2.4.5 Nature of Tourist

Business Tourist	15
Adventure Tourist	10
Leisure Tourist	55
Pilgrim Tourist	20

2.4.6 Size of Groups

Single	30 %
Family	70 %
Group size	4 to 6 persons

2.4.7 Average stay in number of days

Average stay for domestic tourist is 2 to3 days and that for foreign tourist is 5 to 6 days.

2.4.8 Seasonal flow details

Peak	Dusserah & Shivratri
Lean	Monsoon months
Special Occasion	Dusserah & Shivratri festivals

2.4.9 Profile of Tourist

Age Group	Nearly 80 % in 25 to55 years age group	
Sex	Male	55 %
	Female and Child	45 %
Classification as per tourist spending pattern	Middle level tourist with Rs.500- 1000 spending per day per person	
Repeat Tourists	50 % are repeat tourist	

2.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but with other places not good needs improvement.
2	Internal Road	Fair condition	Needs improvement within city
3	Accessibility (Mode)	Road, Rail, Airport at Raipur is 100 Km approx.	Good link with Rajnandgaon for both Rail & Road traffic.
4	Accommodation	Available	3 to 5 Guest houses & Lodges available. Palace Kawardha accommodation for high end Foreign tourist exclusively.
5	Food / Eating joints, Bars	Fair	Good-Veg and Non-veg restaurants needed in Kawardha city
6	Utilities (Water, Power,	Power, Water, availability good	There is sufficient water and power available
7	Civic Amenities	Fair	Need for public amenities near Bus stop and taxi-stand.
8	Communication	Good	STD/ISD & Fax available
9	Banking services	Fair	No ATM or Forex faculties
10	Entertainment	Fair	Parks & Theaters are there
11	Medical	Facilities available	CHC level hospital facilities available.
12	Travel related Services.	Good	All Hotels have Travel desk Taxies are also operating

2.6 Environment Status, Policy & Regulations

Kawardha is a small district place, with limited urban infrastructure facilities. It does not have a very well developed solid waste disposal system. There will be need for appropriate environmental protection measures, to take care of tourist traffic in this place. This will be specially required during the festival period, when there will be peak in tourist traffic. There will be need for special solid waste disposal manpower during this period to maintain the environmental balance.

2.7 Other Undeveloped Site

Bhoramdeo is an under developed tourist destination, just 17 km from Kawardha city. There are two such monuments, Chheraka Mahal and Madava Mahal, which has ancient sculptures like Khajuraho. Bhoramdeo is under state priority for development; hence other nearby places should also be developed as tourist attractions.

2.8 Employment – Opportunities and Avenues

Development of Kawardha in general and tourist places around it will generate employment for local population. There is also a proposal for cottage type tourist accommodation and lake development plan for lake opposite to Bhoramdeo temple. This activity also will generate employment for local population.

2.9 Bottlenecks/Constraints

The major bottleneck for development of this place is its weaker direct link. Kawardha has depends on Rajnandgaon for rail link and Raipur for Air-link. This makes tourist access little difficult and time consuming. There is need for budget tourist accommodation.

2.10 General Condition of the attraction

General condition of Kawardha Palace is good. The Condition of Bhoramdeo temple is also satisfactory, but condition of Chheraka Mahal and Madawah Mahal needs conservation and urgent maintenance.

2.11 Strength and weakness analysis of the destination

Kawardha city has following strengths and weaknesses:

(i) Strengths:

- It has famous tourist attractions like Bhoramdeo temple and Kawardha palace.
- It has also well developed tourist infrastructure, like accommodation, eating places and transport facilities. It also has travel related services available, like taxi-operators and tourist Bus operators.
- It can act as tourist gate way for northern Chhattisgarh area for tourist coming from Kanha and Jabalpur by road- a world famous sanctuary in Madhya Pradesh.

(ii) Weaknesses:

- Kawardha has major weakness in terms of fast mode of internal transportation system. An internal road needs improvement as they are single and not maintained well.
- Kawardha lacks modern banking facilities like ATMs and Foreign Exchange services, necessary for tourism development in the area.
- Kawardha do not have direct rail link and air link available for domestic and foreign tourist, though it has several tourist attractions around it.

2.12 Suggested Tourism Project and Infrastructure Required:

- Economical accommodation facilities are needed , hence we are suggesting for a Tourist accommodation at Kawardha.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- It is proposed to convert the Heritage property (Kawardha Palace) into 3 star tourist accommodation in line with state government policy for development of heritage property.

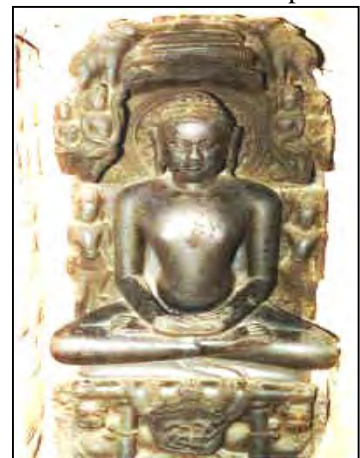
3 MALHAR



Malhar (Saravpur) once upon a time was the State of Capital of ancient Chhattishgarh. It is approximately 14 Km. away from masturi block on the way from Bilaspur to Raigarh. At this place remains are found of the period from appx. 1000 BC to Kalchuri regime. The temples of 10th and 11th century are seen here. Among those Pataleswar kedar temple is one of them where Gomukhi shivling is the main point of attraction. The Didneswari temple of Kalchuri regime is also found. Artistic idols are found in Deor temple. At this place, there is a museum with a good collection of old sculpture managed by Central Govt. Thus, Malhar is an important place for Jain, Buddhist, and Shivaites and also for Vaishnavaites.

3.1 Accessibility

Malhar has accessibility from Bilaspur. It is 32 km in south west of Bilaspur-Sheorinarayan route. Through Bilaspur, it has excellent accessibility, both by Rail and Road. Bilaspur is linked by several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh and Madhyapradesh. It is also linked by several private bus operators, within and outside Chhattisgarh state. It is linked by bus routes with Allahbad, Jabalpur, Chitrakoot and Amarkantak. Nearest airport is Raipur, which is approx 115 Km from Bilaspur linked by good road.



Jain Statue Malhar

3.2 Major Attractions

The major attractions at Malhar are Pataleshwar Shiv temple in Kalchuri style (900 to 1300 A.D) and Didneshwari Devi Temple. Pataleshwar Shiv temple was constructed by great king Karandev. The statues are made of shining black granite stones. Malhar is a tourist place for Shivaites and Vaishnavaites alike. Malhar is on the state tourism department priority destination as it has direct link from Bilaspur and Sheorinarayan the famous religious tourist places.

3.2.1 Festivals/Special Events Linked To the Destination

Festivals are held here in Navratri period for 10 days period. During Shivratri also fairs are organized for 1 to 2 week period.

3.3 Climate

Malhar is located in Bilaspur district; hence it has climate similar to that of Bilaspur. Bilaspur district is hilly towards North and plain in South. Secondly, the northern part of Bilaspur is quite cold and it gets hot as we move towards Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately.

3.4 Tourist inflow

3.4.1 Domestic

50 to 100 Overnight Stay tourists per day. Furthermore, during festivals 5000 to 6000 day tourists from Raipur, Sheorinarayan, Champa (Janjgir) & Korba apart from various places within Bilaspur District visit Malhar.

3.4.2 Foreign

Very few Foreign tourists coming to Kanha National Park in M.P, visit Malhar as it is not a well known place. The average inflow of foreign tourist is 20 to 30 per annum.

3.4.3 Origin of Tourist

Tourists coming to Malhar are mainly from Chhattisgarh, Madhyapradesh, Maharashtra, Orissa and West Bengal. As regards foreign tourist, no official records are available, but mainly they are from UK, France, USA and Russia.

3.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	30%
Food	30%
Transportation	30%
Other , Entertainment, Communication	10%

3.4.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	20 %
Leisure Tourist	35%
Pilgrim Tourist	25 %

3.4.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	4 to 6 persons

3.4.7 Average stay in number of days 1 to 2 days

3.4.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Dusserah Festivals

3.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	45 % tourist are repeat tourist	

3.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Bilaspur, but needs improvement with other destinations like Sheorinarayan.
2	Internal Road	Fair Condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Bilaspur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available	There is need for good tourist accommodation as currently tourist has to stay at Bilaspur.
5	Food / Eating joints, Bars	Available	Food is available but there is need for good eating facilities.
6	Utilities (Water, Power,	Water /Power available good	There is need for additional power & water for increased tourist traffic.
7	Civic Amenities	Fair facilities available	Facilities nr. Temple & Bus stop needed
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Bad	No theaters /Parks available
11	Medical	Facilities Available	Several Nursing homes & Modern Hospital available at Bilaspur
12	Travel related Services.	Bad	All Hotels have Travel desk Taxies are also operating
13	Other Daily Necessities	Available	Some Shops are there near Bus stop and temple.

3.6 Environment Status

Malhar being a small tourist place, there is no well developed, drainage and solid waste handling system at present. There will be need for creating proper infrastructure to address these needs as and when tourist traffic to the place develops. There are occasional needs of arranging solid waste handling and disposal system at the time of Navratri and Shivratri festivals.

3.7 Other Undeveloped Site

Malhar can be developed as a part of circuit with other undeveloped or less developed places, like Sheorinarayan and Talagram.

3.8 Employment – Opportunities and Avenues

Development of Malhar will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly.

3.9 Bottlenecks/Constraints

Malhar has very bad road link at present and it is just 32 km from Bilaspur, hence it may take sometime for developing it as overnight stay destination for domestic and foreign tourist. Currently, poor tourist infrastructure at Malhar makes it less attractive place for overnight stay.

3.10 General Condition of the attraction

General condition of attraction at Malhar is satisfactory, but it needs improvement for developing it as tourist attraction.

3.11 Strength and weakness analysis of the destination

Malhar as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It is located on the way from Bilaspur to Sheorinarayan, the famous tourist place.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on the priority list of state tourism department as potential tourist place for development.

(ii) Weaknesses:

- Malhar has major weakness in terms of tourist access, relatively poor public transportation linkages with Bilaspur and Sheorinarayan.
- Malhar lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- Due to its proximity to Bilaspur, it will take some time to develop it as overnight stay destination.

-
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from religious tourist.

3.12 Suggested Tourism Project and Infrastructure Required:

- Proper accommodation facilities are needed , hence we are suggesting a Tourist accommodation at Malhar.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development by arranging for proper lighting of the monuments are required and landscaping of the area needs to be done in an ethnic manner.

4 TALAGRAM



Talagram is famous for "Deorani-Jethani" temple and is situated approximate. 27 Kms. from Bilaspur on Bilaspur-Raipur road. Another name of Talagram is Ameri-kapa gram. There is a wonderful statue present in the temple which is approximately 7 ft. in height, 4 ft. in width and weighs 8 tons. People from all corners of the world come to see the statue. There was not any name given to that statue even after several years. As per local stories it is a statue of "Rudra Shiv", or "Aghor Shiv". It is also called a place of Tantra Sadhana for Vam-margi.

4.1 Accessibility

Talagram has accessibility from Bilaspur and Raipur. It is 85 Km from Raipur and 27 Km from Bilaspur. Tala has excellent accessibility, both by Rail and Road. Talagaon is near to Amiri-kampa village on the bank of river Maniyari, only 1.5 km from Dauri station on Raipur-Bilaspur Railway link. It can have best accessibility from Bilaspur by road, using taxi.



Unique Statue of Tala

Bilaspur is a main junction on Mumbai- Howrah trunk railway route. Moreover, it is also a main station on Vishkapatnam-Nizamuddin Route. Bilaspur is linked by several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh and Madhyapradesh. It is also linked by several private bus operators, within and outside Chhattisgarh state. It is linked by bus route with Allahabad,

Jabalpur, Chitrakoot and Amarkantak. Nearest airport is Raipur for Talagram and there is a non-functional air strip at Bilaspur. Bilaspur is linked by a road with Tala.

4.2 Major attractions

The main attractions at Talagram or Amiri-campa are Dewrani- Jethani temples built in 4th and 5th century A.D. Dewrani temple is Jaieshwar Shiv Temple and made in Gupta period architecture. It is in better shape. The other Jethani temple is broken and only few statues remain intact. It is in Kushan architecture. Apart from this there is famous mysterious, stone statue of Talagram- Maha Raudra. It is a place of worship for tantrik and vam-margis.

4.3 Festivals/Special Events Linked To the Destination

Many people visit at the time of Shivratri and small funfair is organized in this place.

4.4 Climate

Talagram is in south west part of Bilaspur district. Bilaspur district is hilly towards North and plain in South. Secondly, the northern part of Bilaspur is quite cold and it gets hot as we move towards the Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately.

Bilaspur district is located in North-western part of Chhattisgarh and falls within latitude 21° 47" to 23° 8" North and longitude 81° 14" to 83 °15" East, Bilaspur district has been surrounded by Koriya district in north, Shahdol district in north, Raipur district in South and Korba , Janjgir-Champa districts in East. The total area of Bilaspur is approximately 6,377 Sq.Km after the division of old Bilaspur district in three districts (New Bilaspur, Korba and Janjgir-Champa District).

4.5 Tourist inflow

4.5.1 Domestic

100 to 200 tourists per day in season and 50 to 100 Tourists per day in off season. Majority of these are day tourists from Bilaspur, Raipur, Champa (Janjgir) & Raigarh apart from various places within Bilaspur District.

4.5.2 Foreign

Foreign Tourists coming to Bilaspur visit places in Bilaspur district, specifically Talagram, Malhar, Ratanpur, and Pali. Foreign tourists coming to Korba- visit "Tala Statue" for its uniqueness. The inflow of foreign tourist is in the range of 30 to 60 per annum.

4.5.3 Origin of Tourist

Tourists coming to Talagram are mainly from Chhattisgarh, Madhyapradesh, Maharashtra, Uttarpradesh and West Bengal within India. As regards foreign tourist, no official records are available, but mainly they are from UK, USA, Germany and USSR.

4.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	25 %
Food	30%
Transportation	35%
Other , Entertainment, Communication	10%

4.5.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	0.0
Leisure Tourist	35 %
Pilgrim Tourist	45 %

4.5.6 Size of Groups

Single	40 %
Family	60%
Average Group size	3 to 7 persons

4.5.7 Average stay in number of days 1 day

4.5.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Shivratri Festival & Durga-puja holidays

4.5.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40%
	Child	10%
Classification of the tourist as per their spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	50 % tourist are repeat tourist	

4.6 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Bilaspur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail-Bilaspur and Raipur Road links with Raipur and Bilaspur. Bilaspur has non-functional air strip.	Air strip at Bilaspur may be upgraded and may be made functional to increase the Tourist traffic.
4	Accommodation	Available	Need for Tourist accommodation near to site
5	Food / Eating joints, Bars	Available	Small Restaurant with good facilities needed.
6	Utilities (Water, Power,	Water /Power available good	Arrangement for lighting of monument be done
7	Civic Amenities	Available	Need for good civic amenities Nr. Bus stop and monument
8	Communication	Available	STD / ISD facilities can be available
9	Banking services	Bad	No banking faculties for Tourist like ATM & Forex
10	Entertainment	Bad	Other tourist attractions needed to extend stay.
11	Medical Facilities	Available	PHC in near by village
12	Travel related Services.	Available	Taxi services needed, regular MPSRTC link needed.
13	Other Daily Necessities	Available	Some facilities available but not adequate for large tourist traffic.

4.7 Environment Status:

Talagram being a small tourist place, there is no well developed drainage and solid waste handling system at present. There will be need for creating proper infrastructure to address these needs as and when tourist traffic to the place develops. There are occasional needs of arranging solid waste handling and disposal system at the time of Shivratri festival.

4.8 Other Undeveloped Site

Talagram can be developed as a part of circuit with other undeveloped or less developed places, like Sheorinarayan and Malhar. This circuit will be operated from Bilaspur.

4.9 Employment – Opportunities and Avenues

Development of Talagram will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly apart from that, it will also create opportunities in tourism support services like taxi operators, restaurants and gifts and souvenirs shops etc;

4.10 Bottlenecks/Constraints

Talagram has major bottleneck in terms of internal roads for access. It will develop initially as part of tourist circuit from Bilaspur, and once tourist traffic picks up, necessary tourist accommodation and other facilities will be created.

4.11 General Condition of the attraction

The condition of Dewrani temple is satisfactory, while that of Jethani temple is in bad shape. There is urgent need for conservation of these monuments and develop them as tourist attraction. There is also need for taking steps for environment protection during festivals.

4.12 Strength and weakness analysis of the destination

(i) STRENGTHS

- “Tala” is a unique statue with ancient historical value. It is attracting tourists from all over world.
- “Tala” is being promoted by State tourism department for its uniqueness.

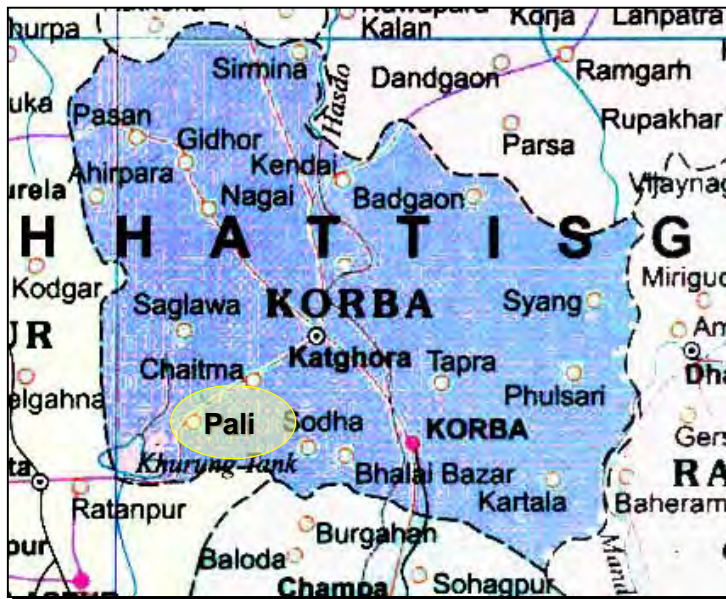
(ii) WEAKNESSES:

- The destination needs adequate tourist infrastructure in terms of tourist accommodation, eating place and civic amenities, to increase its carrying capacity.
- It also needs proper public transportation linkages for easy accessibility of the place from main point, Bilaspur.

4.13 Suggested Tourism Project and Infrastructure Required:

- Proper accommodation facilities are needed, hence we are suggesting for a Tourist accommodation at Talagram.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development by arranging for proper lighting of the monuments are required and landscaping of the area needs to be done in an ethnic manner.

5 PALI- ANCIENT SHIV TEMPLE



Pali is located on the way from Bilaspur to Katghora on state highway no.5. It has an ancient shiv temple of 8th Century, located on the bank of Octagonal lake. It was earlier part of Bilaspur district, but now it is falling under Korba district. It is about 50 Km from Ratanpur, hence, it can be developed as circuit with Ratanpur, from Bilaspur.

5.1 Accessibility

5.1.1 Road

Pali is in district Korba, in new Chhattisgarh state. However it is convenient to reach to Pali from Bilaspur than Korba. It is 75 Km from Bilaspur on state highway No.5 connecting Bilaspur and Ambikapur. It is approx.70 Km from Korba via Katghora, and approx 115 km from Champa.

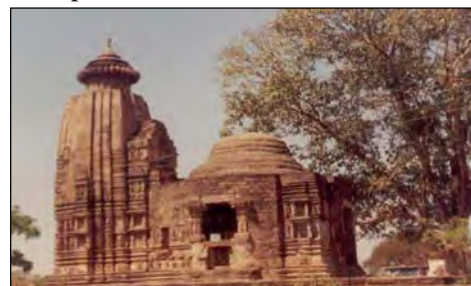


Artistic Panels of Shiv Temple

Bilaspur has excellent accessibility, both by Rail and Road. It is a main junction on Mumbai- Howrah trunk railway route. Moreover, it is also a main station on Vishakhapatnam-Nizamuddin Route. Pali is linked by several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh. It is also linked by several private bus operators, within Chhattisgarh state. It is on route connecting Bilaspur and Ambikapur.

5.1.2 Rail

Pali does not have any direct rail link. It has rail link via two places Bilaspur and Korba, but nearest link is from Bilaspur.



Ancient Shiv Temple-Pali

5.1.3 Air

Pali does not have direct air link. The nearest airport is Raipur, which is approx 190 Km. Bilaspur and Korba have Air strips, but they are not functional at present.

5.2 Major Attractions

Pali has main attraction of ancient Shiv temple, built in 8th Century by King Vikramaditya. It has Erotic sculptures comparable to places like, Khajuraho, Boramdeo and Jain temples of Mount Abu. The temple is located between highway and a lake. The lake is Octagonal in shape and presently used by village people.

5.3 Festivals/Special Events Linked To the Destination

At the time of Shivratri in the month of February / March, a week long fair is organized and many people from surrounding areas, as well as from Raipur, Bilaspur, Ratanpur, Korba, Ambikapur and Champa visit the place. In the month of August (In the month of Shravan) also, many people visit the place and on Mondays, it has small fairs attended by locals.

5.4 Climate

Pali is located just adjacent to Bilaspur district and has similar climate like Bilaspur district. The new Bilaspur district is hilly towards North and plane in South. Secondly, the northern part of Bilaspur is quite cold and gets hot as we move towards the Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately

5.5 Tourist inflow

5.5.1 Domestic Tourist

Overnight Stay & single day tourists - Tourists travelling from Bilaspur to Katghora and Ambikapur stops at Pali, for seeing this magnificent Shiv temple. Average 50 to 60 persons visit this place every day, and on Monday and in the holy month of Shravan daily 200 to 300 visitors come to this temple. On shivratri, a fair is organized by local people, and people come from as far away as 70 to 100 Km, to visit this place. At this time more than 5000 persons visit in 3 days period. There is only small PWD guest house available at Pali, so most of the visitors do not stay over night.

5.5.2 Foreign Tourist

Very few foreign visitors come to this place. Only visitors coming to Korba plant and passing through this highway visit this place. There are not more than 20 foreign visitors per annum coming to this place.

5.5.3 Origin of Tourist

Most of the tourists coming to Pali are from Chhattisgarh state only. However, some tourists from West Bengal and Jharkhand area also visit during special occasions.

5.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	30 %
Food	25%
Transportation	35%
Other, Entertainment, Communication	10%

5.5.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	0.0
Leisure Tourist	20%
Pilgrim Tourist	60 %

5.5.6 Size of Groups

Single	70 %
Family	30 %
Average Group size	4 to 6 persons

5.5.7 Average stay in number of days 1 day only at festival time for 2 days

5.5.8 Seasonal flow details

Peak	Aug-Sep and Jan-Feb
Lean	April-June
Special Occasion	Mahashivratri Festival

5.5.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	55 %
	Female	35%
	Child	10%
Classification as per tourist spending pattern	Lower Middle income level tourist less than Rs.300 per day.	
Repeat Tourists	45 % tourists are repeat tourists	

5.6 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Bilaspur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Bilaspur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Bad	Only one panchayat Guest house with limited facilities
5	Food / Eating joints, Bars	Available	Outlet serves reasonable Qualitative vegetarian food
6	Utilities (Water, Power)	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Bad	No Facilities nr. Bus stop needed
8	Communication	Available	STD / ISD / facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Bad	No Theaters /Parks available
11	Medical	Bad	Only PHC level facilities available
12	Travel related Services.	Bad	Very less number of taxis are a operating
13	Other Daily Necessities	Good	Few Shops near Bus stop for this.

5.7 Environment Status

Pali being a small tourist place, there is no well developed, drainage and solid waste handling system at present. There will be need for creating proper infrastructure for conservation of environment, particularly Lake. There is occasional need of arranging solid waste handling and disposal system at the time of Shivratri festival.

5.8 Other Undeveloped Site

Pali can be developed as a part of a circuit with other developed and less developed places, like Ratanpur and Khutaghat dam .

5.9 Employment – Opportunities and Avenues

Development of Pali will certainly generate employment avenues for local population and artisans of the area. It will provide employment at the time of festival to local people on large scale.

5.10 Bottlenecks/Constraints

Pali has very bad transport link at present and it is 82 km from Bilaspur, hence it may take sometime for developing it as overnight stay destination for domestic and foreign tourist. Currently, poor tourist infrastructure at Pali makes it less attractive place for overnight stay.

5.11 General Condition of the attraction

General condition of attraction at Pali is satisfactory, but it needs improvement for developing it as tourist attraction. Pali is under central ASI and monument conservation work was being undertaken, but there is need for doing more to make it an attractive tourist destination.

5.12 Strength and weakness analysis of the destination

Pali as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It is located on the way from Bilaspur to Ambikapur .
- It has excellent ambiance in terms of location and natural surroundings.
- It has good connecting road and it is on priority list of state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Pali lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- Pali has very less frequency of public transport. It does not have any rail link. Thus, tourist access to Pali is not good.

5.13 Strategy for tourism development:

Pali should be highlighted as an important site of archeology, Religious and leisure tourism. It has an ancient Shiva temple on the bank of an Octagonal lake.

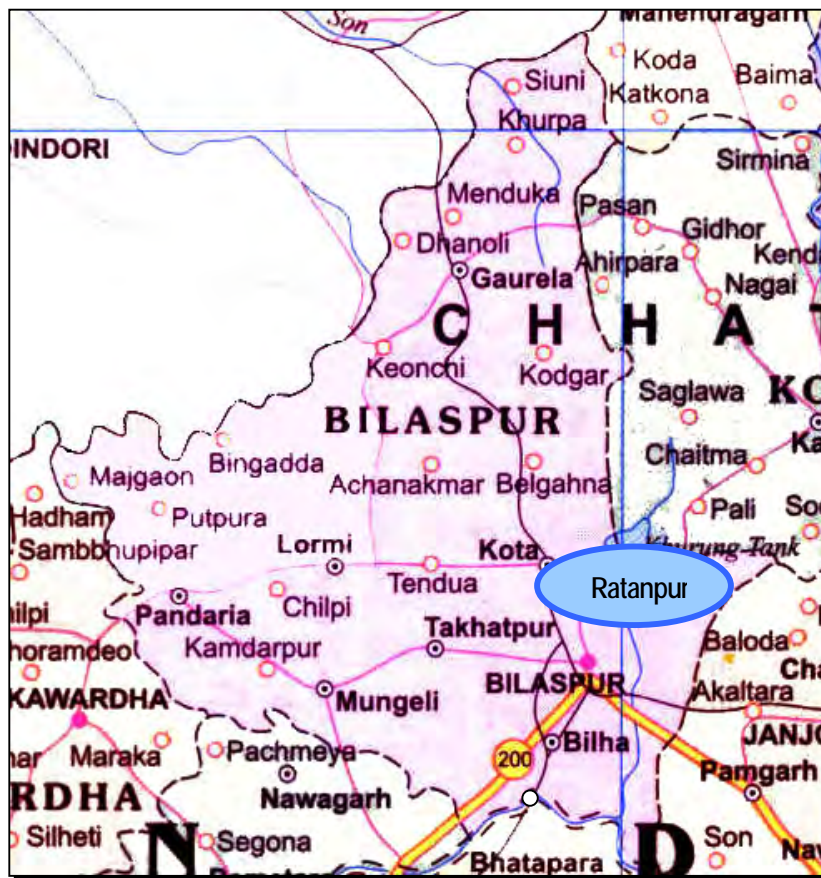
5.14 Preferred Circuits/ Destination:

- Bilaspur- Ratanpur-Khutaghat Dam - Pali- Bilaspur
- Bilaspur-Ratanpur- Korba- Champa- Sheorinarayan- Bilaspur

5.15 Suggested Tourism Project and Infrastructure Required:

- Proper accommodation facilities are needed, hence we are suggesting for a Tourist accommodation up gradation at Pali.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development by arranging for proper lighting of the monuments are required and landscaping of the area needs to be done in an ethnic manner.
- Lake development can be taken up as mid-term project in this place, based on its viability.

6 RATANPUR



The old capital of the Chhattisgarh state - Ratanpur, is situated Approximately 25 km away from Bilaspur on the way to Katghora Road. According to the voice of local people, it was an important place in all four Yug. (Satyug, Dwaper, Treta, Kalyug).

At Kariyapara, Ancient Shiv ling and Surya Temples were found in the pond of Krishna Arjuni. In front of Mahamaya Temple there is a temple of Kantideval of Maratha Period which is renovated by architecture department. Sitchourai and Jagannath temple are inside the Ratanpur fort. There is a Dargah of musekhan in near by juna town. Khichadi Kedar and Lateswar are also important among the tourist.



6.1 Accessibility

11th Century Shiv Temple

Ratanpur has excellent accessibility, both by Rail and Road. It is a main junction on Mumbai- Howrah trunk railway route. Moreover, it is also main station on Vishakhapatnam-Nizamuddin route. Apart from this several trains originate from Bilaspur, e.g Narmada Express, Bilaspur-Katni-Indore. Bilaspur is linked by several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh and Madhyapradesh. It is also linked by several private bus

operators, within and outside Chhattisgarh state. It is linked by bus routes with Allahabad, Jabalpur, Chitrakoot and Amarkantak.

Nearest airport is Raipur, which is approx 115 Km from Bilaspur and linked by good road.

6.2 Major attractions

There is **an old fort** which is today in demolished condition. However, renovation work by ASI is being undertaken. There are very good attractive old sculptures on stone over the frame of Ganesh gate in this Gate frame, Idols of River Ganga-Jamuna can be seen. On entrance one can see the Tandav Dance of God Shivji and statue of Bramha and Vishnu. It is interesting to see the idol of God Dashanan who is cutting his own head one after another and offering to Lord Shivji.

The local favourite is the temples of **Goddess Mahamaya**. This temple is of eleventh century old constructed during the reign of CALTURI, the king of Raja Ratnadev. In its surroundings, there are different old temples and ponds. Before entering the place of Ratanpur, there is a temple of Baba Bairavnath which has an idol of nine feet height. At the place of Ramtekri there is a temple of Ram Panchayat. There is a Bhuddeshwar Shiv Temple made at the feet of hill made by Bhimbhaji Bhosle and at the top there is Laxmi temple which is called Ekbara Temple. Similarly, there is a Ratneswar Mahadev temple.

6.3 Climate

The Bilaspur district is hilly towards North and plain in South. Secondly, the northern part of Bilaspur is quite cold and it gets hot as we move towards the Southern part. The maximum temperature of Bilaspur district is 45 Deg. Cen. and average rain fall is 1,220 mm approximately.

6.4 Tourist inflow

6.4.1 Domestic

200 to 300 Overnight stay tourists per day during season and 100 to 200 Tourists per day during off season. Furthermore 5000 to 6000 day tourists from Raipur, Korba, Champa (Janjgir) & Raigarh come here during festival time, apart from various places within Chhattisgarh.

6.4.2 Foreign

Foreign Tourists coming to Kanha National Park in M.P, visit places in Bilaspur district, specifically Achanakmar Sanctuary and Amarkantak. Foreign tourists coming to Korba- NTPC super thermal power plants and BALCO Aluminum plant visit places in Bilaspur district. The average inflow of foreign tourists is 30 to 60 per annum.

6.4.3 Origin of Tourist

Tourists coming to Bilaspur are mainly from, Chhattisgarh, Madhyapradesh, Maharashtra, Orissa and West Bengal within India. As regards foreign tourist, no official records are available, but mainly they are from UK, USA, Germany, and Japan.

6.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	40 %
Food	20%
Transportation	25%
Other , Entertainment, Communication	15%

6.4.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	0.0
Leisure Tourist	35%
Pilgrim Tourist	45 %

6.4.6 Size of Groups

Single	40 %
Family	60 %
Average Group size	4 to 8 persons

6.4.7 Average stay in number of days 1 to 2 days

6.4.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Durga-Puja Festivals

6.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	55 %
	Female	35%
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	60 % tourist are repeat tourist	

6.5 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Bilaspur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Bilaspur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available	2 Temple Dharamshala with total 100 rooms and dormitories available
5	Food / Eating joints, Bars	Available	Snacks and food available at temple premises & at other outlets also.
6	Utilities (Water, Power)	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available in Temple premises	Facilities near Bus stop needed
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Bad	Theaters /Parks not available
11	Medical Facilities	Available	PHC level facilities available
12	Travel related Services.	Bad	No need for local tourist. Taxis are also operating
13	Other Daily Necessities	Good	Some Shops near Bus stop available.

6.6 Environment Status

Ratanpur being a small tourist place, there is no well developed, drainage and solid waste handling system at present. There will be need for creating proper infrastructure to address these needs as and when tourist traffic to the place develops. There are occasional needs for arranging solid waste handling and disposal facilities at the time of Navratri festivals.

6.7 Other Undeveloped Site

Ratanpur can be developed as a part of circuit with other undeveloped or less developed places, like Pali, Tala, Sheorinarayan and Malhar. This circuit will be operated from Bilaspur.

6.8 Employment – Opportunities and Avenues

Development of Ratanpur will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly. Apart from that, it will also create opportunities in tourism support services like taxi operators, restaurants and gifts and souvenirs shops near temple premises.

6.9 Bottlenecks/Constraints

Ratanpur has a major bottleneck in terms of internal roads for access. It can develop initially as part of tourist circuit from Bilaspur, and once tourist traffic is generated tourist accommodations can be up-

graded and other facilities will be created. Tourism development project for this location is suggested and that will boost tourist traffic at this location.

6.10 General Condition of the attraction

The condition of Mahamaya temple and Panchmukhi Shiv temple is satisfactory, while that of Kanthil Shiv temple is not very good. There is need for conservation of these monuments and develop them as tourist attraction. There is also need for taking steps for environment protection during festivals.

6.11 Strength and weakness analysis of the destination

(i) Strengths:

- Ratanpur has the beautiful temple of Mahamaya and Panchmukhi Shiv Temple, with lakes near by. It has very good connectivity from Bilaspur.
- Ratanpur has several tourist attractions and it is on the way from Bilaspur to Ambikapur / Katghora.
- Ratanpur has basic tourist facilities and can be developed in a short period as tourist attraction as compared to other places.

(ii) Weaknesses

- The destination needs adequate tourist infrastructure in terms of eating places and civic amenities.
- Since it is near to Bilaspur, it may not develop as overnight staying place soon, but by creating additional attractions at the place, it will certainly develop as an important tourist destination around Bilaspur.

6.12 Strategy for tourism development:

Ratanpur should be highlighted as an important site of Religion and archeology. It has Hindu temples and ancient architecture as the unique features of the place, which should be show cased to the tourists. There are several lakes around these temples.

6.13 Preferred Circuits/ Destination :

- Bilaspur- Ratanpur- Pali- Katghora- Korba- Champa- Bilaspur
- Raipur- Sirpur- Sheorinarayan- Kharod- Malhar - Bilaspur – Ratanpur- Raipur

6.14 Suggested Tourism Projects and Infrastructure Required:

- Apart from religious tourism, Ratanpur should be developed for leisure tourism also, and for this water sports like boating can be developed in lakes around temple, with temple authority permission.
- A guided tour to Ratanpur is suggested as tourism project. The project will help in further development of the place, as many people are not aware about this place.
- Wayside amenities and signage should be provided for tourist facilities.
- Heritage site development by arranging for proper lighting of the monuments is required and landscaping of the area needs to be done in an ethnic manner.

Study Report on
Preparation of 20 Years Perspective Plan for
Development of Sustainable Tourism

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

July 2002

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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7 KANKER



Kanker lies at the southern end of the Chhattisgarh Plain, just before Keshkal Ghat, which climbs up to the Bastar Plateau. It is also called the gateway to Bastar region. Kanker (Kaan-Kair) is an ideal launch pad for visits to Bastar and some unusual surrounding countryside.

Facilities Kanker offers a picturesque and historic town nestled in a band of the River Dudh, a tributary of the Mahanadi. Today a District Headquarters with a population of about 30,000, Kanker boasts a royal heritage dating back to the 12th century CE. Rulers from its three dynasties, the Somvansh (1125-1344), Kandravansh (1344-97) and the Chandravansh (Moon Lineage - 1397-1948) saw themselves as patriarchs and oversaw a synthesis of cultures the legacy of which continues to give a distinct identity to Kanker.



Kanker Palace-Kanker

7.1 Accessibility

Kanker is accessible in less than three hours by National Highway 43 from Raipur. The highway up to Kanker passes via Dhamtari and plain land of Kanker district. It is accessible by MPSRTC buses as well as many private buses operating on Raipur-Jagdalpur Route. Hence, accessibility to Kanker is not a problem as such. However, it does not have any Rail-link or Air link at present.



Tribal Dance –at Madai Festivals

7.2 Major attractions

Kanker is dotted with monuments from the previous two centuries. Narharideo built a string of temples stocked with local artifacts as a precaution against marauders; Ram-Janaki, Jagannath and Balaji temples at the foot of the hills are notable. Komaldeo indulged his many Queens by adding to and refurbishing the Old Palace Complex (now the courthouse). Bhanu Pratap Deo constructed the Komaldeo Hospital and Crawford High School (now Narharideo School), two stately public buildings in the grand colonial style. The British Agent's Residence, Radhaniwas Bagicha, was also rebuilt and set in a garden in 1937. This elegant building is today the Kanker Palace, residence of the royal family. Apart from relaxation in the pleasant Palace grounds, towering over river and town is the Fort Dongri or Fort Pahar (hill). A trek to the top takes you to a temple and its adjacent pool and caves, reputed to have magic qualities, and a breathtaking view of Kanker.

7.3 Festivals/Special Events Linked to the Destination

Local culture and festivals intermingle tribal and Hindu custom. The Marhai in January is a huge fair that begins with a procession of the local tribal deity, an anga in the form of a log god, with flag bearers and a royal blessing from the King who is their guardian. It then travels from village to village, at each point adding new flavor and energy to its celebration. Panchami in March marks the season of spring with gaiety and colors. In July the Jagannath Yatra, when the deity's chariot is drawn through the town, renews links with the famous Hindu tradition of Puri, in Orissa, from where the Kanker Chandravansh trace their origin.

A variety of dances reflect the joys of a simple yet vigorous rural people, including the Gedi, or Stilt Dance of the sowing season, the Raut Nauch (Cattle-Herders' Dance) famous throughout Chhattisgarh, and the lilting Sua in which women dance in a circle around local totems.

7.4 Climate

Cool Season - November to February. Evening, night and early morning temperatures can vary between 4-12°C therefore good warm clothing is highly recommended. (The elevated Bastar Plateau at night can reach as low as 2°C.) Day temperatures typically rise to about 20°C so lighter apparel is advised for comfort.

Warm Season - October, and March to June. In these months, the weather is considerably warmer with temperatures easily reaching 30°C and even above 39°C in April-June during the day.

7.5 Tourist inflow

7.5.1 Domestic

Kanker has very little tourist flow as overnight staying tourists. But as mentioned it is on way from Raipur to Jagdalpur, hence many tourist make halt at Kanker during their travel, as it is almost mid-way. However, it can be safely assumed that Kanker has domestic tourist traffic of 100 to 200 tourists per day.

7.5.2 Foreign

Many foreign tourists come to Kanker, especially to have a feel of Tribal culture in the Forest areas near Kanker. These foreign tourists stay at Kanker palace and enjoy royal hospitality, along with royal family, and visit tribal villages. Total number is approx. 30 to 50 per season. The Kanker Palace season extends from October until April.

7.5.3 Origin of Tourist

The domestic tourist coming to Kanker are from Raipur, Bilaspur, and Bhilai, mostly on way to Jagdalpur. Foreign tourist comes from UK, Germany, Sweden and USA. They come with specific interest in Tribal culture.

7.5.4 Spending Pattern of tourist

Average spending on	%age of Tourist Spending
Accommodation	40
Food	20
Transportation	30
Other, Entertainment, Communication	10

7.5.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	10 %
Leisure Tourist	40%
Pilgrim Tourist	30 %

7.5.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	2 to 4 persons

7.5.7 Average stay in number of days 1 to 3 days

7.5.8 Seasonal flow details

Peak	Oct-Dec and Jan-April
Lean	June-Sept
Special Occasion	Mariah & Dusserah Festivals

7.5.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	60 %
	Female	30%
	Child	10%
Classification as per tourist spending pattern	Higher & Middle income level tourist more than Rs.1000 per day /per person	
Repeat Tourists	45 % tourist are repeat tourist	

7.6 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Good	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Road by NH 43	Kanker has only accessibility by road.
4	Accommodation	Good	3 Hotels / Lodges with total 45 rooms approx. available
5	Food / Eating joints, Bars	Good	Kanker has good wayside restaurant offering different varieties of food.
6	Utilities (Water, Power)	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities nr. Bus stop and Taxi stand needed
8	Communication	Good	STD / ISD / facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Available	Theaters /Parks available
11	Medical Facilities	Facilities Available	CHC level health facilities available
12	Travel related Services.	Available	Tourist buses are operating and Taxis are also operating
13	Other Daily Necessities	Good	Several Shops near Bus stop and in town for this.

7.7 Environment Status

Kanker is a district head quarter, and has reasonably good urban infrastructure. However, it lacks closed drainage system and well-developed solid waste collection and disposal system. In case of large tourist traffic during festivals, there is need for special care for environment preservation, as it can otherwise damage surrounding natural resources like river and forest areas.

7.8 Other Undeveloped Site

Seventeen kms to the west of Kanker are the gushing rapids of Malanjikudum, point of origin of the River Dudh. This, and Mutte Khad, where a waterfall roars over a deep cave, are perfect picnic spots from where to imbibe the sounds and sensations of the tropical forest.

7.9 Employment – Opportunities and Avenues

Development of Kanker as tourist place will certainly generate employment avenues for local population and artisans of the area. It will generate employment opportunities in hospitality industry directly.

7.10 Bottlenecks/Constraints

Kanker has lack of elaborate tourist infrastructure for handling large tourist inflow. Currently, poor tourist infrastructure at Kanker makes it only a stop over place, but there is possibility to convert it into a tourist attraction for overnight stay.

7.11 General Condition of the attraction

General condition of attractions at Kanker is satisfactory, but it needs improvement for developing it as tourist attraction.

7.12 Strength and weakness analysis of the destination

Kanker as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It is located on the way from Raipur to Jagdalpur and it is considered as gateway to Bastar region - famous for tribal culture.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on the priority list of state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Kanker has a major weakness in terms of tourist access, as it does not have any rail link or air-link, vital for foreign tourist.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from religious tourist.

7.13 Strategy for tourism development:

Kanker should be highlighted as an important site, as Gateway to Bastar area. It has several Hindu temples and ancient monuments. It is also near tribal areas and Sitanandi sanctuary.

7.14 Preferred Circuits/ Destination :

- Raipur- Dhamtari- Kanker- Jagdalpur
- Raipur- Dhamtari- Sitanandi- Kanker- Keshkal - Jagdalpur.

7.15 Suggested Tourism Project and Infrastructure Required:

- Tourist budget accommodation facilities are needed, hence we are suggesting for a Tourist accommodation in the form of 3 star heritage hotel at Kanker. It is suggested to convert Kanker Palace into heritage hotel with owners' consent.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Guided tour to Tribal village around Kanker is proposed as Tourism project.

8 DANTEWADA



Dantewada is a beautiful district situated in southern Bastar region of Chhattisgarh state. The district is blessed with Beautiful tall and long series of hills with full of thick green saal and teak forests. Rivers Indravati, Godavari & Shabari flow through out the district. Two more perennial rivers Shankhini and Dankiny are also there. These rivers give many panoramic views and water falls at many sites in the district. Dantewada town is also district head quarter.



Danteshwari Temple-Dantewada

8.1 Accessibility

8.1.1 Road

Dantewada is connected with Jagdalpur the nearest town, by National highway no.16 and small stretch of State Highway No.9. MPSRTC is running regular services from almost all the big cities of Chhattisgarh, like Raipur, Bilaspur, Durg & Rajnandgaon to Bailadila, which goes through

Dantewada. Apart from MPSRTC private luxury buses are also being run from all these cities to Bailadila which passes through Dantewada. Dantewada is also connected by road with Hyderabad, the capital city of the neighboring state Andhra Pradesh on which APSRTC is running its bus service regularly.

Jagdalpur - 87, Raipur - 383, Durg - 421, Rajnandgaon - 462, Bilaspur - 499, Hyderabad – 560

8.1.2 Train

South East Railway is running a regular train (ordinary) from Vishakhapatnam to Bailadila which passes through the beautiful Araku Valley, and stops a while at Dantewada before reaching its destination Bailadila.

8.1.3 Air

The nearest Air terminal is Raipur. However, there is an air strip at Jagdalpur, which is non-functional at present, but it can be an important link for foreign tourists coming to Bastar region.

8.2 Major Attractions

A very ancient town of India, Dantewada had been the capital city of a glorious Kingdom in its golden past. This town was known as Tarlapal and Dantawali in pre-historical days, mention of which can be found on the stone carvings found in the district.

A splendid temple of Goddess Danteswari tops the list of places of interest, in the town. This temple, which is one among the Shaktipiths of the country, is visited by devotees from different parts of the country throughout the year. Constructed, mainly on the South Indian style of (temple) architecture, and located at the confluence of the holy rivers Shankini & Dhankini, this temple gives a pleasant feeling of peace and immense satisfaction to the minds of devotees who visit.

Apart from Danteswari temple, the temple of Bhairav Baba is also a historically important place to visit.

8.3 Festivals/Special Events Linked To the Destination

Dantewada being a religious place many tourists from Jagdalpur, Raipur and other parts of the state visit regularly. Like other places of Shaktipith, here also a large number of tourists visit during two Navratri periods, i.e. in Chaitri Navratri and prior to Dusserah nine days period in the month of October / November. A large fair is organised every year at the time of Dusserah and it's a festive occasion for tribals of the area as they worship their kings at this time. Like Jagdalpur, here also processions are taken out during this festival and tribals from surrounding areas celebrate this festival with lot of joy and in their traditional ways with folk dances and funfairs.

8.4 Climate

Dantewada is hilly and forest area. It has comparatively cooler climate than other parts of Chhattisgarh state. In summer temperature rises to maximum 36 to 40 C, and in winter temperature drops to moderate levels. Due to hilly region it has very high rainfall in monsoon period nearly 1500 to 1800 mm. Due to hills and many small rivers flowing in the region accessibility during monsoon period is little difficult.

8.5 Tourist inflow

8.5.1 Domestic

Overnight Stay & single day tourist - At Dantewada the main attraction is Goddess Danteshwari temple. Domestic tourist inflow is 500 to 1000 day visitors at this place. Out of these tourist 50 to 60 tourists stay overnight. During Dusserah and Navratri festivals tourist flow increases to 2000 per day and in total 10 days period more than 20,000 tourist visit the place.

8.5.2 Foreign

Foreign tourist also visit this place apart from other tribal region. There is estimated flow of 20 to 30 Foreign tourist per annum at this place.

8.5.3 Origin of Tourist

Nearly 90% tourist are tribals from surrounding areas and other parts of Chhattisgarh. People come from as far distance as Rajnandgaon, Bilaspur, Bhilai, Raipur, and Raigarh to this place. Some people from Andhrapradesh bordering areas and Vishkhapatnam also visit here. Very little out of state tourist traffic is here, as very few people outside state are aware of this and surrounding places. Furthermore, many people are not visiting these places as they identify these areas as Naxalites troubled areas, which is far from truth.

8.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	25 %
Food	25%
Transportation	40%
Other, Entertainment, Communication	10%

8.5.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	10 %
Leisure Tourist	20 %
Pilgrim Tourist	50 %

8.5.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	4 to 6 persons

8.5.7 Average stay in number of days 1 to 2 days

8.5.8 Seasonal flow details

Peak: 500 to 1000 per day	Oct-Dec and April-May
Lean: 20 to 30 per day	June-Sept
Special Occasion	Dusserah Festivals

8.5.9 Profile of Tourist

Age Group	15 to 65 years	
Sex	Male	45 %
	Female	45%
	Child	10%
Classification as per tourist spending pattern	Lower Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	50 % tourist are repeat tourist	

8.6 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair	Good with Jagdalpur NH 16 upto Gidam, but needs improvement with other destinations
2	Internal Road	Bad	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Foreign Tourist traffic
4	Accommodation	Available	12 rooms, 1 dormitories, small lodges with total 50 to 60 tourist facilities
5	Food / Eating joints, Bars	Available	Only one small restaurant available nr. temple
6	Utilities (Water, Power)	Water /Power available good	Additional power & water required to be planned for future.
7	Civic Amenities	Good, Shulabh complex available	Good facilities Nr. Temple complex needed.
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	Banking available but , No ATM, No forex
10	Entertainment	Available	Lake available
11	Medical Facilities	Bad	Facilities available at Bailadila 27 km available
12	Travel related Services.	Available	Private tourist buses and Taxis are available
13	Other Daily Necessities	Good	Several Shops near Bus stop for this.

8.7 Environment Status

Currently Dantewada is not having very large traffic in normal course. However, at the time of Festivals, there is need for taking care for solid waste and sewerage generated by tourist traffic. There is also need to take care of two rivers, flowing by Dantewada town to maintain their environment, if tourist activities around these rivers is proposed.

8.8 Other Undeveloped Site

Apart from the scenic beauty historical places like Barsoor, Bhadrakali and Dantewada are also worth visiting.

Bailadila Iron ore project NMDC-Township, mines, parks and Hill top habitations of Aakash nagar and Kailash nagar are places without viewing which the visit of Dantewada will not be complete. Aakashnagar near Bacheli and Kailashnagar near Kirandul are two destinations, which are underdeveloped in terms of tourist activities.

8.9 Employment – Opportunities and Avenues.

Currently there are six to Seven shops around temple premises. In Dantewada town market, there are 60 to 70 shops of daily necessities and telecommunication facilities. Development of this place as tourist destination will certainly generate employment opportunities for local population and it will open new avenues for them. It is proposed to put up Herbal/ Ayurvedic resort and Eco-tourism projects at this destination which will generate employment opportunities for the locals.

8.10 Bottlenecks/Constraints

- (a) Dantewada has main bottle neck of good Railway connectivity.
- (b) It is also near to some areas which are naxalite affected areas.
- (c) Bacheli and Kirandul (potential under developed tourist places) are part of NMDC Iron ore Mining operations and under control of CISF.

8.11 General Condition of the attraction

General condition of attraction at Dantewada is satisfactory, but it needs improvement for developing it as tourist attraction. The condition of Danteshwari temple is satisfactory. However, there is need for beautification of the place, and also creating basic infrastructure like Civic amenities near temple site.

8.12 Strength and weakness analysis of the destination

Dantewada as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has excellent ambiance in terms of location and natural surroundings.
- It's on priority list of state tourism department as potential tourist place for development.

-
- It has potential for Eco-tourism, Health Tourism and religious tourism.

(ii) Weaknesses:

- Dantewada has major weakness in terms of tourist access, relatively poor public transportation linkages with Jagdalpur and Raipur.
- Dantewada lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from religious tourist.

8.13 Strategy for tourism development:

Dantewada should be highlighted as an important Religious and Nature tourism. It has ancient Hindu temple on confluence of two rivers. Tribal festivals associated with temple are unique features of the place which should be showcased to the tourists. The area has several features which can support health, nature and religious tourism.

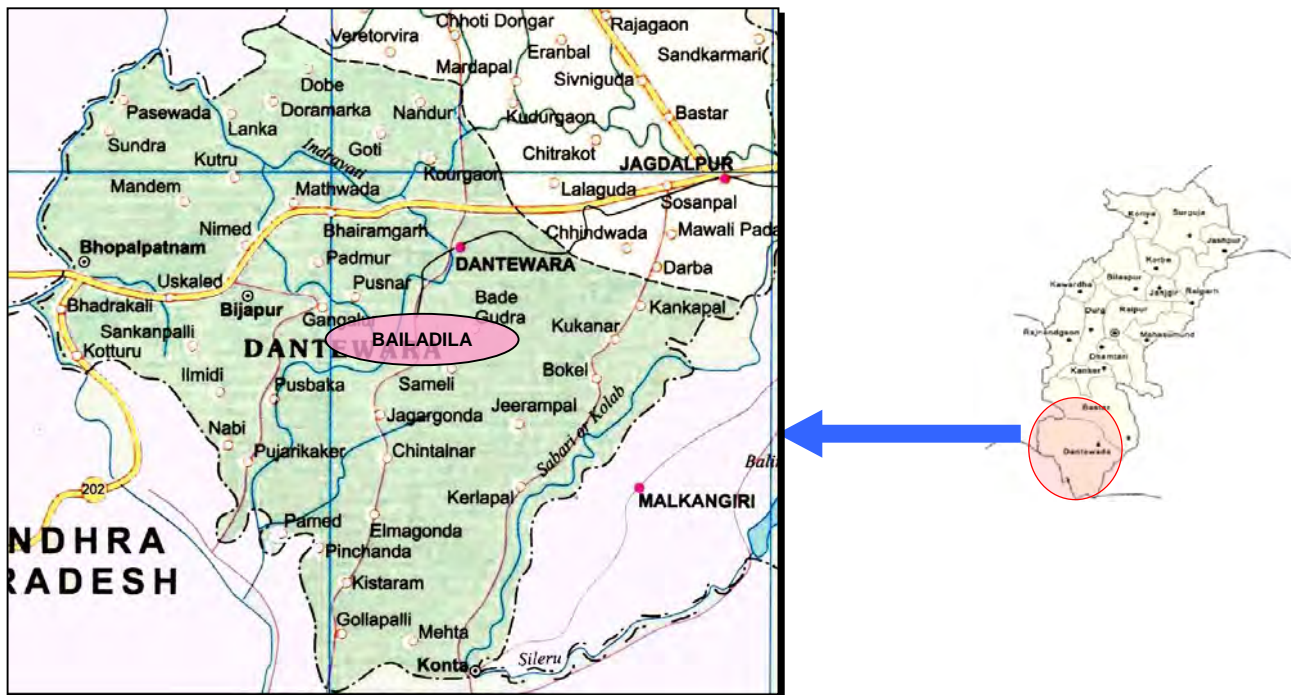
8.14 Preferred Circuits/ Destination :

- Jagdalpur- Dantewada –Baildilla - Kailashnagar and Aakashnagar –Barsur –Jagdalpur
- Jagdalpur - Chitrakote falls- Barsur- Dantewada-Aakashnagar-Jagdalpur.

8.15 Suggested Tourism Project and Infrastructure Required:

- Proper accommodation facilities are needed, hence we are suggesting for a Tourist accommodation at Dantewada in the form of Health resort and Nature camps.
- We are also suggesting Eco-resort at this place as mid term project.
- As per suggestion of tourism department a snake park is suggested at Dantewada for tourist attraction.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development by arranging for proper lighting of the monuments are required and landscaping of the area needs to be done in an ethnic manner.

9 BAILADILA AND KIRANDUL



Bailadila mountain range, famous in the world for the enormous & top Qualitative deposits of Iron ore. Total 14 reserves have been discovered in this range out of which the mining activities are going on in 3 deposits. These operations are undertaken by National Mineral Development Corporation (NMDC) at these places. There are more than 10,000 people are involved in these operations.

As this range of mountain contains Peak that look like the humps of the ox at different places, this range of mountains is called as "Baila Dila", meaning the hump of ox, in the local language. Bailadila has been established as an Industrial area that has been divided into two towns, namely Bacheli (29 KMs from Dantewada) & Kirandul (41 Kms from Dantewada).

9.1 Accessibility

9.1.1 Road

Bacheli is connected with Dantewada the nearest town, by State highway and small stretch of State Highway No.9. MPSRTC is running regular services from almost all the big cities of Chhattisgarh, like Raipur, Bilaspur, Durg & Rajnandgaon to Jagdalpur, which goes through Dantewada. Apart from MPSRTC private luxury buses are also being run from all these cities to Bailadila which passes through Dantewada. Dantewada is also connected by road with Hyderabad, the capital city of the neighboring state Andhra Pradesh on which APSRTC is running its bus service regularly. Buses as well as private taxis are available from Dantewada at regular intervals for both Bacheli & Kirandul.



9.1.2 Train

South East Railway is running a regular train (ordinary) from Vishakhapatnam to Bailadila which passes through the beautiful Araku Valley, and stops a while at Dantewada before reaching its destination Bailadila.

9.1.3 Air

The nearest Air terminal is Raipur. However, there is an air strip at Jagdalpur, which is non-functional at present, but it can be an important link for foreign tourists coming to Bastar region.

9.2 Major Attractions

The Iron Ore mines are situated at the top most peak of this mountain range known as “**Aakash Nagar**”, which can be visited with prior permission from NMDC (National Mineral Development Corporation). A 22 KM lengthy Ghat Road, that leads the visitors from Bacheli to Aakash Nagar thrills them with serpentine twists and offers a bird eye view of the entire region throughout the journey. Apart from understanding the mining activities of NMDC, one can enjoy the pleasant locality of Aakash Nagar, which is stretched into the blue sky, offering the visitors a panoramic view of the green forests and beautiful landscapes.

Similarly 12 Kms Ghat Road from Kirandul takes the visitors to Kailash Nagar, yet another peak of Bailadila range. Kailash Nagar is equally beautiful as Aakash Nagar. One can find the rare and wonderful deposits of “Blue Dust” the sand like blue colored Iron Ore, which satisfies one’s quest to come in encounter with the wonders of mother nature.

9.3 Climate

Aakashnagar and Kailashnagar being mountain tops, climate is cool even during summer months. In winter, from month of November to March, thick fog prevails in evening time due to its cloud touching heights. In the rainy season it has very poor visibility due to thick clouds and it is not advisable to travel on steep slopes and sharp turning curves during rains.

9.4 Tourist inflow

9.4.1 Domestic

Overnight Stay & single day tourist - Currently with the permission of NMDC authorities daily 50 to 70 tourists visit these places. Apart from this visitors coming to meet their relatives at NMDC colonies also visit these places. There are no tourist stay facilities on hill top, but NMDC accommodates some overnight tourists in their guest house at Bacheli with prior permission. As informed by concerned officials about 30 to 40 % capacity is allotted to outside visitors also.

9.4.2 Foreign

Currently 30 to 40 Foreigners coming to NMDC site also visit to these places, but outside foreigner are not coming to visit these sites specially.

9.4.3 Origin of Tourist

Most of the tourist coming to these places are day tourist, as there is no special tourist accommodation facilities at Hill top sites. Majority domestic tourists come from Bhilai, Raipur, and Jagdalpur. Some tourists from Araku valley and Bhadrachalam from Andhra Pradesh also come, but exact numbers are not available.

9.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	15 %
Food	25%
Transportation	50%
Other, Entertainment, Communication	10%

9.4.5 Nature of Tourist

Business Tourist	40 %
Adventure Tourist	0 %
Leisure Tourist	30 %
Pilgrim Tourist	20 %

9.4.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	5 to 8 persons

9.4.7 Average stay in number of days

Except relatives of NMDC employees, most are day tourist and there is no Private tourist accommodation available on hill top. NMDC –do permit stay for out-siders in their guesthouse at Bachel, by prior permission.

9.4.8 Seasonal flow details

Peak: 50 to 100 per day	March to May
Lean: 10 to 20 per day	June-Sept
Special Occasion	Nil, in vacations tourist comes

9.4.9 Profile of Tourist

Age Group	15 to 50 years	
Sex	Male	60 %
	Female	30 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist spending approx. Rs.500 per day per person.	
Repeat Tourists	50 % tourist are repeat tourist	

9.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair	Good with Dantewada and Jagdalpur NH 16 upto Gidam, but needs improvement with other destinations
2	Internal Road	Good	Ghat roads with steep slopes, needs care in driving. Also needs Signages for outsiders.
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Foreign Tourist traffic
4	Accommodation	Available	Tourist can stay at NMDC guest house with prior permissions.
5	Food / Eating joints, Bars	Available	There are few small restaurants available at hill top.
6	Utilities (Water, Power)	Water /Power available good	Additional power & water required to be planned for future.
7	Civic Amenities	Good ,	Good facilities at colony.
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	Banking available but , No ATM, No forex
10	Entertainment	Available	Park and auditorium available at Aakashnagar.
11	Medical Facilities	Good	Facilities available at Bailadila by NMDC
12	Travel related Services.	Available	Private tourist buses and Taxies are available
13	Other Daily Necessities	Good	Several Shops near Sun-set point at hill top, as well as there is a shopping complex at Kirandul.

9.6 Environment Status

Currently Aakashnagar and Kailashnagar are not having very large traffic in normal course. NMDC is doing excellent work by creating plantations within their sites and on way and it has also developed Medicinal plants areas. The overall environment is greener and well managed about environmental aspects.

9.7 Other Undeveloped Site

Aakashnagar near Bacheli and Kailashnagar near Kirandul are two destinations, which are underdeveloped in terms of tourist activities.

9.8 Employment – Opportunities and Avenues

At present there are 10,000 employees working in NMDC-complex, their relatives and guests are visiting the place apart from other visitors. Substantial employment opportunities for locals will be generated if these places are developed as tourist spots also. It will generate employment for all class of people in hospitality business.

9.9 Bottlenecks/Constraints

- Baqcheli and Kirandul has main bottleneck of passenger Railway connectivity. Only one passenger train ply between Kirandul and Vishakhapatnam, through Araku valley area in one day.
- It is also near to some areas which are naxalite affected areas.
- Bacheli and Kirandul (potential under developed tourist places) are part of NMDC Iron ore Mining operations and under control of CISF.

9.10 General Condition of the attraction

The condition of at Aakashnagar and Kailashnagar are satisfactory.

9.11 Strength and weakness analysis of the destination

(i) Strengths:

- Excellent potential for tourist destination development as it has beautiful panoramic view for Sun-set and Sun-rise points from hill tops.
- Existing railway and Road links up to base of these sites.
- Well developed infrastructure of NMDC is also there.

(ii) Weakness:

- These site are controlled by NMDC authorities and tourist can visit only with their permission.
- There are no accommodations at hill top for common tourists and also there is need for development of other tourist amenities.

9.12 Strategy for tourism development:

Bailadila iron ore mining sites under the control of NMDC, hence for any tourism activity development they have to be taken into confidence by state tourism development authorities.

Aakashnagar and Kailashnagar can be developed as excellent sun-set point and sun-rise points. In association with NMDC tours can be conducted from Dantewada as base.

9.13 Preferred Circuits/ Destination :

- Jagdalpur-Dantewada-Aakashnagar-Kailashnagar-Dantewada-Jagdalpur
- A train tour can also be organized from Jagdalpur-Dantewada-Kirandul- Jagdalpur.

9.14 Suggested Tourism Project and Infrastructure Required:

- Any tourism development in area under NMDC will require their clearance, hence no tourism project is suggested at these destinations.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.

10 JAGDALPUR-BASTAR



Jagdalpur, the headquarters of Bastar district and entire Bastar division, is a small and developing town with all facilities. The area of the town is 8.50 sq.km. And the area of the Jagdalpur urban including the Jagdalpur town is 23.75 sq.km. All the higher education institutions such as Arts & Science Colleges, P.G College, Engineering & Polytechnic Colleges, Hostels etc and Anthropological Museum are located in Dharampura.

Jagdalpur is one of the small and beautiful towns in Chhattisgarh State. Jagdalpur has rich in greenery, with big trees everywhere, and plantations surrounding the town providing a pleasant and healthy atmosphere and free from pollution. Because of this the temperature even in peak summer is moderate which a key attraction of Jagdalpur.

It has a mixed culture of people pertaining to different states such as Orissa, Andhrapradesh, Bengal, Punjab and etc. Most of them are settled as business men and as government servants. Jagdalpur is one of the few towns in India where people of different religion, caste and culture are living in peace and harmony.



Lighting at Danteshwari

In Jagdalpur town, the main shopping complexes are there in the main market areas namely, Gole Bazaar and Sanjay Market, where almost all types of items are available. The main vegetable market is also situated at Sanjay Market area where tribals from near by villages come and sell fresh vegetables. Especially the Gole Bazaar is worth seeing during night hours and during Dusserah and Diwali festival seasons. Another place of interest for tourists in Jagdalpur is Kumhar Para area where all types of handicraft items made by the skilled hands of Bastar tribes are available.

Apart from Government rest houses a number of good Hotels and Lodges are available in Jagdalpur. Three good cinema theatres are also available for the purpose of entertainment. There is a beautiful park which is a good means of amusement .A small but good Stadium, Akashavani (All India Radio) and TV station, Anthropological Museum, Forest Training College etc enriches the decency of the town. There are also a number of good schools(both Hindi & English Fair) for primary-middle-high school education.

10.1 Accessibility

Jagdalpur is a district head quarter of Bastar district, in south part of Chhattisgarh. It is 282 Km from the state capital Raipur. It is accessible by National highway no.43 from Raipur. It is also connected by NH 16 with Andhrapradesh. Jagdalpur is linked by road with Koraput in Orissa, which is another broad gauge rail head for this area. Jagdalpur is linked by all parts of Chhattisgarh by MPSRTC bus links as well as private travel operators' bus links.

Jagdalpur is linked by south-eastern railway with Vishakhapatnam on one side and Bachel-Kirandul in Dantewada district on other side. Though, this railway link is not used by tourist as there is only one passenger train per day running on this route, there is excellent potential to develop this link for tourist traffic as it passes through beautiful Araku valley of Andhrapradesh and beautiful forest and hilly track of Bastar area.

Jagdalpur is having a non-operational air strip, which can be upgraded to give air link to the area, and it can improve accessibility for both domestic and foreign tourist in the area. Jagdalpur can be linked with feeder air line or small air craft with Puri & Bhuvneshwar in Orissa and Vishakhapatnam and Hyderabad in Andhra by such air linkages.

10.2 Major Attractions

Jagdalpur is a gateway (Hub) for Bastar region as a whole. Besides it is a district place, it is one of the major city of the area, serving tourist traffic. Jagdalpur is having several tourist attractions, including Dalpatsagar lake, Balaji and Danteshwari Temples, recently constructed Jain temple near lake, Anthropology museum depicting all aspects of Tribal life style, art and culture, Bastar Palace etc; are important tourist attractions of Jagdalpur.

The key attractions in Jagdalpur town are Danteshwari Temple, Bastar Palace, Handicraft shopping complexes, Anthropological Museum and a couple of beautiful lakes.

Jagdalpur serves as base for traveling to other parts of Bastar region like Kanger Valley National Park, Chitrakote falls, Dantewada, Bachel, Kirandul, Barsoor, and handicraft centers of Bastar, Parchanpal, Kondagaon, Kumharpara etc;.

10.3 Festivals/Special Events Linked To the Destination

Bastar Dusserah festival at Jagdalpur is the main attraction for experiencing Tribal life style, art and culture. It is the most colorful festivals with 10 days celebrations and many rituals, typical of tribal culture are observed. During Diwali also lighting and decorations are made in the city.

10.4 Climate

Jagdalpur is having excellent climate in whole Chhattisgarh state. It is located on a plateau, with 3000 to 4000 ft height from sea level. It is getting excellent rainfall during monsoon, approx. 1400 to 1600 mm, between June to September and also sometimes in January/ February. Due to very good forest coverage on way and surrounding Jagdalpur, its temperature remains lower even in summer period. It has lot of greenery within city also.

10.5 Tourist inflow

10.5.1 Domestic

Overnight Stay & single day tourist - Jagdalpur being main business hub of the area, many people visit this place. Most of the tourist coming to this place make overnight stay, before moving to other tourist places of the area. It has in all 10 Fair and lower category hotels / lodges in the city and considering total room capacity approx. 250, with average occupancy of 40 % there is daily overnight stay tourist traffic of 100 persons. Most of the leisure tourists come in weekends, with family in 4 to 6 persons group. As per our survey it has the day tourist traffic from surrounding areas, as high as 1000 to 2000 persons.



Danteshwari Devi- Jagdalpur

10.5.2 Foreign

Foreign tourist with specific interest to see Tribal art, culture and life style come to Jagdalpur. Another group of Eco- tourists who love forests and wild-life come to this place. Some business tourist are also coming to visit NMDC (National Mineral Development Corporation) Iron ore mining sites for business purpose.



Jagdalpur Place

10.5.3 Origin of Tourist

Most of the tourist come from Raipur, Bhilai, Rajnandgaon, Dhamtari and interstate from Maharashtra, Madhya Pradesh, Orissa and Andhra Pradesh. Foreign tourist comes from UK, Europe, Australia, Canada, and Japan.

10.5.4 Spending Pattern of tourist (Average spending on)

Average spending on	% age of Tourist Spending
Accommodation	30
Food	25
Transportation	25
Other, Entertainment, Communication	20

10.5.5 Nature of Tourist

Business Tourist	25 %
Adventure Tourist	20.0
Leisure Tourist	40%
Pilgrim Tourist	15 %

10.5.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	6 to 8 persons

10.5.7 Average stay in number of days: 2 to 3 days

10.5.8 Seasonal flow details

Peak	Oct-March and April-June
Lean	June-Sept
Special Occasion	Dusserah Festivals

10.5.9 Profile of Tourist

Age Group	15 to 55 years	
Sex	Male	45 %
	Female	40%
	Child	15 %
Classification as per tourist spending pattern	Middle income level tourist less than Rs.800 per day.	
Repeat Tourists	55 % tourist are repeat tourist	

10.6 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Good-NH 43	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available	10 Hotels / Lodges with total 250 rooms approximately available
5	Food / Eating joints, Bars	Good	Different types of food available at Jagdalpur
6	Utilities (Water, Power)	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities needed nr. Railway. Station & Bus stop, tourist places
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Available	Theaters /Parks available
11	Medical Facilities	Facilities Available	Several Nursing homes & Modern Hospital available
12	Travel related Services.	Good	All Hotels have Travel desk Taxies are also operating
13	Other Daily Necessities	Good	Several Shops near Bus stop and Rly stn for this.

10.7 Environment Status

Jagdalpur city has master plan for urban development and elaborate provisions are made for urban infrastructure creation. At present Jagdalpur is having partly closed drainage and partly open drainage system. However, there is need for solid waste handling infrastructure, and particularly care should be taken at the time of festivals.

10.8 Other Undeveloped Site

There are several spots at Kanger valley national park, Kanger Dhara falls, Tirathgarh falls, Natural caves at Kanger valley national park, Chitrakote falls, Indravati river trail, and handicraft centers of Kondagaon, Parchanpal, Kumharpara etc;. As undeveloped tourist attractions and if these are developed there is vast potential for tourism in this place.

10.9 Employment – Opportunities and Avenues

Development of Jagdalpur will definitely generate very large employment for locals. It has excellent potential for tourism development and it will generate direct as well as indirect employment for local educated youths, artisans and other people, like traders, guides, travel agents, taxi operators etc;.

10.10 Bottlenecks/Constraints

The main bottleneck in development of Jagdalpur is lack of fast accessibility transportation. It is not having air link though it has non-operational air strip, hence foreign tourist traffic have to come via Raipur or Vishakhapatnam. As regards rail link also it has only one passenger train in a day coming/going from Vishakhapatnam, which is also 450 km away.

10.11 General Condition of the attraction

General condition of attractions at Jagdalpur is satisfactory.

10.12 Strength and weakness analysis of the destination

Jagdalpur as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has several unique tourist attractions around it, hence it can be developed as hub for tourism activity in Bastar Region.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on priority list of state tourism department as potential tourist place for development.

(ii) Weaknesses:

- Jagdalpur has major weakness in terms of tourist access as it is lacking in Air link and proper rail link.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from Eco-tourism.
- Jagdalpur has major weakness in terms of trained manpower for hospitality industry.

10.13 Strategy for tourism development:

Jagdalpur should be highlighted as an important site of Bastar area. It has several attractions around it, like Kanger valley National park, Dantewada, Kondagaon, Parchanpal etc;..

10.14 Preferred Circuits/ Destination :

- Raipur-Kanker-Keshkal- Jagdalpur- Raipur
- Raipur- Dhamtari-Kanker-Jagdalpur – Dantewada- Kirndul- Jagdalpur.
- Interstate circuit Koraput-Jagdalpur- Arakuvalley-Vishkhapatnam

10.15 Suggested Tourism Project and Infrastructure Required:

- A Tourism project of Hatt Bazar and Cultural center for providing out-let for artisans of the area and highlighting tribal culture respectively is suggested at Jagdalpur.
- A Tourism project for the lake development at Dalpatsagar lake in Jagdalpur is suggested for leisure tourism development in the area.
- Jagdalpur will be hub (Gateway) for tourist, for visiting Bastar region and hence a Tourist information center with, tourist information Kiosk is suggested at tourist entry points like bus stop and railway station.
- An up-gradation of non-functional air-strip at Jagdalpur is suggested to provide air-links for high-end domestic and foreign tourist, specifically coming for Tribal area visit and Eco-tourism.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.

11 KANGER VALLEY NATIONAL PARK



Kanger Valley National park is Paradise for the nature lovers. The Park derives its name from the Kanger River which flows throughout its length. There are many scenic spots along this perennial stream. Rather bigger tourist attraction is the Kotamsar Caves, Kailash Caves, limestone Caves etc. The gorgeous waterfall Tirthgarh is also here.

The Moist Peninsular valley Sal forests and the South Indian Tropical Moist Deciduous forests are seen in their finest form here. The park is situated in a transition zone where southern limit of sal forests and northern limit of teak forests overlap. Hence both sal and teak are seen together in this valley.

The valley is infact one of the last pockets of almost virgin forests still left in the peninsular region. To protect this unique eco-system, it has been proposed as a Biosphere Reserve under the MAB Programme. The valley is nearly 34 kms. long with average width of about 6 kms. The terrain is hilly mostly.



Kanoerdhara Falls & River



The Park fauna consists of tiger, panther, wildcat, cheetal, sambar, barking deer, wild pig, jackal, langur, rhesus monkey, sloth bear, flying squirrel, python, hyena, rabbit, crocodile, otter, and civet. The avian fauna includes birds of prey, scavenging birds, water birds, pheasants etc. The reptiles include snakes, lizards and the insects include butterflies, moths, dragonflies, grasshoppers etc. Lower forms of plants such as fungi, algae, bryophytes and pteri dophytes are also quite common. All these put together with the virgin forests make the park a unique ecosystem.

Kanger Dhara and Bhaimsa Dharha are two good picnic resorts and especially Bhaimsa Dharha is a crocodile park.

11.1 Accessibility

Kanger valley National park is just 28 Km from Jagdalpur city. It can be reached by taxi from Jagdalpur. MPSRTC buses run on highway connecting Jagdalpur to Sukma, stops near forest barriers of this national park. However, forest department also run.

11.2 Major Attractions

Kanger valley National park has several attractions, Kanger Dhara falls, Tirathgarh fall, Kanger river trail, Kotamsar and Kailash caves of lime stone formations, dense moist forest, and wild life inside park area. Forest department run conducted tours inside this national park from Jagdalpur. . It is difficult to travel inside this national park without proper vehicle. Kotmsar caves are having one of the rare species of fish, “**Blind Fish**”, which is available only at two places in the world, India and Canada.

These waterfalls are situated at a distance of 35 Km. from Jagdalpur in south west direction and can be approached these waterfalls through the state highway of Jagdalpur to Sukma. The waterfall is actually situated in Kanger Valley National Park and the height is approximately 300 ft. This place is a favorite picnic resort, especially for large groups looking for a day-long picnic in a forest. The good season for visiting these waterfalls is from October to February. A Government rest house is also available.

11.3 Climate

Kanger valley National park is forest area and it has excellent weather most of the part of year. Except in rainy season, it has favorable weather condition for visit inside park areas. Temperature remains between 20° to 30° C even in summer period. It has heavy rainfall in monsoon season. In winter again it is not having extreme climate.

11.4 Tourist inflow

11.4.1 Domestic

Overnight Stay & single day tourist - There is no facilities for overnight stay inside national park area. There are forest guest houses inside, at various locations but they are not well equipped or well maintained, to cater tourist traffic coming to this park. In season 100 to 200 persons visit every day inside park. In weekends this floe increases to 200 to 400 tourists. All of them are day tourist, staying at Jagdalpur or any near by towns.

11.4.2 Foreign

In season 20 to 30 foreign tourists per month visit this park. They come here mainly for visiting forest areas, wild life and natural caves.

11.4.3 Origin of Tourist

Most domestic tourist come from Raipur, Bhilai, Bilaspur and other areas of Chhattisgarh. Interstate tourist from west Bengal, Orissa, Andhrapradesh and Madhyapradesh come to Bastar area. Foreign tourist from Germany, UK, Australia and other European countries come to Bastar area.

11.4.4 Spending Pattern of tourist

Average spending on	%age of Tourist Spending
Accommodation	20
Food	30
Transportation	25
Other, Entertainment, Communication	25

11.4.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	20.0
Leisure Tourist	40%
Pilgrim Tourist	20 %

11.4.6 Size of Groups

Single	50 %
Family	50 %
Average Group size	6 to 8 persons

11.4.7 Average stay in number of days 2 to 3 days at Jagdalpur

11.4.8 Seasonal flow details

Peak	Oct-Feb and March-May
Lean	June-Sept
Special Occasion	Durga puja & Dussarah vacations

11.4.9 Profile of Tourist

Age Group	15 to 55 years	
Sex	Male	50 %
	Female	30%
	Child	20%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.800 per day.	
Repeat Tourists	35 % tourist are repeat tourist	

11.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Fair with Jagdalpur, but needs improvement with other destinations
2	Internal Road	Bad	Needs improvement
3	Accessibility (Mode)	Road, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available at Jagdalpur	10 Hotels / Lodges with total 250 rooms approx. available
5	Food / Eating joints, Bars	Bad	No food is available at Kanger valley park
6	Utilities (Water, Power)	Water available/ no power available	power & water be made available for tourist
7	Civic Amenities	Available	Good facilities nr. Forest barriers
8	Communication	Bad	Needed Local / STD / ISD / facilities park areas.
9	Banking services	Bad	No ATM, No forex
10	Entertainment	Bad	No other avenues available like Tribal culture program
11	Medical Facilities	No Facilities	Nursing homes & Hospital available at Jagdalpur
12	Travel related Services.	No facilities	Taxies are operating from Jagdalpur
13	Other Daily Necessities	No facilities	Facilities available at Jagdalpur

11.6 Environment Status

Kanger Valley National Park is highly eco-sensitive zone. Proper environmental care must be taken, when tourist flow increases to these tourist places. Inside forest areas and near to waterfalls special care should be taken for collection and disposal of solid waste and tourist must be encouraged to avoid use of plastic bags/bottles etc; in these places.

11.7 Other Undeveloped Site

There are several undeveloped tourist attractions inside Kanger Valley national park. There are six caves inside forest areas, out of this only three are explored partly; hence there is scope for further development. Moreover, there is excellent potential for eco-tourism development in the area.

11.8 Employment – Opportunities and Avenues

Tourism development in Kanger valley national park will generate employment opportunities for locals and educated youths from the area. It will also generate employment for taxi operators, small vendors and handcraft artisans from the area. There is very good potential for development of hospitality industry here, and this will generate direct employment for many people directly.

11.9 Bottlenecks/Constraints

The main bottleneck in development of Kanger valley national park is lack of transportation for easy accessibility. Jagdalpur is not having air link though it has non-operational air strip, hence foreign tourist traffic have to come via Raipur or Vishakhapatnam. As regards rail link also it has only one passenger train in a day coming/ going from Vishakhapatnam, which is also 450 km away. Thus, overall accessibility for this place is not good.



Kailash caves

11.10 General Condition of the attraction

General condition for tourist attractions is not very good. Inside forest areas roads are very bad. There are no regular guides for cave tour, only Forest guards with limited knowledge are available for tourists.

11.11 Strength and weakness analysis of the destination

Kanger Valley National park as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has several unique tourist attractions around it; hence it can be developed as hub for tourism activity in Bastar Region.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on priority list of state tourism department as potential tourist place for development.



Kotamsar cave

(ii) Weaknesses:

- Kanger Valley National has major weakness in terms of tourist access from Jagdalpur as no public transport is available. Tourist has to hire taxi or to have their own vehicle. Access to Kanger Valley National park is through Jagdalpur and it is lacking in Air link and proper rail link.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from Eco-tourism.
- Kanger valley has major weakness in terms of its fragile nature in terms of eco-logy and environment aspects



Tirathgarh Waterfalls

11.12 Strategy for tourism development:

Kanger Valley National park is having several Nature base attractions, those should be highlighted to potential tourist. Kanger valley National park should be promoted as un-spoilt treasure of Nature.

11.13 Preferred Circuits/ Destination:

- Jagdalpur- Kanger Valley National Park-Chitrakote falls-Jagdalpur.
- Raipur- Jagdalpur- Kanger valley National Park-Dantewada- Indravati National Park-Jagdalpur .

11.14 Suggested Tourism Project and Infrastructure Required:

- There is scope for unique Cave-tourism in Kanger valley National park, since it has already explored six natural caves inside reserved national park area.
- Nature trail and camping is suggested around caves and two water falls, Kanger Dhara and Tirathgarh falls.
- Inside forest area, an Elephant safari is suggested as unique tourist attraction , as a tourism project.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. Development of signage is also suggested as important tourist support infrastructure.
- A conducted tour presently operated by Forest department should be taken up by tourism department as guided tour to caves and forest areas.

12 CHITRAKOTE FALLS



Chitrakote falls is located just 28 km from Jagdalpur city, on the way to Barsoor. It is horse-shoe shaped fall with approx.300 ft depth. Chitrakote fall is on Indravati river. There is a PWD rest house at this location. Apart from a small children park at this destination, no tourist infrastructure is available.

12.1 Accessibility

People go to Chitrakote falls from Jagdalpur by taxi. There are few MPSRTC buses passing through this place, but with tourist point of view, no special transport facilities have been provided from Jagdalpur.

12.2 Major attractions

The Chitrakote falls is a major tourist attraction. Apart from this, there is a small shiv temple and naturally formed caves known as Parvati caves on left bank of the fall.



Chitrakote Falls – Indravati River

12.3 Climate

The climate at Chitrakote falls is similar to Jagdalpur-very pleasant. However, this area has very little greenery and hence in the months of summer, it has hot climate. In monsoon period Chitrakote falls is in full flow and it is very enjoyable to view such a fall during this period.

12.4 Tourist inflow

12.4.1 Domestic Tourist

300 to 500 people visit this place during week ends from Jagdalpur and surrounding areas.

12.4.2 Foreign Tourist

Foreign tourist coming to Jagdalpur, Kondagaon and Dantewada definitely visit the place. There is estimated tourist traffic of 30 to 50 per season to this place.

12.4.3 Origin of Tourist

People come here from various parts of Chhattisgarh state and other neighboring states like Orissa, Andhrapradesh and Madhyapradesh. Foreign tourist from UK, USA, and Europe come to this place, for its uniqueness.

12.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	25
Food	20
Transportation	40
Other, Entertainment, Communication	15

12.4.5 Nature of Tourist

Business Tourist	30 %
Adventure Tourist	10 %
Leisure Tourist	45%
Pilgrim Tourist	15 %

12.4.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	4 to 6 persons

12.4.7 Average stay in number of days 2 to 3 days

12.4.8 Seasonal flow details

Peak	Oct-Dec and June-Sept
Lean	April to May summertime
Special Occasion	Dusserah Festivals

12.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40%
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	45 % tourist are repeat tourist	

12.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Good	Good with Jagdalpur, but needs improvement with other destinations
2	Internal Road	Fair	Needs improvement
3	Accessibility (Mode)	Road, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Tourist traffic at this place
4	Accommodation	Available at Jagdalpur	10 Hotels / Lodges with total 150 rooms approx available at Jagdalpur
5	Food / Eating joints, Bars	Small facilities	Different types of food available at Jagdalpur
6	Utilities (Water, Power)	Water/Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available	Limited facilities at PWD rest house, but need urgently in public park
8	Communication	Bad	No STD / ISD / Fax facilities available
9	Banking services	Bad	No ATM, No forex
10	Entertainment	Bad	No Theaters / only small children Park are available, though potential good.
11	Medical Facilities	Facilities available	Only PHC level facilities available in near by village.
12	Travel related Services.	Bad	No Travel desk facilities available Taxies are operating
13	Other Daily Necessities	Available	Few shops near Bus stop and in near by village available for this. Few small hawkers are also doing business here.

12.6 Environment Status

Environment status at Chitrakote falls is satisfactory at present, but due care is required for preservation of environment as tourist traffic develop at the place. Special attention is required to take care about solid waste handling at falls site otherwise it will pollute the surroundings and falls stream.

12.7 Other Undeveloped Site

There are no other important site at this place, except a Shiv temple and Parvati caves. This place has excellent potential for development as leisure tourism and Eco-tourism site.

12.8 Employment – Opportunities and Avenues

Development of Chitrakote will certainly generate employment avenues for local population and artisans of the area. It will provide employment in the hospitality industry when tourist accommodation and restaurant facilities are created at this place.

12.9 Bottlenecks/Constraints

Chitrakote has very little tourist infrastructure at present and it is just 28 km from Jagdalpur, hence it may take sometime for developing it as overnight stay destination for domestic and foreign tourist. Currently, poor tourist infrastructure and tourist access linkage with Chitrakote makes it a less attractive place for overnight stay.

12.10 General Condition of the attraction

General condition of tourist attraction at Chitrakote falls is satisfactory, but there is need for improvement in basic tourist infrastructure for development of this place as tourist Destination .

12.11 Strength and weakness analysis of the destination

Chitrakote as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has excellent value as a natural attraction.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on priority list of state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Chitrakote has major weakness in terms of tourist access, relatively poor public transportation linkages with Jagdalpur.
- Chitrakote lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- Due to its proximity to Jagdalpur it will take some time to develop it as overnight stay destination.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist.

12.12 Strategy for tourism development:

Talagram should be highlighted as an important site of archeology. It has Hindu and Jain architecture are the unique features of the place which should be show cased to the tourists.

12.13 Preferred Circuits/ Destination :

Jagdalpur- Kanger Valley National park-Chitrakote falls- Barsur-Jagdalpur

12.14 Suggested Tourism Project and Infrastructure Required:

- A Tourist accommodation at Chitrakote falls in the form of Nature camping.
- An ethnic restaurant with viewing gallery near fall is suggested as Tourist facilities.
- Beautification of falls area, with proper landscaping and lighting, viewing galllary and children park.
- Wayside amenities like dhabas, canteen and resting-places for the Tourist need to be developed. Signages for Chitrakote falls site should be developed from Jagdalpur upto the site.

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

July 2002

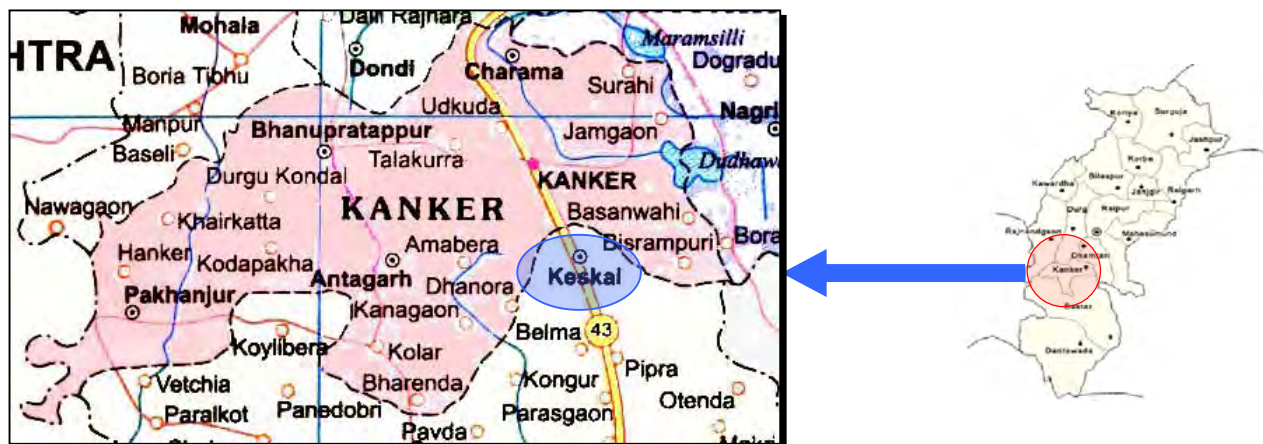
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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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13 KESHKAL & GARH GOBRAHIN



Keshkal is located on national highway no.43, on the way from Raipur- Kanker to Jagdalpur. It is a beautiful place with approx 3500 ft height at hill top, and after that Bastar plateau starts. Keshkal has having PWD rest house, Forest Rest house and Fire watch tower.

13.1 Accessibility

Just 38 km south of Kanker the National Highway starts to climb the sharp switchback corners of the beautiful Keshkal Ghat which leads up to the Bastar Plateau. Tourists stop halfway up at a small temple to offer puja to a local goddess for protection against wild beasts. A few kilometers into the interior from Keshkal, the first market town of Bastar, is the ancient religious and rich archaeological site of Garh Gobrahin with its mysterious shivling (phallic emblems associated with Lord Shiv), hinting at the many traditions of worship long followed in the deep Bastar forests.



Keshkal Valley View

13.2 Major Attractions

Keshkal is at a height of more than 3000 ft, and after that Bastar plateau begins. It has excellent valley view and thick forest coverage. It is on the national highway connecting Raipur and Jagdalpur.

13.3 Festivals/Special Events Linked To the Destination

As such, no festivals are linked with this place, but at the time of Bastar festival special arrangements are made at this place for tourists coming to Jagdalpur and passing from this place.

13.4 Climate

Keshkal is a hill station and has an excellent climate. It has an excellent valley view in the morning and evenings. In winter, it is very cool app.2 to 4° C, while in summer time it is very pleasant. In the monsoon, heavy rain descends, but it is a very enjoyable sight from hill top. In winter and Monsoon, sometimes, visibility is poor; so, in hill road, care must be taken.

13.5 Tourist inflow

13.5.1 Domestic Tourist

200 to 300 daily visitors to the place and 10 to 15 persons per day stay in forest rest house as well as PWD rest house.

13.5.2 Foreign Tourist

No foreign tourists stay here. However, tourist from Raipur and Kanker pass through this place and make their halt for view of the beautiful valley.

13.5.3 Origin of Tourist

Most of the tourists staying at Keshkal are from Chhattisgarh state. Tourists from other states like Andhra Pradesh, Maharastra, Gujarat, Orissa and West Bengal visit this place on way to Jagdalpur. Foreign tourists come from Europe, USA and Far-east Asian countries.

13.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	20
Food	30
Transportation	40
Other, Entertainment, Communication	10

13.5.5 Nature of Tourist

Business Tourist	30 %
Adventure Tourist	10 %
Leisure Tourist	30 %
Pilgrim Tourist	30 %

13.5.6 Size of Groups

Single	40 %
Family	60 %
Average Group size	4 to 6 persons

13.5.7 Average stay in number of days 2 to 3 days

13.5.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Bastar Festival

13.5.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40%
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.1000 per day.	
Repeat Tourists	60 % tourist are repeat tourist	

13.6 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Good – NH 43	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Road, No Rail access, Air-strip available but non-functional	Air strip at Jagdalpur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available	Forest Rest house and PWD rest house with total 25 rooms approx available
5	Food / Eating joints, Bars	Bad	No food facilities available at Keshkal.
6	Utilities (Water, Power)	Water /Power available good	Sufficient power & water may be planned for future.
7	Civic Amenities	Available	It is available only at forest / PWD guest house.
8	Communication	Bad	No STD / ISD / Fax facilities available
9	Banking services	Bad	No ATM, No forex
10	Entertainment	Bad	No Theaters /Parks available
11	Medical	Bad Facilities	No medical facilities available at Keshkal
12	Travel related Services.	Bad	No travel related services available at present.
13	Other Daily Necessities	Bad	No shopping facilities available at Keshkal

13.7 Environment Status

Current state of environment is satisfactory at present. However, as tourist traffic increases, care should be taken for protecting environment, particularly with respect to forest fire and solid waste management system inside forest areas.

13.8 Other Undeveloped Site

There are several places around Keshkal, which can be developed as tourist places. These places are at present unknown, but have good potential for development. There will be need for development of basic tourist infrastructure for developing these places.

13.9 Employment – Opportunities and Avenues

Development of Keshkal as a tourist place can generate employment for locals and artisans from the area. It can have basic tourist facilities like tourist accommodation and restaurant at Keshkal. Since, Keshkal is in forest area, the benefit of this employment generation will be to local tribal population from the area.

13.10 Bottlenecks/Constraints

Keshkal has only a road link at present and it is just 30 km from Kanker. Absence of rail link and air link reduces tourist access to the place. Moreover, there is lack of basic tourist infrastructure, like commercial tourist accommodation and good restaurant for tourist. The area being dense forest, sometimes, it is not safe to travel through this area at night time.

13.11 General Condition of the attraction

Talin mata temple at Keshkal is in satisfactory condition, but needs improvement in terms of providing basic tourist facilities and wayside amenities. PWD guest house was in depleted condition, but that was under renovation. Forest rest house is in fair condition, while forest fire watch tower is in good condition for overview of the valley.

13.12 Strength and weakness analysis of the destination

Keshkal as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has location on the way from Raipur to Jagdalpur.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on the priority list of state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Keshkal has major weakness in terms of limited tourist access, relatively poor public transportation linkages with Raipur and Jagdalpur.
- Keshkal lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- There is need for creating other tourist attractions at the destination for attracting and retaining leisure tourist apart from short duration Highway tourist.

13.13 Strategy for tourism development:

Keshkal should be highlighted as an important site of Eco-tourism.

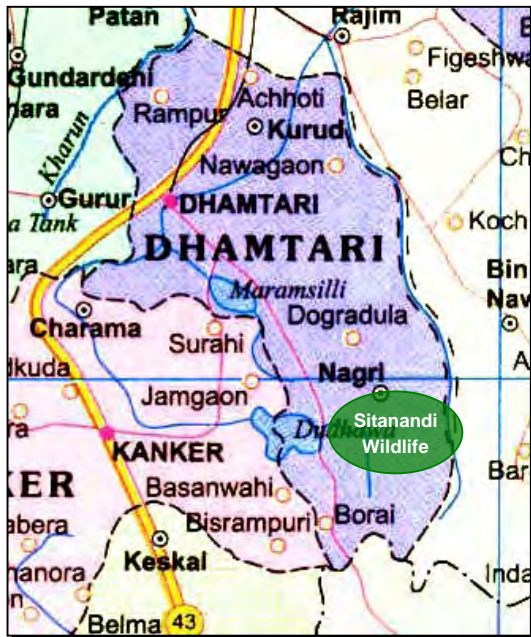
13.14 Preferred Circuits/ Destination :

- Raipur- Dhamtari-Kanker-Keshkal-Jagdalpur
- Raipur- Dhamtari-Sitanandi-Keshkal-Jagdalpur
- Raipur-Kanker-Narayanpur-Keshkal-Jagdalpur

13.15 Suggested Tourism Project and Infrastructure Required:

- Tourist accommodation at Keshkal in the form of Nature trail and camping sites.
- Wayside amenities like dhabas, canteen and resting-places for the Tourist need to be developed. An ethnic restaurant with a Valley view gallery is suggested as tourist infrastructure project. Since, tourism is already owning a property at this destination, up gradation of this facility is suggested rather than a new project.

14 SITANADI WILDLIFE SANCTUARIES



Sitanandi is a reserved sanctuary in eastern part of Chhattisgarh. It is falling under Dhamtari district and having excellent combination of Flora and fauna. It is lacking basic infrastructure for tourism at present, but has excellent potential for development.

14.1 Accessibility

14.1.1 Road

Sitanandi Sanctuary can be reached from Dhamtari and Raipur respectively. Sitanandi is 180 Km from Raipur. Limited public transport linkages are available from Raipur and Dhamtari for Sitanandi.

14.1.2 Rail

There is Rail link upto Dhamtari town from Raipur. Raipur is main railway station on Mumbai- Hiwrah Rail link. Raipur is 180 Km from Sitanandi and 115 km from Dhamtari.



Deer in Sitanandi

14.1.3 Air

Sitanandi can be accessed from only Raipur, which has an airport. Raipur is 180 Km from Sitanandi.

14.2 Major Attractions

Wildlife Sanctuary of Sitanandi is located in Dhamtari district, in south eastern part of Chhattisgarh state. It was established in the year 1974. It is spread out in a total area of 553 Sq.km. It is famous for its unique wild life, particularly “Wild Buffalo”, very rarely found in other sanctuaries of India. River Sitanandi, tributary of the Mahanadi, flows through the Wildlife Sanctuary, giving it its name.

Some thirty kilometers from Kanker is the reservoir of Dudhawa, where a toy-like rest house on a hill overlooks a vast expanse of water, the ideal setting for restful angling, bird-watching or an early picnic. Further to the north-east is the sal-forested Wildlife Sanctuary of Sitanandi, home to leopard, sambhar, spotted deer, sloth bear, chowsingha, blue bull, wolf, hyena, barking deer, wild boar, peacock and birds of paradise among other denizens. The sanctuary is being prepared for tiger which are occasionally to be seen in the area. An old British Rest House sits atop the central hill around which spreads a dense forest. Dudhawa and Sitanandi make a one day-trip from Kanker with forest guide or wild life conservationist.

Fauna : Tiger (*Panthera tigris*); Leopard (*Panthera pardus*); Samba (*Cervus unicolor*) - largest Indian deer; Chital (*Axis axis*) - spotted deer; Muntjac (*Muntiacus muntjac*) - barking deer; Chausingha (*Tetraceros quadricornis*) - world's only four-horned antelope; Nilgai (*Boselaphus tragocamelus*) - blue bull/blue cow - largest of all Asiatic antelope; Sloth Bear (*Melursus ursinus*); Wolf (*Canis lupus*); Hyena (*Hyaena*); Wild Boar (*Sus scrofa cristatus*).

Forest: Mixed: North Indian moist peninsular low level sal.

14.3 Climate

Sitanandi is located at 20°10'N/81°56'E in Dhamtari district in South –eastern part of Chhattisgarh state. It has hilly and plain contours with thick forest as well as large grass land areas within sanctuary area. The total area of this sanctuary is 553 Sq.km.

14.4 Tourist inflow

14.4.1 Domestic Tourist

There are 100 to 200 visitors per day passing through Sitanandi sanctuary. Since there is limited stay facilities of forest department available at present, most of the tourist are day visitors, but they can be converted to overnight stay tourist, once proper Tourist infrastructure like accommodation and eating places are created.

14.4.2 Foreign Tourist

Very few foreign tourists visit Sitanandi Sanctuary at present. It is estimated that total 15 to 30 persons visit during the season.

14.4.3 Origin of Tourist

Most of the domestic tourists come from nearby areas in Chhattisgarh. Interstate tourist from Orissa, West Bengal and Andhrapradesh come to this sanctuary, during summer vacation and Dusserah festival seasons.

14.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	20
Food	25
Transportation	40
Other, Entertainment, Communication	15

14.4.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	20 %
Leisure Tourist	35 %
Pilgrim Tourist	25 %

14.4.6 Size of Groups

Single	30 %
Family	70 %
Average Group size	6 to 8 persons

14.4.7 Average stay in number of days 2 to 3 days

14.4.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Dusserah Festival

14.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	65 %
	Female	30 %
	Child	5 %
Classification as per tourist spending pattern	Middle income level tourist less than Rs.800 per day.	
Repeat Tourists	35 % tourist are repeat tourist	

14.5 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Bad	Needs signage for tourist and needs improvement
3	Accessibility (Mode)	Road preferably, up to Raipur Airport	180 Km from Raipur by road. Raipur is having Air port, No direct rail link.
4	Accommodation	Available	Forest Rest House at Khallari (15 km away from Sanctuary) and Sitanandi Forest Rest House inside the Sanctuary.
5	Food / Eating places, Bars	Medium	Good food available at Raipur / Dhamtari. In side sanctuary no food outlets at present.
6	Utilities (Water, Power)	Water available , No power available inside sanctuary.	No power inside sanctuary & Drinking water availability needs improvement.
7	Civic Amenities	Not available inside sanctuary	Good facilities needed near entry point and inside at various spots
8	Communication	Available	On way STD / ISD facilities available
9	Banking services	Bad	No ATM, No forex available except at Raipur
10	Entertainment	Available	Wildlife viewing available on limited scale.
11	Medical facilities	Available	CHC and PHC at Dhamtari and Kanker available
12	Travel related Services.	Bad	Taxies are available only from main centers like Dhamtari and Raipur. Roadways connectivity is not very good.
13	Other Daily Necessities	Available	In way-side restaurants some items are available.

14.6 Environment Status

Environment status at Sitanandi is satisfactory at present, but as tourist traffic increases, care must be taken for environmental conservation.

14.7 Other Undeveloped Site

There are few sites near Sitanandi sanctuary which can be developed as tourist attraction, but prior to that, Sitanandi should be developed as a major tourist attraction.

14.8 Employment – Opportunities and Avenues

Development of Sitanandi will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly.

14.9 Bottlenecks/Constraints

Sitanandi has bad internal road link at present and it is 180 km from Raipur, hence it may take sometime for developing it as overnight stay destination for domestic and foreign tourist. Currently, poor tourist infrastructure at Sitanandi makes it less attractive place for overnight stay.

14.10 General Condition of the attraction

General condition of tourist attraction at Sitanandi is satisfactory, but needs improvement to develop it as tourist place.

14.11 Strength and weakness analysis of the destination

Sitanandi as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It has natural attraction as a reserved sanctuary with excellent collection of flora and fauna, making it a unique place for tourists.
- It has excellent ambiance in terms of location and natural surroundings as rivers and lakes are inside sanctuary area.
- It's on the priority list of the state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Sitanandi has major weakness in terms of tourist access, relatively poor public transportation linkages with Raipur and Dhamtari.
- Sitanandi lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from Eco-tourism including adventure tourism.

14.12 Strategy for tourism development:

Sitanandi should be highlighted as an important Eco-tourism destination. It has wide varieties of Flora and fauna as described earlier and hence domestic and foreign tourist will be attracted to this sanctuary repeatedly.

14.13 Preferred Circuits/ Destination:

- Raipur- Sitanandi- Udanti - Keshkal- Kanker- Dhamtari-Raipur
- Raipur- Dhamtari- Kanker- Dudhawa -Sitanandi- - Keshkal- Jagdalpur .

14.14 Suggested Tourism Project and Infrastructure Required:

- Very limited accommodation facilities are available at Sitanandi, hence we are suggesting Tourist accommodation in the form of Camping and Nature trail inside sanctuary at Sitanandi is suggested.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. Signages are needed, on the way as well as inside sanctuary area for tourist convenience.

15 DHAMTARI-GANGREL DAM



In the south of Raipur, Dhamtari district is located. In this district, Dhamtari-Gangrel Dam is located just 10 Km from main NH -43 connecting Raipur and Jagdalpur. It is also known as Ravishanker Sagar reservoir. Dhamtari is a district place. Gangrel dam is on Mahanadi, one of the major rivers in Chhattisgarh state. It is 1246 meter long. On upper part of Gangrel dam, water is coming from two irrigation schemes, viz. Madame sili on Madame Sili River and Dudhawa reservoir on Mahanadi. On confluence of these two streams the Gangrel dam has been constructed. Gangrel dam has 500 MW hydro electricity power station. In down stream of Gangrel dam is Rudra dam, supplying water to Dhamtari town and Raipur city. Gangrel dam is an excellent water body with beautiful terrain surrounding it. It is an ideal place for development of water sports and leisure tourism spot.

Gangrel Dam Reservoir

15.1 Accessibility

Dhamtari has accessibility, both by Rail and Road. It is 92 Km from Raipur city on Raipur-Jagdalpur, National Highway no.43. Moreover, a narrow gauge railway line with Raipur also connects it. Several MPSRTC bus routes to almost all major cities and towns of Chhattisgarh link Dhamtari. Several private bus operators, within and outside Chhattisgarh state, also link it. Bus routes with Raipur, Jagdalpur, Rajnandgaon and Durg link it.

Nearest airport is Raipur, which is approx 90 Km from Dhamtari linked by good road.

15.2 Major attractions

The major attraction at Dhamtari is Gangrel and Ruadra dam reservoirs and plantation developed by Forest department near to it. Tourists come here for leisure purpose.

15.3 Climate

Dhamtari is in the plains of Maha river. It has the having most fertile land, with ample water availability, and it grows rice, sunflower, sugarcane and other food crops on a large scale. It has irrigation from canals passing through this area supplying water to Raipur area. People also do angling in canal water. In summer time, climate is hot, but in winter, climate is pleasant. Monsoon this area gets heavy rain, nearly 1400 mm to 1600 mm, between July and September.

15.4 Tourist inflow

15.4.1 Domestic

There are hardly any overnight stay tourists coming at present to this place. However, during weekends 300 to 500 Tourists come for picnic (leisure) purpose.

15.4.2 Foreign

No foreign tourists come to this place, though it is on the main highway connecting Raipur and Jagdalpur. Many foreign tourists are not aware about this place and hence they do not visit this place.

15.4.3 Origin of Tourist

Tourists coming to Bilaspur are mainly from Madhya Pradesh, Maharashtra, Orissa and West Bengal within India. As regards foreign tourist, no official records are available, but mainly they are from UK, USA, Japan and Russia.

15.4.4 Spending Pattern of Tourist

Average spending on	%age Of Tourist Spending
Accommodation	15 %
Food	25%
Transportation	45%
Other, Entertainment, Communication	15%

15.4.5 Nature of Tourist

Business Tourist	15 %
Adventure Tourist	0.0
Leisure Tourist	65%
Pilgrim Tourist	20 %

15.4.6 Size of Groups

Single	40 %
Family	60 %
Average Group size	6 to 8 persons

15.4.7 Average stay in number of days - No overnight stay tourists

15.4.8 Seasonal flow details

Peaks	Oct-February and April-June
Leans	July-Sept
Special Occasion	Weekends and vacation period

15.4.9 Profile of Tourist

Age Group	20 to 65 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.200 per day.	
Repeat Tourists	55 % tourist are repeat tourist	

15.5 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Bad	9 Km Link with NH -43 needs improvement
3	Accessibility (Mode)	Rail, Road, Airport at Raipur	Air port at Raipur may be used to take care of Tourist traffic
4	Accommodation	Available	Dhamtari has 3 Hotels / Lodges with total 50 rooms available
5	Food / Eating places, Bars	Bad	No food joint available near Gangrel dam site
6	Utilities (Water, Power)	Water /Power available good	Power for accommodation near dam site is required.
7	Civic Amenities	Available	Limited facilities available at Irrigation guesthouse.
8	Communication	Available	Limited STD / ISD facilities available
9	Banking services	Bad	No ATM, No forex
10	Entertainment	Available	Parks available
11	Medical facilities	Available	CHC level health facilities and private nursing homes available at Dhamtari only
12	Travel related Services.	Bad	No tour operator at site, Limited Taxies are operating
13	Other Daily Necessities	Available	Several Shops near Bus stop and Railway station at Dhamtari for this.

15.6 Environment Status

The general environmental status at Gangrel dam is satisfactory at present. However, care must be taken, when It is developed as a leisure tourist place, to preserve the environment and prevent water pollution as well as make provision for collection and disposal of solid waste.

15.7 Other Undeveloped Site

There are several undeveloped sites, around Dhamtari. Sitanandi and Udanti sanctuaries can be developed as Eco-tourism sites. Apart from this, Madam-Sili and Dudhawa reservoir can also be developed for water sports and leisure tourism.

15.8 Employment – Opportunities and Avenues

Development of leisure tourism at Gangrel dam will generate employment for local people from the area. It will also generate indirect employment by generating demand for various tourist support services like taxi operators, Boating persons, small vendors of daily necessities etc;

15.9 Bottlenecks/Constraints

The major bottleneck in development of Gangrel is its internal road connecting it with National highway no.43. Furthermore, lack of tourist infrastructure at this site has not developed it as overnight staying destination. By providing tourist accommodation, tourist flow can be increased at this place.

15.10 General Condition of the attraction

The general condition of the attraction is satisfactory. It does not have any adverse factor for developing it as a tourist destination.

15.11 Strength and weakness analysis of the destination

Dhamtari –Gangrel dam has following strengths and weaknesses for development as a tourist destination:

(i) Strengths:

- It has an ideal location in terms of access, as it is located just 9 km inside from the national highway no 43 connecting Raipur and Jagdalpur.
- Excellent water bodies with round the year water availability make it an ideal place for waterfront development.
- There are several other undeveloped places around Dhamtari-Gangrel site; hence, this site can work like a hub for tourist.

(ii) Weaknesses:

- Dhamtari Gangrel dam has bad internal roads at present.
- Presently there is no tourist infrastructure available at the dam site; hence, tourists are not staying at that site.
- There is possibility of environmental damage to water bodies if proper care is not taken.

15.12 Strategy for tourism development:

Dhamtari- Gangrel dam should be highlighted as an important site for water based leisure tourism destination.

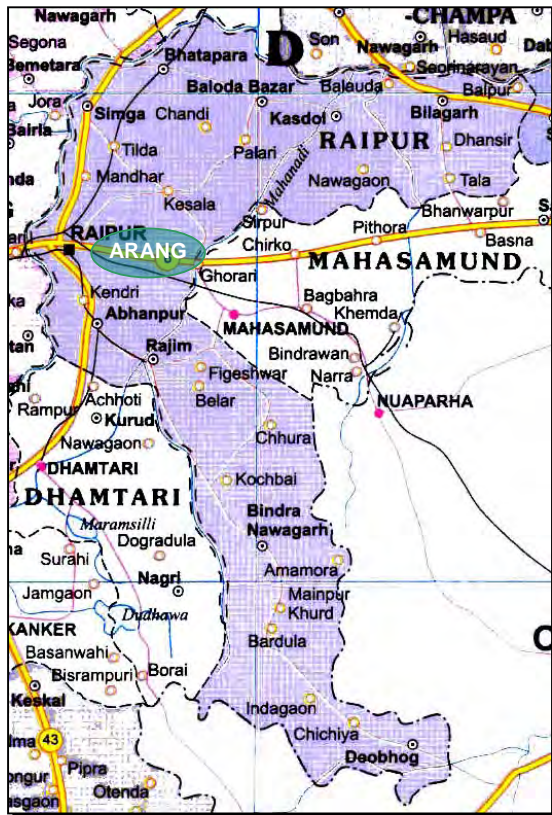
15.13 Preferred Circuits/ Destination:

- Raipur- Dhamtari-Sitanandi-Udanti- Raipur
- Raipur- Dhamtari- Kanker - Sitanandi- Keshkal-Jagdapur.

15.14 Suggested Tourism Project and Infrastructure Required:

- Tourist accommodation at Dhamtari- Gangrel dam.
- A project for restaurant with water front development has also been suggested as leisure tourism project for Gangrel dam site.
- Wayside amenities like restaurants, petrol pump and resting-places for the tourist need to be developed. Sign ages, beginning from national highway, need to be provided.

16 ARANG



Arang is famous for the 11th and 12th century Jain temples. It is located on National Highway NH-6, linking Raipur to Sambalpur. It is linked with Ambikapur, Puri, Barnawapara, and Sambalpur. It is known as the temple town as it has several ancient Hindu and Jain temples.

16.1 Accessibility

16.1.1 Road

It is well connected by NH 6 to the state capital Raipur and other tourist sites like Sirpur, Barnawapara, Vir Narayan Singh Dam. It is about 36 km from Raipur.

16.1.2 Air Link

Nearest Airport is at Mana (Raipur) which is about 25Kms from Arang

16.1.3 Railway Station

Arang has a small station on the Raipur-Waltair Railway line.



Jain Temple - Arang

16.2 Major Attractions:

Arang has many famous ancient temples of tourist interest as listed below:

Temples:

- Baghdeval Temple
- Banddeval Mandir
- Mahamaya Mandir
- Danteshwari Temple
- Chandi Maheshwari Temple
- Panchmukhi mahadev
- Panchmukhi Hanuman

16.3 Tourist Inflow

16.3.1 Domestic Tourist

Domestic tourists on their way to Sirpur or Barnawapara visit Arang. On ordinary days there are very few people. However on festivals about 50-100 tourists are present.

16.3.2 Foreign tourist

There are 20 to 30 foreign tourists who come to Arang per annum. It is mainly as an en-route destination.

16.3.3 Origin of Domestic Tourists:

- Pilgrims from nearby areas, usually on way to Sirpur come to Arang. Foreign tourists come from UK, USA, JAPAN and Germany.
- People from Other States like Madhyapradesh, Orissa and West Bengal are also visiting Arang.

16.3.4 Spending pattern:

Average spending on	%age of Tourist Spending
Accommodation	30 %
Food	30%
Transportation	30%
Other , Entertainment, Communication	10%

16.3.5 Average Spending of visitors is Rs. ~100/-

16.3.6 Nature of Tourists:

Business Tourist	10 %
Adventure Tourist	0.0
Leisure Tourist	20%
Pilgrim Tourist	70 %

16.3.7 Size of groups:

Single	30 %
Family	70 %
Average Group size	4 to 6 persons

16.3.8 Average Stay: 90 % visitors are day visitors from Raipur, Rajim, and other places.

16.3.9 Seasonal flow Details:

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Dusserah / Jain Festivals

16.3.10 Profile of Tourists:

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	45 % tourist are repeat tourist	

16.4 Infrastructure Details: (Infrastructure sheet attached)

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations.
2	Internal Road	Not satisfactory	Needs improvement
3	Accessibility (Mode)	Rail, Road	Has good potential to be developed as stop-over destination.
4	Accommodation	Not available	There is need for good tourist accommodation as currently tourist has to stay at Bilaspur.
5	Food / Eating places, Bars	Available	Food is available but there is need for good eating facilities.
6	Utilities (Water, Power,	Water /Power availability good	There is need for additional power & water.
7	Civic Amenities	Limited facilities Available	Facilities near temple & bus stop needed
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	No facilities available	Need to develop leisure facilities
11	Medical facilities	available	Several Nursing homes & Hospital available at Raipur
12	Travel related Services.	No facilities	Travel services
13	Other Daily Necessities	Available	Some Shops are there near Bus stop and temple.

16.5 Environment Status

Arang being a small tourist place, there is no well developed, drainage and solid waste handling system at present. There will be need for creating proper infrastructure to address these issues to develop it as a trust destination. Solid waste handling and disposal system which becomes a problem at the time of festivals. Inappropriate conservation measures have been adopted in some monuments. This is causing damage to the statues and the structure.

16.6 Other Undeveloped Site

Arang can be developed as part of a circuit with other undeveloped or less developed places of tourist interest, like Sirpur and Rajim.

16.7 Employment – Opportunities and Avenues

Development of Arang will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly.

16.8 Bottlenecks/Constraints

The approach to the temples is through narrow lanes. These need to be strictly limited to pedestrians in order to avoid congestion.

16.9 General Condition of the attraction

The monuments are not being conserved properly. They need improvement for developing as a tourist attraction.

16.10 Strength and weakness analysis of the destination

Arang as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It is located on the main NH-6, on way from Raipur to Sirpur, another place of tourist interest.
- It's on the priority list of state tourism department as a potential tourist place for development.
- Arang has many small and big water bodies in vicinity which can be developed.

(ii) Weaknesses:

- Arang lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- The temples are not properly emphasised for tourist purpose – in terms of approach and maintenance.

16.11 Preferred Circuits/ Destinations with that destination as hub:

- Raipur- Rajim- Champaran-**Arang**- Barnawapara- Sirpur- Sheorinarayan-Kharod-Malhar-Bilaspur-Talagaon- Boramdeo –Raipur (As proposed by tourism dept.)

16.12 Strategy for tourism development:

Arang being on the main NH-6 can be developed as a transit stopover. It should be developed to cater the needs of the transit tourists.

16.13 Suggested Tourism projects at Destination:

- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development with proper lighting of the monuments and landscaping of the area needs to be done . Rs.10 Lakhs project is suggested for this purpose.
- Proper conservation technique needs to be developed for conservation of monuments.

17 BHORAMDEO



Bhoramdeo is located 17 Km from Kawardha City. It is a 8th century, Nagvanshi Shiv Temple with beautiful stone carvings. It has series of statues comparable with “Khajuraho” style erotic statues, and still in relatively better condition. Opposite to this temple, there is a lake with lilies, surrounded by forest and hill-locks.



Bhoramdeo Temple

17.1 Accessibility

Bhoramdeo is accessible by road from Kawardha city. The road is single, and needs improvement. Rail access can be from Rajnandgaon and Air access is from Raipur.

17.2 Major attractions

Major attraction at Bhoramdeo is 8th century Shiv temple with stone carving.

17.3 Climate

Climate is good at Bhoramdeo, like general climate in north part of Chhattisgarh.



Erotic Sculpture at Bhoramdeo

17.4 Tourist inflow

17.4.1 Domestic Tourist

There are 50 to 100 domestic tourists coming to Bhoramdeo, everyday from surrounding areas in Chhattisgarh.

17.4.2 Foreign Tourist

50 to 80 foreign tourists come to Bhoramdeo every season.

17.4.3 Origin of Tourist

Domestic tourists are mostly from Chhattisgarh, Maharastra and Madhyapradesh. Foreign Tourist come from UK, Europe, USA, Germany and Australi.

17.4.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	25
Food	30
Transportation	35
Other, Entertainment, Communication	10

17.4.5 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	0.0
Leisure Tourist	35%
Pilgrim Tourist	45 %

17.4.6 Size of Groups

Single	20 %
Family	80 %
Average Group size	2 to 6 persons

17.4.7 Average stay in number of days: At Kawardha 1 to2 days

17.4.8 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Dusserah Festival

17.4.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Lower Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	50 % tourist are repeat tourist	

17.5 Infra structure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Road with Kawardha needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air strip at Bilaspur may be upgraded and made functional to take care of Tourist traffic
4	Accommodation	Available	3 Hotels / Lodges with total 50 rooms approx available, 1 heritage hotel on private basis, exclusively for foreign tourist
5	Food / Eating places, Bars	Good	Different types of food available at Kawardha
6	Utilities (Water, Power,	Water /Power available good	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities needed nr. Temple premises.
8	Communication	Bad	No STD / ISD / Fax facilities available
9	Banking services	Bad	No ATM, No forex
10	Entertainment	Available	No Theaters /Parks available
11	Medical facilities	Bad	No medical facilities at Bhoram Deo, Only PHC level facilities are available at near by village.
12	Travel related Services.	Bad	Taxis are also operating but other travel related services are not available.
13	Other Daily Necessities	Good	Some shops are available near Temple premises for daily necessities

17.6 Environment Status

The environment status at Bhoramdeo is satisfactory at present, but as the tourist traffic increases , due care will require to be taken for conservation of environment.

17.7 Other Undeveloped Site

Madwa Mahal and Chherka Mahal are two similar sites near to Bhoramdeo , but they are not in good condition hence, first monument conservation should be done, and subsequently basic tourist infrastructure like tourist accommodation and eating places should be developed for attracting tourist to these places.

17.8 Employment – Opportunities and Avenues

Development of Bhoramdeo will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly

17.9 Bottlenecks/Constraints

Bhoramdeo has very bad road link at present and it is just 17 km from Kawardha, hence it may take sometime for developing it as overnight stay destination for domestic and foreign tourist. Currently, poor tourist infrastructure at Bhoramdeo makes it a less attractive place for overnight stay.

17.10 General Condition of the attraction

General condition of attraction at Bhoramdeo is satisfactory, but it needs improvement for developing it as tourist attraction.

17.11 Strength and weakness analysis of the destination

Bhoramdeo as a tourist place has following strengths and weaknesses:

(i) Strengths:

- It is located on the way from Raipur to Kanha sanctuary, the famous tourist place.
- It has excellent ambiance in terms of location and natural surroundings.
- It's on the priority list of state tourism department as a potential tourist place for development.

(ii) Weaknesses:

- Bhoramdeo has major weakness in terms of tourist access, relatively poor public transportation linkages with Kawardha and Bilaspur.
- Bhoramdeo lacks basic tourist infrastructure facilities like good accommodation and eating facilities.
- Due to its proximity to Kawardha, it will take some time to develop it as an overnight stay destination.
- There is need for creating other tourist attractions at the destination for attracting leisure tourist apart from religious tourist.

17.12 Strategy for tourism development:

Bhoramdeo should be highlighted as an important site of archeology. It has ancient Hindu architecture with Khjuraho type sculptures older than it. The unique features of the place should be showcased to the tourists.

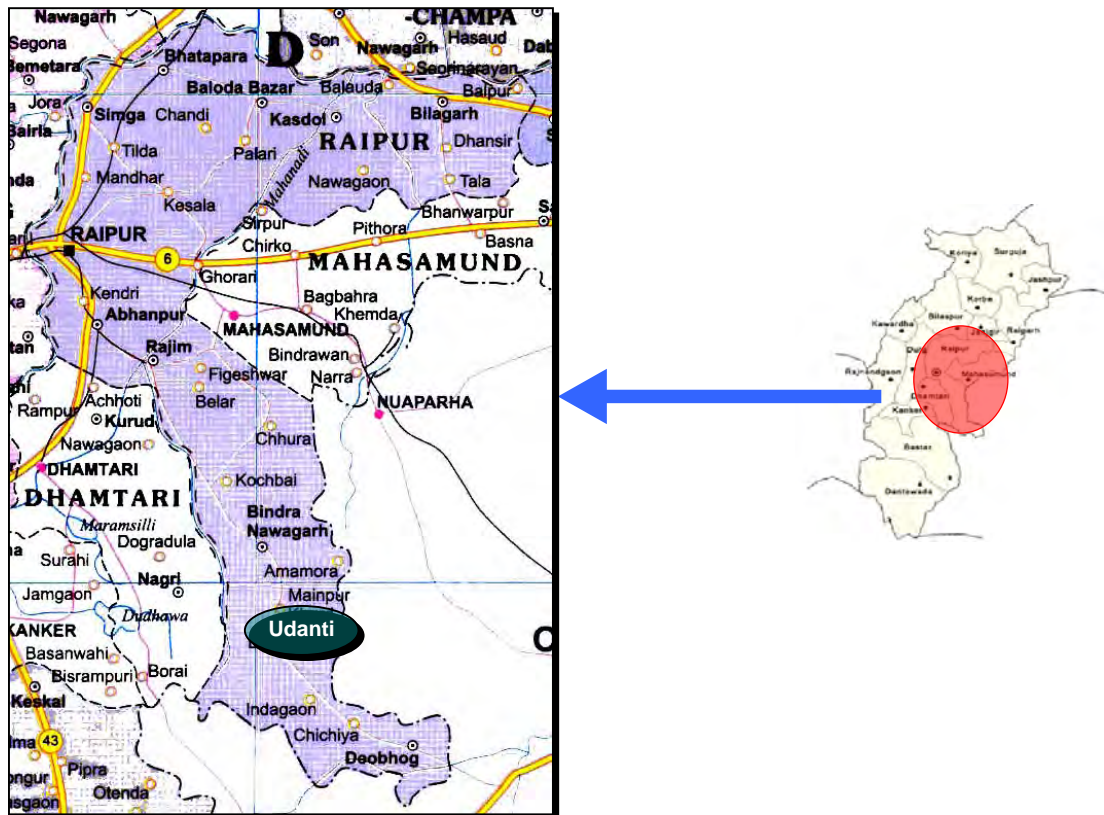
17.13 Preferred Circuits/ Destination :

- Raipur- Kawardha- Bhoramdeo – Bilaspur - Raipur
- Bilaspur- Kawardha- Bhoramdeo- Kanha- Jabalpur.

17.14 Suggested Tourism Project and Infrastructure Required:

- Tourist accommodation in the form of tourist cottages at Bhoramdeo.
- There is a lake opposite to Bhoramdeo temple, hence a lake development tourism project is suggested.
- Wayside amenities like dhabas, canteen and resting-places for the tourist need to be developed. Development of signage from Kawardha town is suggested as tourist support infrastructure.
- Heritage site development by arranging for proper lighting of the monuments is required and landscaping of the area needs to be done in an ethnic manner.

18 UDANTI WILD LIFE SANCTUARY



Udanti is a wild life sanctuary famous for wild buffaloes. It is just adjacent to Sitanandi sanctuary. It has diverse flora and fauna.

18.1 Accessibility

18.1.1 Road

Udanti Sanctuary is accessible from Raipur by state highway. Udanti is about 175 Km from Raipur.

18.1.2 Rail

Raipur is the main railway station on Mumbai- Hiwrah Rail link. There is no rail head near Udanti.

18.1.3 Air

Udanti can be accessed from Raipur, which has an airport.

18.2 Major Attractions

Wild life and forest sanctuary areas are the main attractions. Nature trail and camping can be started after developing sufficient tourist traffic at this sanctuary.



Wild Buffalo - Udanti

18.3 Festivals/Special Events Linked To the Destination

No festivals associated with this destination.

18.4 Climate

Udanti is located between 20°05'N/82°14'E in Raipur District, in eastern part of Chhattisgarh State.

18.5 Tourist inflow

18.5.1 Domestic

50 to 100 tourists visit in this sanctuary areas per day.

18.5.2 Foreign

Very small number of foreign tourist visit this sanctuary, though it is near Raipur area.

18.5.3 Origin of Tourist

Most of the tourists originate from Chhattisgarh and Madhyapradesh area. Tourists also come from Orissa and West Bengal during vacations and Dusserah festival holidays.

18.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	No accommodation facility
Food	20 %
Transportation	40%
Other, Entertainment, Communication	10 %

18.5.5 Nature of Tourist

Business Tourist	25 %
Adventure Tourist	40 %
Leisure Tourist	35 %
Pilgrim Tourist	

18.5.6 Size of Groups

Single	60 %
Family	40 %
Average Group size	4 to 6 persons

18.6 Average stay in number of days (presently being visited by only day tourists)

18.6.1 Seasonal flow details

Peak	Oct-Dec and January to May
Lean	June-Sept
Special Occasion	Dusserah Festival

18.6.2 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.700 per day.	
Repeat Tourists	35 % tourist are repeat tourist	

18.6.3 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air port at Raipur to take care of Tourist traffic. Road link by state highway. No direct rail link available.
4	Accommodation	Bad	Only forest rest houses with limited rooms available
5	Food / Eating places, Bars	Available	Different types of food available in roadside restaurant, but good places are lacking.
6	Utilities (Water, Power)	Water available	Power & water required to be planned for developing it as tourist destination.
7	Civic Amenities	Limited facilities available	Proper facilities near bus stop and inside sanctuary needed
8	Communication	Available	Limited STD / ISD facilities available on way.
9	Banking services	Bad	No Banking, No ATM, No forex
10	Entertainment	Bad	No Theaters or Parks available
11	Medical	Low level facilities available	Only PHC level facilities available
12	Travel related Services.	Available	Taxis are only operating from Raipur. Travel services needed.
13	Other Daily Necessities	Available	Available only at highway restaurants and dhabas.

18.7 Environment Status

The general environmental status at Udanti is satisfactory. However care should be taken when it is developed as tourist attraction. Proper measure should be taken for environmental protection in this sanctuary area.

18.8 Other Undeveloped Site

Other undeveloped sites in this area are Sitanandi and Dudhawa Reservoir. There are some caves and ancient temples also in this area. Madame Silly dam can also be developed for water sports and leisure tourism.

18.9 Employment – Opportunities and Avenues

Development of Udanti will generate employment for forest tribals and local people in hospitality industry directly and in other support services industry indirectly. It will generate employment for educated persons and women in the area.

18.10 Bottlenecks/Constraints

The main bottleneck is access from Raipur as no public transport facilities on regular basis available for sanctuary area. Some portion of the road inside sanctuary area also needs improvement. Lack of basic tourist infrastructure at this sanctuary at present is also a constraint in the development of the tourism activity at this destination.

18.11 General Condition of the attraction

The general condition of the attraction, the Udanti sanctuary is satisfactory at present.

18.12 Strength and weakness analysis of the destination

The strengths and weaknesses of Udanti sanctuary are as under:

(i) Strengths:

- Udanti has unique varieties of flora and fauna available in the area.
- Udanti can be part of the circuit with other tourist attractions in the area.

(ii) Weaknesses:

- Lack of basic tourist infrastructure, like tourist accommodation, tourist access and good eating out lets makes it unattractive as tourist destination.
- Distance of Udanti from Raipur makes it a little difficult site for access.

18.13 Strategy for tourism development:

Udanti should be highlighted as an important site for Eco tourism and a destination for seeing wild buffaloes. This unique feature of the place should be show cased to the tourists.

18.14 Preferred Circuits/ Destination :

- Raipur-Sitanandi- Udanti-Dhamtari-Gangrel- Raipur
- Raipur- Sitanandi-Udanti- Kanker-Keshkal –Jagdalpur.

18.15 Suggested Tourism Project and Infrastructure Required:

- Tourist accommodation in the form of up-gradation of forest rest house at Udanti.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. Development of signage is also suggested enroute to the sanctuary area and also inside sanctuary area.

Improvement of state highway and internal road for Udanti sanctuary can be part of overall basic infrastructure development in the state.

19 DONGARGARH



Dongargarh is an ancient town with a history of 2200 years. It is a well-known pilgrimage as well as tourist place in the Rajnandgaon district. Surrounded by rocky hills, the town is located at $21^{\circ} - 10' N$ latitude and $80^{\circ} - 45' E$ longitude at 370 m above mean sea level

19.1 Accessibility

Dongargarh is located at a distance of 40 Kms from the district headquarter Rajnandgaon and is well connected with buses (being on the Khairagarh-Rajnandgaon Road connecting the NH-6) and by trains (being on the Bombay-Howrah main line).



Balmeshwari Temple

19.1.1 Road

Distances from major centres:

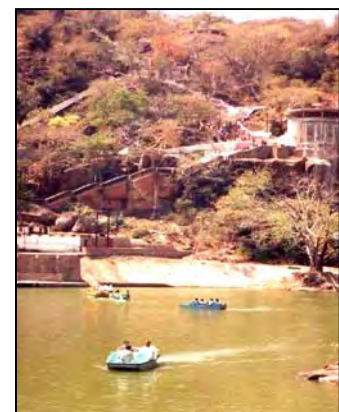
Nagpur- 170 kms, Raipur- 100 km, Rajnandgaon- 35 Km

19.1.2 Railway

Nearest Railway Station is about 0.7 Km from the temple

19.1.3 Air

Nearest Airport is at Mana (Raipur) about 110 Kms from Dongargarh.



Boating at Lake - Dongargarh

19.2 Major Attractions

- Dangargarh is located in a picturesque background with attraction sports located on rocky hilltops. These include:
- MaBamleshwari Temple: The famous temple of MaBamleshwari on a hilltop of 1600 ft referred as Badi Bamleshwari and another temple at ground level situated 0.5 km from the main temple are of great spiritual importance. The main temple is approachable by a flight of steps (1000) and a single trolley ropeway.
- Pragyagiri – Buddhist Centre being developed by the Indo- Japanese Buddhist Friends association. This Buddhist pilgrimage spot, situated on a 600 ft high rocky hilltop will have stupa, monastries and landscaping. A 30 feet high Buddha statue has become a prominent landmark of the area.
- Temples like Ranchandi, Maa Danteshwari, Mahavir
- Church situated on the hilltop forms a unique landmark

19.3 Festivals/ Special events:

- Navratris of Kavar and Chaitra
- 6th February for the International Buddhist meet

19.4 Tourist Inflow

According to the master plan, approximate 13 Lakhs tourist have been estimated to visit Dongargarh per annum.

19.4.1 Domestic Tourist :

	Winter	Summer	Total
Total	647000	677000	1324000

Source: Master Plan for Dongargarh, TCPO

19.4.2 Origin of Domestic Tourists:

Tourist from Chhattisgarh: 20%

Tourist from Other States: 80% (mainly from Maharashtra)

19.4.3 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	30 %
Food	20%
Transportation	35%
Other , Entertainment, Communication	15%

19.4.4 Nature of Tourist

Business Tourist	10 %
Adventure Tourist	0.0

Leisure Tourist	15 %
Pilgrim Tourist	75 %

19.4.5 Size of Groups

Single	20 %
Family	80%
Average Group size	3 to 7 persons

19.4.6 Average stay in number of days: 1 To 2 days

19.4.7 Seasonal flow details

Peak	Oct-Dec and April-May
Lean	June-Sept
Special Occasion	Navratri Festival & Durga-puja holidays

19.4.8 Profile of Tourist

Age Group	5 to 65 years age group	
Sex	Male	50 %
	Female	40%
	Child	10%
Classification of the tourist as per their spending pattern	Middle and Low income level tourist less than Rs.500 per day.	
Repeat Tourists	80 % tourist are repeat tourist	

19.5 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Good by NH-6	Good with Rajnandgaon and Raipur, but needs improvement with other destinations
2	Internal Road	Good	Being widened at many places.
3	Accessibility (Mode)	Rail- Good with Raipur and Nagpur. Road links with Raipur and Rajnandgaon good. Air link at Raipur to be used.	Air port at Raipur may be used as Air link for the Tourist traffic.
4	Accommodation	Good 75 rooms and 9 halls for pilgrims	Approximately 400 Tourists accommodation available with temple and near by area.
5	Food / Eating places, Bars	Good	Small restaurant with good facilities needed.
6	Utilities (Water, Power,	Water /Power available good	Arrangement for water and power to be made for additional tourist traffic
7	Civic Amenities	Available	Need for good civic amenities Nr. Bus stop and monument
8	Communication	Good	STD / ISD facilities can be available
9	Banking services	Available	No banking facilities for Tourist like ATM & Forex
10	Entertainment	Available	Rope-way facility and Boating being operated by the Bamleshwari Trust , but there is need for Amusement park to attract more tourist and provide them with other entertainment avenues.
11	Medical facilities	Available	PHC level facilities available in town

12	Travel related Services.	Available	Taxi services needed, regular MPSRTC link needed.
13	Other Daily Necessities	Available	Some facilities available but not adequate for large tourist traffic.

19.6 Environment Status:

The environmental status at Dongargarh is fairly good as there is minimal pollution. However, there is no well developed drainage and solid waste handling system at present. There is a need for creating proper infrastructure. Due to a large number of tourists coming during special occasions, there is a need for proper solid waste management.

19.7 Other Undeveloped Site

- Shivrath Cafeteria which lies enroute may be developed as a leisure resort with wayside amenities.
- Pragyagiri, a Buddhist site can be developed further as part of the internal circuit at Dongargarh.
- There are other rocky hills in Dongargarh which can be developed with leisure facilities.

19.8 Employment – Opportunities and Avenues

Development of Dongargarh will certainly generate employment avenues for local population and artisans of the area. It will provide employment in hospitality industry directly apart from that, it will also create opportunities in tourism support services like taxi operators, restaurants and gifts and souvenirs shops etc;

19.9 Bottlenecks/Constraints

Dongargarh has major bottleneck in terms of internal roads for access. It will develop initially as part of tourist circuit from Raipur.

19.10 General Condition of the attraction

The trust is actively involved in maintaining the temples. The attractions are generally in a good condition.

19.11 Strengths and weakness analysis of the destination

(i) Strengths

- Good Accessibility by Rail and Road
- Readily available tourist infrastructure, attracting large number of tourists.
- Potential for development of leisure tourism due to its interesting rocky and hilly terrain.

(ii) Weaknesses:

- It lacks proper public transportation from Raipur and other important destinations.
- There is little government support available for development of this place as an important tourist destination.

19.12 Strategy for tourism development:

Dongargarh is presently being recognized as an important Hindu religious center (Shaktipeeth). With the upcoming Buddhist and Jain Centers and the already existing Church, Gurudwara at strategic locations- the place can be promoted for an **Integrated Religious Circuit Development**.

The place is ideal for promoting religious and leisure tourism activities.

19.13 Preferred Circuits/ Destination:

- Raipur- Bhilai- Durg- Dongargarh- Nagpura- Khairagarh

19.14 Suggested Tourism Project and Infrastructure Required:

- To enhance the overall experience of the visitors, gardens with musical fountains and other attractions can be developed. As other entertainment avenue, an amusement park is suggested at Dongargarh.
- A tourist complex with resting facilities and cloak room should be created for convenience of tourist coming to Dongargarh by rail and road.
- Integrated Religious Circuit Development is suggested as tourism project at Dongargarh.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. There is also need for development of signages for tourist convenience.

20 SIRPUR



Sirpur is situated on the banks of the Mahanadi River. It is well known for its brick architecture. It has a rich background of traditional cultural heritage and Architecture. It dates back to periods ranging between the fifth and the eighth century AD. It was also an important center of Buddhist religion from the 6th to 10th century AD. Excavations in and around the village have yielded scores of temple sites constructed of brick, stone pillars and sculptures.

20.1 Accessibility

Sirpur is located in Mahasamund district. It is 17 km off from the National highway (NH 6) connecting Nagpur and Bhubaneswar in Orissa.

20.1.1 Distances from major centers:

Raipur is about 84 km by road.

20.1.2 Nearest Railway Station

Raipur on the Bombay- Howrah main Line
Mahasamund on the Raipur - Waltair Line

20.1.3 Air

Nearest Airport is at Mana (Raipur) – 84Kms

20.2 Major Attractions

(i) Laxmandeo Temple

Built in the 650 AD by Vasata, daughter of Maghadha king Suryavarma who ruled over Mahakosala with his capital at Sirpur, this brick structured Temple has exquisite carvings, precise construction and perfect symmetry. There are exquisite historical incarnations on the entrance.



Laxmandeo Temple - Sirpur

(ii) Gandheshwar Temple

Situated on the banks of the river Mahanadi, the Shiva temple was built by the architectural remains of ancient temples and vihars.

(iii) Buddha Vihars

Swastika vihar, Sasai Buddha Vihar, have been excavated around Sirpur village. They are found to have residential, meditation and study rooms. These vihars are of 5th to 9th century period.

(iv) Museum

Established by the Archeological Survey of India in the Laxmandeo temple premises, the museum showcases rare statues relating to Shaiva, Vaishnava, Buddha and Jain religion.

The most interesting feature of the Sirpur site is that archaeological pieces connected with the Shaiva, Vaishnava, Jain and Buddhist Religions (of approximately the same age) have been found side by side. These ruins are found on the banks of numerous tanks existing within a radius of about 6 kms around Sirpur.

20.3 Festivals / Fairs and Special Events linked to the Destination:

A three day fair is held annually on Shivratri (January / February)

20.4 Tourist Inflow

20.4.1 Domestic Tourist

Sirpur has average domestic tourist flow of 150 persons per day making approx.30000 tourists per annum

20.4.2 Foreign Tourist

20 to 30 Foreign Tourists come to Sirpur from far-east Asian countries, USSR, UK and Germany.

20.4.3 Origin of Domestic Tourists

Sirpur receives domestic tourist from Chhattisgarh, Madhyapradesh, Orissa and West Bengal.

20.4.4 Average Spending

Average Spending of domestic tourist cum visitors is approximately Rs. 150/- per day per person.

Accommodation:	Rs. 30/ (Dharamshala)
Foods:	Rs. 40/-
Transportation:	Rs. 60/-
Others:	Rs. 20/-

20.4.5 Nature of Tourists:

Pilgrims Tourists:	80%
Leisure & Archeological interest:	20 %

20.5 Size of Groups:

Average Size groups surveyed: 3-4 persons- generally with friends

20.5.1 Average Stay:

Presently most of the tourists (70%) are day visitors. People stay at Raipur and visit Sirpur.

20.5.2 Seasonal Flow Details:

Peak:	November to March
Lean:	July to September, except in some period of August festival time.

20.5.3 Profile of Tourist:

Age Group	20 to 60 years age group.
Classification	Generally Villagers and low spending people
Repeat Tourists	60 % Tourist are repeat tourist.

20.6 Infrastructure Details:

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Good	NH-6 on way to Sambalpur
2	Internal Road	Fair condition	Internal road needs to be improved
3	Accessibility (Mode)	Rail, Road, Air port at Raipur Private vehicles , Buses and tractors, two wheelers.	Air port at Raipur provides Air link. Rail up-to Mahasamund , Road connected to NH6 –Raipur-Sambalpur highway.
4	Accommodation PWD guest house Dharmshala	1 with 2 rooms 4 dharmshala	There is need for good tourist accommodation as currently tourist has to stay in dharmshala.
5	Food / Eating places, Bars	Fair	Food is available but there is need for good eating facilities.
6	Utilities (Water, Power,	Water /Power available	There is need for additional power & water for increased tourist traffic.
7	Civic Amenities		Facilities near Temple & Bus stop needed
8	Communication	Good	STD / ISD facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Bad	No theaters /Parks available
11	Medical facilities	Available	PHC level facilities available
12	Travel related Services.	Bad	No travel related services available, only Taxies are operating
13	Other Daily Necessities	available	Some Shops are there near Bus stop and Bazaar area.

20.7 Environment Status:

In sirpur town as most of the roads are unpaved, there is plenty of dust and air pollution. There is need for developing more greenery. Archeological sites and monuments are prone to damage due to inappropriate tourism development. There is lack of infrastructure facilities creating unhealthy environmental conditions during festivals/large gatherings.

20.8 Employment Opportunities and Avenues:

Presently very few people are involved in tourism activities but there is potential for developing tourism activity in the area. This will require training local people for developing skills in hospitality, crafts and other tourist related activities.

20.9 Bottlenecks/ Constraints:

The major bottleneck in development of Sirpur as tourist attraction is the bad road condition of 17 km state highway, connecting Sirpur with NH-6 due to low frequency of public transport facilities on the routes, accessibility is a problem for the tourists. Lack of tourist infrastructure is also a bottle neck for development of the place.

20.10 General Condition of the attraction:

The monuments and the archaeological sites are not being conserved properly. There is lack of maintenance. There is little space for keeping the sculptures inside the museum, due to which they are lying in a state of neglect.

20.10.1 Strength and Weakness analysis:

(i) Strengths:

- Sirpur is a potential archeological site with the locational advantage.
- Buddhist heritage site with three Buddhist vihars excavated recently near the Sirpur village.

(ii) Weaknesses

- Poor infrastructure facilities
- Poor accessibility to the attractions. Limited information guide available to the tourists about the history and importance of the sites.

20.11 Strategy for tourism development:

- Sirpur should be highlighted as an important site of archeology.
- Brick and Buddhist architecture are the unique features of the place which should be showcased to the tourists.

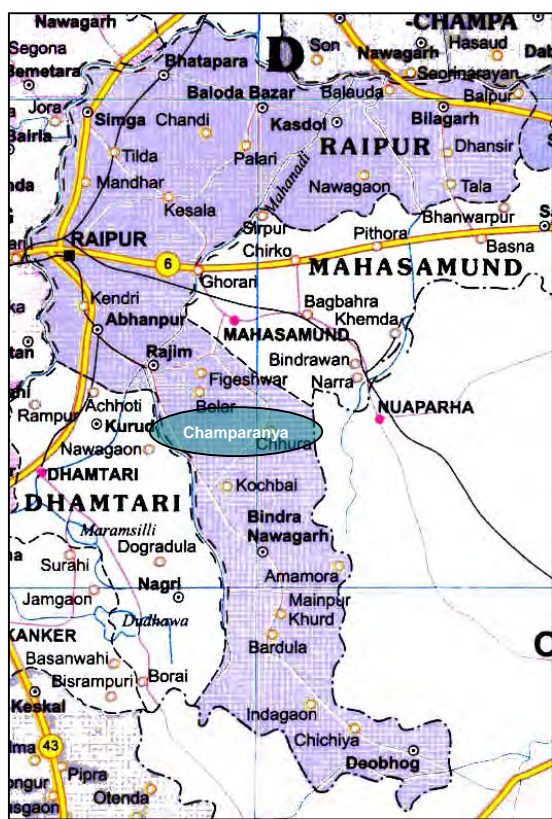
20.12 Preferred Circuits/ Destinations with that destination as hub:

- Raipur- Arang- Sirpur- Barnawapara
- Raipur- Rajim- Champaran- Arang- Barnawapara- Sirpur- Sheorinarayan- Kharod- Malhar - Bilaspur – Ratanpur- Talagram- Raipur (As proposed by tourism Dept.)

20.13 Suggested Tourism Project and Infrastructure Required:

- Tourist complex with resting facilities, Cloakroom and refreshment canteen.
- Information Center needs to be developed for proper communication to the tourists. Presently the historical significance of the location is not being communicated properly to the tourists.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed.
- Heritage site development by arranging for proper lighting of the monuments are required and landscaping of the area needs to be done in an ethnic manner.
- A bridge across Mahanadi to Sirpur at 'Amethi Ghat" will facilitate tourists and reduce the effective travel distance by 60 kms. This can be covered under infrastructure project by state government.

21 CHAMPARANYA



The village Champaranya, the birthplace of the saint Vallabhacharya, a 15th century reformer and founder of Vallabha Sect has an important religious sanctity. A temple was constructed in the honor of Guru Swami Vallabhacharya, near to which is the Champakeshwara Shiva temple.

21.1 Accessibility

Champaran is approachable from Raipur both via Arang and via Rajim. There is a junction on Arang- Rajim road at village Jonda and a tar road leading to Champaran. Buses are also available from Raipur and Arang.

21.1.1 Road:

Distances from major centers:

Raipur via Arang- 60 Km

Raipur via Rajim- 68 Km

21.1.2 Rail

Nearest Railway Station - Raipur

21.1.3 Air

Nearest Airport is at Mana (Raipur) - ~60 Kms



Champaranyadham

21.2 Major Attractions

- Main temple at the Birth place of Guru swami Vallabhacharya
- Champakeshwara Shiva temple in the premises of main temple.

21.3 Fair/ Special Occasion Associated With the Destination:

An annual fair is held every year in the month of Magh (January- February). Birth Anniversary of Maha prabhu Vallabhacharya is celebrated every year on the eleventh bright day of Baisakh (April-May).

21.4 Climate

The Climate is characterized by a hot summer and well distributed rainfall during the south west monsoon season. May is the hottest month when the mean maximum temperature is 43 Deg. Cen. And the mean minimum is 28 Deg. Cen. The average rain fall is 1,200 mm approximately.

21.5 Tourist Inflow

Total Tourists : 15,000 pilgrims per day at festivals for about one week period.

21.5.1 Domestic Tourist

20 to 30 domestic tourists come to this place per day. During festivals there are huge gatherings of upto 15,000 – 20,000 people.

21.5.2 Foreign tourist

There are very few foreign tourists. However, NRI Gujarati and Bengali visit frequently during festival period.

21.5.3 Origin of Domestic Tourists:

Tourists coming to Champaranya are mainly from Gujarat, Madhyapradesh, Maharashtra , Orissa and West Bengal within India. As regards Foreign tourist, no official records are available, but mainly they are from UK , USA and Canada.

21.5.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	10 %
Food	25%
Transportation	50%
Other , Entertainment, Communication	15%

21.5.5 Nature of Tourist

Business Tourist	10 %
Adventure Tourist	0.0
Leisure Tourist	10%

Pilgrim Tourist	80%
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21.5.6 Size of Groups

Single	60 %
Family	40 %
Average Group size	6 to 10 persons

21.5.7 Average stay in number of days 2 to 3 days

21.5.8 Seasonal flow details

Peak	Oct-Dec & April-May
Lean	June-Sept
Special Occasion	Vallabhacharya birth festival in April / May, when 15000 to 20000 tourists come to temple.

21.5.9 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	55 %
	Female	35%
	Child	10%
Classification of the tourist as per their spending pattern	Middle income level tourist less than Rs.1000 per day.	
Repeat Tourists	65 % tourist are repeat tourist	

21.6 Infrastructure Details

Sr.No	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations Arang and Rajim.
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	By Rail, Road, Air port at Raipur. Accessibility is good but for convenience private taxies necessary, which is costly.	MPSRC bus and private buses / taxies provide link by road. Rail link from Raipur. Airport at Raipur serves the air connectivity.
4	Accommodation	Good	3 Trust dharmshalas with total 450 rooms approx. available
5	Food / Eating places, Bars	Good	Temple trust arranges for food for pilgrims.
6	Utilities (Water, Power)	Water /Power available	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities in temple, Near Bus stop civic amenities needed.
8	Communication	Good	STD / ISD / Fax facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Available	No Theaters or Parks available
11	Medical	Good Facilities	PHC level medical facilities available
12	Travel related Services.	Good	Temple trust provides facilities for Travel desk services. Taxies are also operating
13	Other Daily Necessities	Good	Several Shops at Rajim, which is only 9 km away .

21.7 Environmental Status:

The environment status is good because of the high maintenance being done by the trust. However means to prevent water pollution in the nearby river and solid waste management need to be carefully examined to prevent unhygienic conditions at the time of large gatherings. The trust is using environmentally friendly sanitation techniques which can be show cased as examples for other places.

21.8 Employment Opportunities and Avenues:

Employment opportunity increases during festivals for religious commercial activities.

21.9 Bottlenecks/ Constraints:

There are very few buses of public transport available from Raipur. No government support available, even though large number of tourists visit this place.

21.10 General Condition of the attraction:

The general condition of the temple is good and is well managed.

21.11 Strength and Weakness analysis:

(i) Strengths

- It can be developed as a temple town- has a mix of Shaivites and Vaishnavities temples .
- Strategic location- Intersection of rivers, good accessibility from Raipur, Rajim, Arang

(ii) Weaknesses

- Poor infrastructure

21.12 Preferred Circuits/ Destinations with that destination as hub:

- Raipur- Rajim- **Champan**-Arang- Barnawapara- Sirpur- Sheorinarayan-Kharod-Malhar-Bilaspur-Talagaon- Bhoramdeo –Raipur
- Raipur- **Champan**- Rajim- Udanti- Sitanandi- Dudhawa- Madam-silly- Gangrel-Dhamtari-Raipur.

21.13 Strategy for tourism development:

Champanya being an ancient pilgrimage place can be promoted with the help of active trusts and religious sects. The pious nature of the place needs to be developed to enhance the overall experience of the visitors.

21.14 Tourism Infrastructure Required:

- Information Centers need to be developed for proper communication to the tourists. Presently, the historical significance of the location is not being communicated properly to the tourists.
- Guided tour to near by destinations, for providing more entertainment avenues.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. Proper signage should also be developed as tourist support infrastructure.
- Authorized travel agents and taxi operators need to function in Champaran.
- River polluting activities need to be carefully stopped / diverted- Proper Bathing ghat can be built. River side development needs to be promoted.

22 BAR-NAWAPARA SANCTUARY



Bar-Nawapara sanctuary is located partly in Raipur and partly in Mahasamund district. It can be accessed from National Highway NH-6 connecting Raipur and Sambalpur. Forest department presently promotes it and they are running week-end tours to this sanctuary from Raipur in their own vehicles. Bar-Nawapara is famous for its flora and fauna, particularly for wild-life like Tendu, Deer, and Wild-Buffaloes.

Barnawapara is located at longitude 21° 25'N and 82° 27'E latitude in Raipur District. It is spread in an area of 245 sq. kms.

The fauna comprises of Tiger (*Panthera tigris*); Leopard (*Panthera pardus*); Gaur (*Bos gaurus*) - Indian bison or wild ox - largest of the world's cattle; Nilgai (*Boselaphus tragocamelus*) - blue bull/blue cow - largest of all Asiatic antelope; Chital (*Axis*) - spotted deer; Sambar (*Cervus unicolor*) - largest Indian deer; Toddy Cat (*Paradoxurus hermaphroditus*), Civet Cat (*Viverricula indica*); Sloth Bear (*Melursus ursinus*); Dhole (*Cuon alpinus*) - wild dog; Pangolin (*Manis crassicaudata*) - scaly ant-eater; Wild Boar (*Sus scrofa cristatus*); Monitor Lizard (*Varanus bengalensis*).

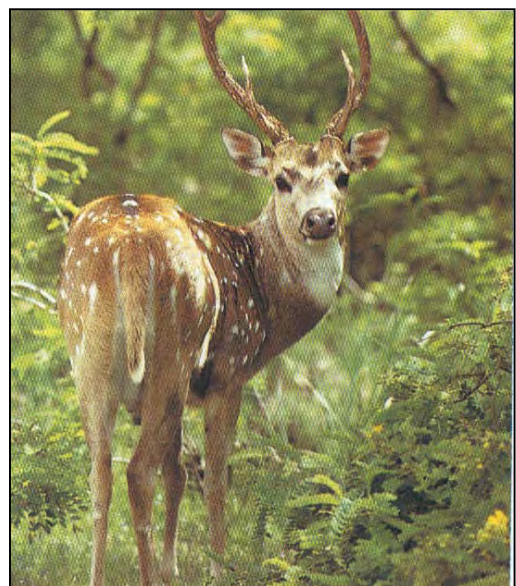
Accommodation here: Forest Rest House Deopur, Forest Rest House Pakrid, Forest Rest House Bar Village and Tourist Lodge Bar.

Its forest category is described as 1. Southern dry deciduous mixed, with and without bamboo and 2. Southern tropical dry teak.

The sanctuary is also noted for Leopard sightings.



Bar-Nawapara Sanctuary



Wildlife – Bar-Nawapara

22.1 Accessibility

It is linked by road to Raipur.

22.1.1 Road

Distances from major centers: Raipur-89 Km from Tumgaon and 130 km via Pithora. It is about 45 km from Sheorinarayan.

22.1.2 Rail

Nearest Railway Station is at Mahasamund on Raipur-Samabalpur line. Bagbahra Railway Station is at 30 km.

22.1.3 Air

Nearest Airport is at Mana (Raipur) – 95 Kms -

22.2 Tourist Inflow

Total Tourists: ~ 2,000- 3000 tourists per annum

22.2.1 Domestic Tourists

Presently there are very few domestic tourists on normal days (<50 people)

22.2.2 Foreign Tourist

Very few foreign tourists visit at present. No records are however available.

22.2.3 Origin of Domestic Tourists:

Most of the domestic tourist come from Chhattisgarh it self. There are some domestic tourists from Orissa, West Bengal and Madhyapradesh.

22.2.4 Spending Pattern of Tourist

Average spending on	%age of Tourist Spending
Accommodation	30 %
Food	30 %
Transportation	30%
Other, Entertainment, Communication	10 %

22.2.5 Average Spending of visitors is: Rs. 300/- per day per person

22.2.6 Nature of Tourists:

Business Tourist	10 %
Adventure Tourist	20 %
Leisure Tourist	50 %

Pilgrim Tourist	0 %
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22.2.7 Size of groups:

Single	60 %
Family	40 %
Average Group size	4 to 6 persons

22.2.8 Average stay in number of days 1 to 2 days

22.2.9 Seasonal flow Details:

Peak	Oct-Dec and January to May
Lean	June-Sept
Special Occasion	Dusserah Festival

22.2.10 Profile of Tourist

Age Group	15 to 50 years	
Sex	Male	50 %
	Female	40 %
	Child	10%
Classification as per tourist spending pattern	Middle income level tourist less than Rs.700 per day.	
Repeat Tourists	35 % tourist are repeat tourist	

22.3 Infrastructure Details

Sr.No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	Rail, Road, Air-strip available but non-functional	Air port at Raipur to take care of Tourist traffic. Road link by state highway. No direct rail link available.
4	Accommodation	Bad	Only forest rest houses with limited rooms available
5	Food / Eating places, Bars	Available	Different types of food available at roadside restaurant, but good places are lacking.
6	Utilities (Water, Power)	Water available	Power & water required to be planned for developing it as tourist destination.
7	Civic Amenities	Limited facilities available	Proper facilities near Bus stop and inside sanctuary needed
8	Communication	Not available	No facilities available on way.
9	Banking services	Bad	No Banking, No ATM, No forex
10	Entertainment	Bad	No Theaters or Parks available
11	Medical	Low level facilities available	Only PHC level facilities available
12	Travel related Services.	Available	Taxis are only operating from Raipur. Travel services needed.
13	Other Daily Necessities	Available	Available only at highway restaurants and dhabas.

22.4 Environmental Status:

The general environmental status at Bar-Nawapara is satisfactory. However, care should be taken when it is developed as a tourist attraction. Proper measure should be taken for environmental protection in this sanctuary area.

22.5 Other Undeveloped Site

Other undeveloped sites in this area are Arang, Sirpur, Sheorinarayan and Turturiya.

22.6 Employment Opportunities and Avenues:

Development of Bar-Nawapara will generate employment for forest tribals and local people in hospitality industry directly and in other support service industry indirectly. It will generate employment for educated persons and women in the area. Development of Bar-Nawapara sanctuary as tourist destination will also generate employment for artisans and artists of the area.

22.7 Bottlenecks/ Constraints:

The major bottleneck for development of Bar-Nawapara is the extremely bad condition of the internal road from short-distance route via Tumgaon. There are no signages to direct the visitors.

22.8 General Condition of the attraction:

The general condition of Bar-Nawapara sanctuary is not very good, as it is not having required basic infrastructure for tourist support.

22.9 Strength and Weakness analysis of the destination

The strengths and weakness of Bar-Nawapara sanctuary are as under:

(i) Strengths:

- Bar-Nawapara has unique varieties of flora and fauna available in the area.
- Bar-Nawapara can be part of circuit with other tourist attraction in the vicinity.

(ii) Weaknesses:

- Lack of basic tourist infrastructure, like tourist accommodation, tourist access and good eating out lets makes it unattractive as tourist destination.
- Bad road conditions makes accessibility difficult.

22.10 Strategy for tourism development:

Bar-Nawapara should be highlighted as an important site of Eco tourism and a destination for sighting wild buffaloes. This unique feature of the place should be show cased to the tourists

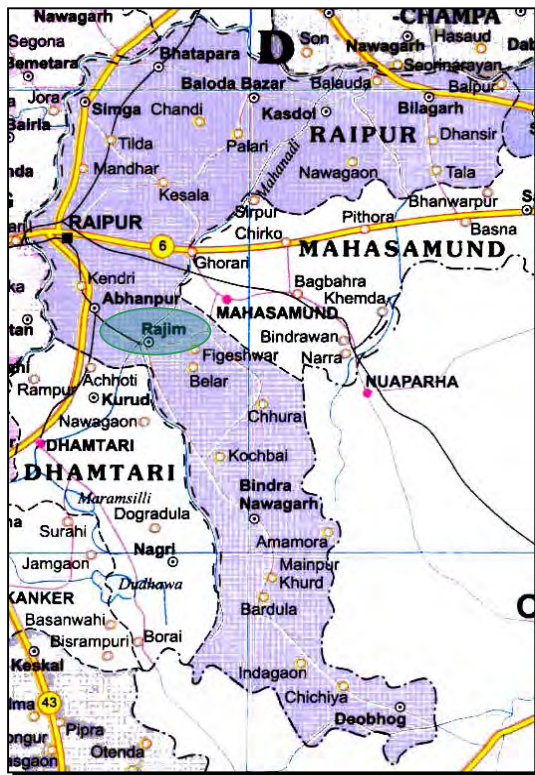
22.11 Preferred Circuits/ Destinations with that destination as hub:

- Raipur- Rajim- Champaran-Arang- **Barnawapara**- Sirpur- Sheorinarayan-Kharod-Malhar-Bilaspur-Talagaon- Bhoramdeo –Raipur
- Raipur- Arang-Sirpur- Barnawapara- Sheorinarayan- Bilaspur -Raipur

22.12 Tourism Infrastructure Required:

- Proper accommodation facilities are needed near / inside Bar-Nawapara sanctuary.
- Wayside amenities like dhabas, canteen and resting-places for the Tourist need to be developed.
- There is need for development of proper signage from all important entry points.
- Improvement of state highway and internal road for Bar-Nawapara sanctuary can be part of overall basic infrastructure development in the state.

23 RAJIM- RAJIV LOCHAN TEMPLE



Rajim is situated near the confluence of three rivers Pairi, Sondur and the Mahanadi, it is a small temple town. It was an important centre in the Maha-kaushal region. The place is famous for its group of fine temples located on river bank.

23.1 Accessibility

It is linked by rail and road to Raipur.

23.1.1 Road:

Distances from major centers:
Raipur- 45 km

23.1.2 Rail

Nearest Railway Station is Rajim on Raipur-Dhamtari line but there is very poor connectivity.



Artistic Panel – Rajivlochan Temple - Rajim

23.1.3 Air

Nearest Airport is at Mana (Raipur) – 45Kms

23.2 Major Attractions

- **Rajiv Lochan Temple- 8th century AD. :** Dedicated to Lord Vishnu, the temple has rich sculptured pillars. The main temple, standing on a high platform is surrounded by four subsidiary shrines at the four corners of the compound. It is being maintained by the central ASI.
- **Kuleshwar Shiva Temple- 9th century AD:** The temple made on a high base is at the confluence of the three rivers.

Other temples in vicinity are:

- Pancheshwar – 9th century
- Bhuteshwar Shiva- 14th century
- Jagannath- 14th century
- Rajeshwar- 8th century
- Ramachandra- 14th century
- Someshwar Shiva temple

23.3 Fair/ Special Occasion:

Rajim Festival is being promoted by the tourism Dept. A three day fair is held annually on Shivratri (January/ February)

23.4 Tourist Inflow

Total Tourists: 18,000- 20,000 tourists per day at festivals

23.4.1 Domestic Tourist

Approximately 100 people visit during normal day.

23.4.2 Foreign Tourist

A very small number of foreign tourists come to this place.

23.4.3 Origin of Domestic Tourists:

- Pilgrims from nearby areas are coming to Rajim
- From Chhattisgarh: Raipur, Champaran, Arang , Dhamtari.

- From Other States: Madhya Pradesh, Maharashtra, West Bengal, Orissa.
- Foreign tourist are very less in number, hence there is no official record available as regards their origin.

23.4.4 Spending pattern:

Average spending on	%age of Tourist Spending
Accommodation	25 %
Food	25 %
Transportation	35 %
Other , Entertainment, Communication	15 %

23.4.5 Average Spending of visitors : Approx. Rs. 200/- per day- per person

23.4.6 Nature of Tourist

Business Tourist	20 %
Adventure Tourist	0.0
Leisure Tourist	10%
Pilgrim Tourist	70%

23.4.7 Size of Groups

Single	60 %
Family	40 %
Average Group size	4 to 6 persons

23.4.8 Average stay in number of days: 1 to 2 days

23.4.9 Seasonal flow details

Peak	Oct-Dec & April-May
Lean	June-Sept
Special Occasion	Rajim Festival at Shivratri time for 3 days

23.4.10 Profile of Tourist

Age Group	25 to 55 years	
Sex	Male	55 %
	Female	35%
	Child	10%
Classification of the tourist as per their spending pattern	Middle income level tourist less than Rs.500 per day.	
Repeat Tourists	50 % tourist are repeat tourist	

23.5 Infrastructure Details

Sr. No.	Parameter	Qualitative Information	Remarks
1	External road	Fair condition	Good with Raipur, but needs improvement with other destinations Arang and Champaran.
2	Internal Road	Fair condition	Needs improvement
3	Accessibility (Mode)	By Rail, Road, Air port at Raipur . Accessibility is good but for convenience private taxies necessary.	MPSRC bus and private buses / taxies provide road by link. Rail link from Raipur. Airport at Raipur used to take care of Tourist traffic
4	Accommodation	Good	2 dharmshala with total 40 rooms approx. available
5	Food / Eating places, Bars	Good	Small food joint available ,but need for good food joints for pilgrims.
6	Utilities (Water, Power)	Water /Power available	Additional power & water may be planned for future.
7	Civic Amenities	Available	Good facilities in temple and near Bus stop needed.
8	Communication	Good	STD / ISD facilities available
9	Banking services	Available	No ATM, No forex
10	Entertainment	Available	No Theaters or Parks available
11	Medical	Good Facilities	PHC level medical facilities available
12	Travel related Services.	Available	Taxies are also operating
13	Other Daily Necessities	Available	Some Shops at Rajim available

23.6 Environmental Status:

- Water pollution of the rivers due to the water polluting activity of the large number of pilgrims during festivals.
- Solid waste disposal is a problem in the area especially during festivals.
- Inappropriate conservation measures are being adopted leading to the damage of monuments.

23.7 Employment Opportunities and Avenues:

Development of Rajim as tourist destination will certainly generate employment opportunities for local and artisans of the area. This further increases during Festivals for religious and commercial activities.

23.8 Bottlenecks/ Constraints:

The major bottleneck for Rajim is less awareness among tourists about the place. Lack of basic tourist infrastructure is also a constraint in development of this place.

23.9 General Condition of the attraction:

The monuments are not being conserved properly and this has caused damage to some part.

23.10 Strength and Weakness analysis:

(i) Strengths

- Rajim can be developed as a temple town- which has a mix of Shaivities and Vaishnavities temples.
- It has locational advantage. It lies on way to Dhamtari and on the intersection of 3 rivers. Has good accessibility

(ii) Weaknesses

Due to poor infrastructure at present, tourists are not attracted in large numbers to the place.

23.11 Strategy for tourism development:

Rajim being an ancient temple town can be promoted with the help of active trusts and religious sects. The pious nature of the place needs to be developed to enhance the overall experience of the visitors. Three river confluence being the prominent feature of the area, riverside activities need to be developed.

23.12 Preferred Circuits/ Destinations with that destination as hub:

- Raipur- **Rajim**- Champaran-Arang- Barnawapara- Sirpur- Sheorinarayan-Kharod-Malhar-Bilaspur-Talagaon- Bhoramdeo –Raipur
- Raipur- Champaran- **Rajim**- Udanti- Sitanandi - Dudhawa- Madam-silly - Gangrel-Dhamtari

23.13 Tourism Infrastructure Required:

- Proper accommodation facilities are needed
- Information Centers need to be developed for proper communication to the tourists. Presently the historical significance of the location is not being communicated properly to the tourists.
- Wayside amenities like dhabas, canteen and resting-places for the pilgrims need to be developed. Signage to be developed for the destination as a part of Tourist infrastructure.
- Proper lighting of the monuments is required
- Landscaping of the area needs to be done in an ethnic manner.
- Authorized travel agents and taxi operators need to function in Rajim.
- Proper conservation technique needs to be developed for the temples.
- River polluting activities need to be carefully stopped / diverted- Proper ghat can be built. River side Development needs to be promoted.

Joint Director General (MR), Ministry of Tourism
Department of Tourism & Culture
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New Delhi-110 011
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Study Report on
Preparation of 20
Years Perspective Plan
for
Development of
Sustainable Tourism

July 2002

Dalal Consultants and Engineers Limited
Sarojini House
6 Bhagwan Dass Road
New Delhi 110 001
India

Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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1 Herbal / Ayurvedic Resort

1.1 Project Concept:

Chhattisgarh has the highest forest coverage in India. The forests have many Herbal trees / Medicinal plants growing in a natural environment. The locals have been using them in their day to day life for centuries. The state government has also declared Chhattisgarh as a “Herbal State”. It is proposed to have a Herbal / Ayurvedic health resort at potential tourist places.

1.2 Project Components:

The resort will include 20 rooms / cottages for stay as well as Herbal / Ayurvedic / Naturopathy treatment facilities for tourists, and a 40 persons capacity restaurant catering to their specific diet requirement during the treatment.

1.3 Possible Location(s):

Herbal /Ayurvedic resorts are proposed at five locations:

- Tata-pani ,
- Dantewada ,
- Kailash Gufa,
- Kabir Chabutra,
- Achanakmar

1.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourists. Such resort will also bridge the gap in tourist accommodation. The target market is likely to be foreign tourists, NRIs visiting India, upper middle class and business tourists.

1.5 Estimated Capital Investment (Project Cost)

Project Cost – Herbal / Ayurvedic Resort		
S.No	Particulars	Rs.in Lakhs
1	Land & Site Development	3.00
2	Building & Civil Works	20.00
3	Furniture fixtures & Equipments	10.00
4	Utilities	1.00
5	Other Fixed Assets	4.25
6	Contingencies	2.00
7	Preliminary Expenses	0.50
8	Pre-operatives Expenses	1.00
9	Fixed cost of project	41.75
10	Margin on Working Capital	4.25
12	Total Project Cost	46.00

1.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
29.90	16.10	46.00

This project may be initially put up as a tourism department promoted project. Later on, private sector may be involved.

1.7 Manpower

Category	Nos.
Manager Cum Accountant	1
Resort Cashier/ booking Clerk	2
Cook	1
Asst. Cook	2
Ayurvedic Treatment Experts	8
Health Instructors	6
Restaurant Bearers	4
Care taker / Watchman	4
Helpers for ayurvedic treatment	6
Total employment	34

1.8 Project Implementation period

A typical Herbal / Ayurvedic resort is estimated take approximate 12 to 18 months period for implementation.

A number of such projects are proposed in various locations over the 20 year perspective plan period.

Zones	Short Term	Mid Term	Long Term	Total
North	1	3	-	4
South	1	-	-	1
Total	2	3	-	5

- (a) **North zone locations:** Herbal/Ayurvedic resort is proposed at Tatapani in short term. and Kabir Chabutra, Achanakmar and Kailash Caves (Jashpur) in the mid term period
- (b) **South zone location:** Herbal / Ayurvedic resort project is proposed at Dantewada.

1.9 Financial projections

(Rs. In Lakhs)

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	50	60	70	80	80	80	80	80	80	80
Total Income	78.37	94.04	109.72	125.39	125.39	125.39	125.39	125.39	125.39	125.39
Variable Cost										
Raw Materials	19.69	23.63	27.57	31.50	31.50	31.50	31.50	31.50	31.50	31.50
Utilities	31.35	37.62	43.89	50.16	50.16	50.16	50.16	50.16	50.16	50.16
Interest on Bank Borrowing	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68
Selling Expenses	3.92	4.70	5.49	6.27	6.27	6.27	6.27	6.27	6.27	6.27
Sub Total-1	55.64	66.63	77.62	88.61	88.61	88.61	88.61	88.61	88.61	88.61
Fixed Cost										
Salaries	7.76	7.76	7.76	7.76	7.76	7.76	7.76	7.76	7.76	7.76
Repairs & Maintenance	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12
Insurance	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12
Adm. Overheads	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Sub Total-2	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50
Operating Cost	66.13	77.12	88.12	99.11	99.11	99.11	99.11	99.11	99.11	99.11
Operating Profit	12.24	16.92	21.60	26.29	26.29	26.29	26.29	26.29	26.29	26.29
Interest on Long Term Loan	4.78	4.78	4.78	3.83	2.87	1.91	1.15	0.57	0.19	0.00
Depreciation	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10
Sub Total-3	7.88	7.88	7.88	6.93	5.97	5.01	4.25	3.67	3.29	3.10
Net operating profit	4.35	9.04	13.72	19.36	20.31	21.27	22.04	22.61	22.99	23.19

1.10 Payback & ROI

(Rs. In Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	4.35	9.04	13.72	19.36	20.31	21.27	22.04	22.61	22.99	23.19
Depreciation	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10
Interest on TL	4.78	4.78	4.78	3.83	2.87	1.91	1.15	0.57	0.19	0.00
Gross Operating Profit	7.45	12.14	16.82	22.46	23.41	24.37	25.14	25.71	26.09	26.29
Cumulative Gross Operating Surplus	7.45	19.59	36.41	58.86	82.28	106.65	131.79	157.50	183.59	209.88
Pay Back Period	Pay Back is 3 years and 5 months = Total 41 months									
ROI per annum	16.20	26.38	36.56	48.82	50.90	52.98	54.65	55.89	56.73	57.14
10 yrs Average ROI	45.63									

1.10.1 Socio-economic impact

The herbal / Ayurvedic resort project at proposed destinations will have positive socio-economic impact. It will provide employment opportunities for locals with knowledge of herbal products and their uses. It will also provide indirect opportunities for people who grow/ collect such herbs in the forest area.

1.11 Limitation

This project profile may be used keeping in mind the following limitations:

1. The Herbal/ Ayurvedic resort is proposed as a health Tourism project. However, it will provide tourist accommodation which is a basic tourist infrastructure required for attracting tourist. Places where such projects are proposed have been identified based on our field survey and suitability of the Destination.
2. The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.
3. The financial viability of the project is worked out at constant price basis.
4. The project cost may vary from one location to another depending upon land cost , construction material cost and labor cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be need for preparing location specific detailed feasibility reports prior to the investment decision.

ENVIRONMENTAL IMPLICATIONS

POSITIVE IMPACTS:

Environmental awareness:

The project has the potential to increase public appreciation and awareness of the natural environment, especially the medicinal herbs.

Protection and preservation:

The project will help to conserve and protect the flora due to its identified value

2 Resort and Picnic spot

2.1 Project Concept:

Chhattisgarh has several nature sites, near water falls and lakes, and man-made water reservoirs which have potential for development as Resort with picnic spot.

2.2 Project Components:

The project envisages a resort with tourist accommodation and a picnic spot in the form of park development and other landscaping done for picnic organizing.

2.3 Possible Location(s)

Resort with Picnic spot are proposed at two locations viz. Ramgarh and Pendari Kanan at Bilaspur. At other locations, it is proposed as a combination with resort project.

2.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic . The target market will be tourists in general.

2.5 Estimated Capital Investment (Project Cost)

Project Cost – Resort and Picnic spot		
Sr. No	Particulars	Rs.in lakh
1	Land & Site Development	3.25
2	Building & Civil Works	27.00
3	Furniture fixtures & Equipments	15.00
4	Utilities	1.65
5	Other Fixed Assets	4.50
6	Contingencies	2.50
7	Preliminary Expenses	0.75
8	Pre-operatives Expenses	1.50
9	Fixed cost of project	56.15
10	Margin on Working Capital	5.35
12	Total Project Cost	61.50

2.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
39.98	21.53	61.50

2.7 Manpower

Category	Nos.
Manager Cum Accountant	1
Receptionist/Telephone operator	1
Cook	1
Steward	1
Asst. Cook	1
Guide Cum Driver	2
Restra Boy	4
Gen Operator cum Gardner	1
Care Taker / Chawkidar	2
Total	14

2.8 Project Implementation

The implementation period for the project will be 12 to 18 months. One project is proposed in short term at Ramgarh and another project in mid-term at Bilaspur-Pendari Kanan.

2.9 Financial projections

(Rs. In Lakhs)

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	60	70	80	80	80	80	80	80	80	80
Total Income	41.58	43.83	46.08	46.08	46.08	46.08	46.08	46.08	46.08	46.08
Variable Cost										
Raw Materials	10.77	10.93	11.09	11.09	11.09	11.09	11.09	11.09	11.09	11.09
Utilities	2.47	2.47	2.47	2.47	2.47	2.47	2.47	2.47	2.47	2.47
Interest on Bank Borrowing	0.91	0.91	0.91	0.91	0.91	0.91	0.91	0.91	0.91	0.91
Selling Expenses	2.08	2.19	2.30	2.30	2.30	2.30	2.30	2.30	2.30	2.30
Sub Total-1	16.23	16.50	16.77	16.77	16.77	16.77	16.77	16.77	16.77	16.77
Fixed Cost										
Salaries	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49	2.49
Repairs & Maintenance	1.19	1.19	1.19	1.19	1.19	1.19	1.19	1.19	1.19	1.19
Insurance	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
Adm. Overheads	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Sub Total-2	5.13	5.12	5.12	5.12	5.12	5.12	5.12	5.12	5.12	5.12
Operating Cost	21.36	21.63	21.90	21.90	21.90	21.90	21.90	21.90	21.90	21.90
Operating Profit	20.22	22.20	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18
Interest on Long Term Loan	6.40	6.40	6.40	5.12	3.84	2.56	1.54	0.77	0.26	0.00
Depreciation	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78
Sub Total-3	10.17	10.17	10.17	8.89	7.61	6.33	5.31	4.54	4.03	3.78
Net operating profit	10.05	12.03	14.01	15.29	16.57	17.85	18.87	19.64	20.15	20.41
Tax on profit	3.52	4.21	4.90	5.35	5.80	6.25	6.61	6.87	7.05	7.14
Net profit after Tax	6.53	7.82	9.11	9.94	10.77	11.60	12.27	12.77	13.10	13.27

2.10 Payback & ROI

(Rs. In Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	10.05	12.03	14.01	15.29	16.57	17.85	18.87	19.64	20.15	20.41
Depreciation	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78	3.78
Interest on TL	6.40	6.40	6.40	5.12	3.84	2.56	1.54	0.77	0.26	0.00
Gross Operating Profit	13.83	15.81	17.79	19.07	20.35	21.63	22.65	23.42	23.93	24.18
Cumulative Gross Operating Surplus	13.83	29.64	47.42	66.49	86.84	108.47	131.12	154.53	178.46	202.65
Pay Back Period	Pay Back period is 3 years and 9 months = 45 months									
ROI per annum %	42.57	46.75	50.92	50.92	50.92	50.92	50.92	50.92	50.92	50.92
10 yrs Average ROI %	49.66									

2.11 Socio-economic impact

Restaurant cum picnic spot at proposed destinations will have positive socio-economic impact. It will provide employment opportunities for local persons.

2.12 Limitation

This project profile may be used keeping in mind following limitations:

- The proposed restaurant cum picnic spot is a leisure tourism project. It will provide eating facilities, a basic tourist infrastructure needed at tourist places. Places where such projects are proposed, have been identified based on our field survey and suitability of the Destination.
- The success of such a project will depend on development of other basic infrastructure at that destination.
- The financial viability of the project is worked out at constant price basis.
- The restaurant cum picnic spot project cost may vary from one location to another depending upon land cost, construction material cost and labor cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. Location specific detailed feasibility reports will be required prior to investment decision.

ENVIRONMENTAL IMPLICATIONS

Positive Impacts:

Environmental awareness:

The project has the potential to increase public appreciation and awareness of the natural environment.

Negative Impact

Such project may pose danger to flora and fauna of natural places and can damage the surrounding environment if controlled development is not done. Inadequate facilities and improper disposal of waste will lead to water and land pollution.

Recommendation: Proper environmental management plan is required for minimising the likely stress on natural resources and pollution problems.

3 Restaurant/ Picnic spot

3.1 Project Concept:

As a part of development of several tourist spots, restaurant with picnic spot are suggested. This will provide basic tourist facilities of eatery, and leisure activity facilities, along with garden and landscape development. Restaurant will have day tourist cum picnic parties as potential target market. Picnic spot can have Children Park with some play ground equipments. It can have musical fountain with colorful lighting or audio system with speakers in garden for public entertainment by music. This project may be initially put up as Tourism department promoted project and later on private sector may be involved for its operation.

3.2 Project Components

This will include restaurant with 40 person's capacity restaurant catering to their specific food requirement during the treatment. It will have facilities for group picnic.

3.3 Possible Location(s)

Restaurant cum picnic spot are proposed at 8 locations, during the entire plan period, viz. Ramgarh, Kendai, Samarth Sarana, Pendari Kanan, Khutaghat dam, Shivrath cafeteria, Raipur lake, and Kadar dam.

3.4 Market Demand / Segment / Target Market

Market demand as per Domestic and Foreign Tourist Flow at proposed destinations. Such resort will also bridge the gap of tourist facilities apart from giving opportunities to tourist for leisure activity at picnic spots.

3.5 Estimated Capital Investment (Project Cost) Restaurant & Picnic Spot

Project Cost- Restaurant & Picnic Spot		
S.No	Particulars	Rs.in lakh
1	Land & Site Development	1.00
2	Building & Civil Works	2.00
3	Furniture fixtures & Equipments	5.00
4	Utilities	0.65
5	Other Fixed Assets	1.50
6	Contingencies	0.75
7	Preliminary Expenses	0.25
8	Pre-operatives Expenses	0.50
9	Fixed cost of project	11.65
10	Margin on Working Capital	2.36
12	Total Project Cost	14.02

3.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
9.11	4.91	14.02

3.7 Manpower Planning

Category	Nos.
Manager Cum Accountant	1
Restaurant Cashier / booking Clerk	2
Cook	1
Assistant .cook	2
Restaurant Bearers	3
Care taker / Watchman	3
Total staff proposed	12

3.8 Project Implementation Schedule-ST/MT/LT

We are proposing for Restaurant and picnic spot as per details given below in table no:

Zones	Short Term	Mid Term	Long Term	Total
North	2	2	1	5
Central	2	1	-	3
South	-	-	-	-
Total	4	3	1	8

- North zone will have locations:** Ram garh (Sita Bengra), Kendai in short term, Samarth sarana and Pendari Kanan in Mid term, and Khutaghat dam site in long term.
- Central zone will have locations:** Shivnath resort development, Raipur-Lake development in short terms. It will have development of Kodar dam in mid term plan period.
- South zone:** It will not have any project of restaurant and picnic spot.

A typical Restaurant and picnic spot project can be implemented in 6 to 12 months period.

3.9 Financial projections

(Rs.in Lakhs)

Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	50	60	70	80	80	80	80	80	80	80
Total Income	10.89	13.07	15.25	17.42	17.42	17.42	17.42	17.42	17.42	17.42
Variable Cost										
Raw materials	3.47	4.16	4.85	5.54	5.54	5.54	5.54	5.54	5.54	5.54
Utilities	2.18	2.61	3.05	3.48	3.48	3.48	3.48	3.48	3.48	3.48
Interest on Bank Borrowing	0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.38
Selling Expenses	0.54	0.65	0.76	0.87	0.87	0.87	0.87	0.87	0.87	0.87
Sub Total-1	3.10	3.65	4.19	4.73	4.73	4.73	4.73	4.73	4.73	4.73
Fixed Cost										
Salaries	2.43	2.43	2.43	2.43	2.43	2.43	2.43	2.43	2.43	2.43
Repairs & Maintenance	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36
Insurance	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36
Adm. Overheads	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Sub Total-2	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40
Operating Cost	6.50	7.05	7.59	8.14	8.14	8.14	8.14	8.14	8.14	8.14
<i>Operating Profit</i>	<i>4.39</i>	<i>6.02</i>	<i>7.66</i>	<i>9.29</i>	<i>9.29</i>	<i>9.29</i>	<i>9.29</i>	<i>9.29</i>	<i>9.29</i>	<i>9.29</i>
Interest on Long Term Loan	1.37	1.37	1.37	1.09	0.82	0.55	0.33	0.16	0.05	0.00
Depreciation	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59
Sub Total-3	2.96	2.96	2.96	2.68	2.41	2.14	1.92	1.75	1.64	1.59
Net operating profit	1.43	3.07	4.70	6.61	6.88	7.15	7.37	7.53	7.64	7.70

3.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	1.43	3.07	4.70	6.61	6.88	7.15	7.37	7.53	7.64	7.70
Depreciation	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59	1.59
Interest on Term-loan	1.37	1.37	1.37	1.09	0.82	0.55	0.33	0.16	0.05	0.00
Gross Operating Profit	3.02	4.66	6.29	8.20	8.47	8.74	8.96	9.12	9.23	9.29
Cumulative Gross Operating Surplus	3.02	7.68	13.97	22.16	30.63	39.37	48.33	57.46	66.69	75.98
Pay Back Period	Payback is 3 years & 1 month = 37 months									
ROI %	21.56	33.21	44.87	58.47	60.42	62.37	63.93	65.10	65.88	66.27
Average ROI %	54.21									

3.11 Socio-economic impact

Such restaurant and picnic spot at proposed destinations will have positive socio-economic impact. It will provide employment opportunities for locals with knowledge of herbal products and their uses. It will also provide indirect opportunities for people who grow and collect such herbs in forest area.

3.12 Limitation-

This project profile may be used keeping in mind following limitations:

- (a) Proposed Restaurant and Picnic spot is a leisure tourism project. However it will provide eating facilities as basic tourist infrastructure required for attracting tourist. Places where such projects are proposed have been identified based on our field survey and suitability of the Destination for such leisure project.
- (b) The success of such project will depend on development of basic infrastructure development at the place as well as increase in overnight stay tourist at that destination.
- (c) The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- (d) The Restaurant and picnic spot project cost may vary from one location to another depending upon land cost, construction material cost and labor cost, hence the given project cost should be considered as indicative/ budgetary cost only. There will be need for preparing location specific detailed feasibility reports, prior to investment decision is made.

ENVIRONMENTAL IMPLICATIONS

Restaurant and Picnic spot: The project component includes restaurant, park, public utilities, and picnic spot.

Following are the likely negative impacts:

Stress on natural resources:

Water:

Excessive water usage for restaurant, park and public utilities will Create stress on water supplies and generate greater volume of wastewater.

Pollution

Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land Pollution and will degrade the aesthetics of the area.

Air Pollution:

Diesel Generators and Kitchen activities are likely to cause gaseous emissions. However the impact will not be very significant.

Recommendation:

Recycling of water and well-designed utility systems is needed for proper environmental management

4 Restaurant and Water Sports Facilities

4.1 Project Concept:

Chhattisgarh has several natural and man-made water bodies. These spots are currently visited by many day tourists, and can be developed as tourist attractions. It is proposed develop such spots for leisure activities like boating, angling, water sports etc.

4.2 Project Components:

This will include restaurant for tourists with 30 persons seating capacity. It will also have leisure facilities in the form of water front facilities, like Row boats, Pedal boats, Rubber dinghy, and Angling sets for tourist. This entire complex will be managed as one single project.

4.3 Possible Location(s):

The project is proposed at 10 locations, viz Shyam Ghunghuta dam, Mainpat –Fish point, Boramdeo, Hasdo-Bango dam, Khutaghat dam, Raipur Lake-Raipur, Rajim-River front, Gangrel dam-Dhamtari, Kadar dam, Dalpatsagar lake-Jagdarpur.

4.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic at various destinations.

4.5 Estimated Capital Investment (Project Cost)

(Rs.in lakh)

Project cost- Water front Development		
S.No	Particulars	Amount
1	Land & Site Development	2.00
2	Building & Civil Works	4.00
3	Furniture fixtures & Equipments	8.00
4	Utilities	1.00
5	Other Fixed Assets	2.00
6	Contingencies	1.50
7	Preliminary Expenses	0.50
8	Pre-operatives Expenses	0.75
9	Fixed cost of project	19.75
10	Margin on Working Capital	3.00
12	Total Project Cost	22.75

4.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
14.79	7.96	22.75

The project may be initially put up as a Tourism department promoted project. Private sector may be involved at a later stage.

4.7 Manpower

Category	Nos.
Manager Cum Accountant	1
Resort Cashier/ booking Clerck	2
Cook	1
Asst. Cook	1
Boat Man cum Life guards	6
Store Person-Angling Equip.	2
Restaurant Bearers	3
Care taker / Watchman	2
Total staff proposed	18

4.8 Project Implementation

A typical restaurant and water sports development project will take 12 to 18 months period for implementation.

Water sports development projects are planned in various zones as given below:

Zones	Short Term	Mid Term	Long Term	Total
North	3	1	1	5
Central	3	1	-	4
South	1	-	-	1
Total	7	2	1	10

- North zone locations:** Shyam Ghunghutta dam, Mainpat-fish point, Bhoramdeo in the short term, Hasdo-Bango dam in the Mid term and Khutaghat dam in the Long term .
- Central zone locations:** Rajim-river front development, Raipur-Lake development and Gangrel-Dhamtari water front development in the short term; development of Kodar dam in the mid term plan period.
- South zone locations:** Water front development at Jagdalpur in the short term plan.

4.9 Financial projections

(Rs.in Lakhs)

Annual Profitability										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	60	70	80	80	80	80	80	80	80	80
Total Income	29.01	33.84	38.68	38.68	38.68	38.68	38.68	38.68	38.68	38.68
Variable Cost										
Raw Materials	4.93	5.75	6.57	6.57	6.57	6.57	6.57	6.57	6.57	6.57
Utilities	10.15	10.15	11.60	11.60	11.60	11.60	11.60	11.60	11.60	11.60
Interest on Bank Borrowing	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48
Selling Expenses	1.45	1.69	1.93	1.93	1.93	1.93	1.93	1.93	1.93	1.93
Sub Total-1	17.01	18.07	20.59	20.59	20.59	20.59	20.59	20.59	20.59	20.59
Fixed Cost										
Salaries	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40	3.40
Repairs & Maintenance	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Insurance	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Adm. Overheads	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Sub Total-2	4.89	4.89	4.89	4.89	4.89	4.89	4.89	4.89	4.89	4.89
Operating Cost	21.90	22.96	25.48	25.48	25.48	25.48	25.48	25.48	25.48	25.48
<i>Operating Profit</i>	<i>7.11</i>	<i>10.88</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>	<i>13.20</i>
Interest on Long Term Loan	2.37	2.37	2.37	1.89	1.42	0.95	0.57	0.28	0.09	0.00
Depreciation	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63
Sub Total-3	3.99	3.99	3.99	3.52	3.04	2.57	2.19	1.91	1.72	1.63
Net operating profit	3.12	6.89	9.21	9.68	10.16	10.63	11.01	11.29	11.48	11.58

4.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	3.12	6.89	9.21	9.68	10.16	10.63	11.01	11.29	11.48	11.58
Depreciation	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63	1.63
Interest on Term-loan	2.37	2.37	2.37	1.89	1.42	0.95	0.57	0.28	0.09	0.00
Gross Operating Profit	4.74	8.51	10.84	11.31	11.78	12.25	12.63	12.92	13.11	13.20
Cumulative Gross Operating Surplus	4.74	13.26	24.09	35.40	47.18	59.44	72.07	84.99	98.09	111.29
Pay Back Period	Pay back is in 2 years and 11 months = 35 months									
ROI %	20.85	37.42	47.63	49.71	51.79	53.87	55.53	56.78	57.61	58.03
Average ROI %	48.92									

4.11 Socio-economic impact

The project in proposed destinations will have positive socio-economic impact. It will provide employment opportunities for locals in restaurant and water sports facilities operations. It will also provide indirect opportunities for people like taxi-operators, tour operators and guides.

4.12 Limitation-

This project profile may be used keeping in mind following limitations:

- Proposed water front development is a Leisure Tourism project. However, it will provide the basic tourist infrastructure like eating facilities required for tourist. Places where such projects are proposed have been identified based on our field survey and suitability of the destination for such projects.
- The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.
- The financial viability of the project is worked out at constant price basis .
- Such water front development project cost may vary from one location to another depending upon land cost, construction material cost and labor cost, and time of implementation. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be a need to prepare location specific detailed feasibility reports prior to investment decision.

ENVIRONMENTAL IMPLICATIONS

Negative Impacts:

Pollution:

Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

Water Pollution:

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal of waste will lead to water pollution.

Positive Impacts:

Certain portions of the revenue generated from the project can be allocated for overall environmental improvement and lake/River/ Water body conservation. The project will help in conserving the surrounding environment, both natural and cultural

Suggestions:

Proper environment management and well-designed utility systems will be required to control the overall negative impacts of the project

5 Haat Bazar and Cultural Center

5.1 Project Concept:

Chhattisgarh has a considerably large population of Tribals, particularly in the southern region of Bastar. These tribals have their unique style of purchasing and selling goods through weekly Haat Bazaar. After normal business is over at such a Haat Bazar, usually the tribals also engage themselves in dance and music in their traditional forms. Integrating both these activities of the tribals, Haat-Bazar and cultural center are proposed at some potential tourist locations.

5.2 Project Components:

This will include Haat Bazar with 50 shops, 30 counters and one Cultural art center with open stage and auditorium. The project will provide opportunities for tribals to market handicraft and artifacts produced by them. It will also provide opportunities to get a total variety of handicrafts and handloom products under one roof, mostly directly from producers. The project will also provide an opportunity for the tourists to have a feel of the tribal life style, by having a closer look at their dance and music in natural settings.

5.3 Possible Location(s):

Haat bazaar and cultural centers are proposed at 3 locations viz at, Raipur, Champa, and Jagdalpur.

5.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic at various destinations. Haat bazaar and cultural center can be an avenue for tourist shopping apart from giving opportunities to the tourist to have a closer look at tribal performing arts and tribal culture.

5.5 Estimated Capital Investment (Project Cost)

Project Cost –Hatt bazaar and Cultural Center		
S.No	Particulars	Rs.in lakh
1	Land & Site Development	1.00
2	Building & Civil Works	5.00
3	Furniture fixtures & Equipments	6.00
4	Utilities	0.35
5	Other Fixed Assets	3.00
6	Contingencies	0.50
7	Preliminary Expenses	0.25
8	Pre-operatives Expenses	0.50
9	Fixed cost of project	16.60
10	Margin on Working Capital	2.40
12	Total Project Cost	19.00

5.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
12.35	6.65	19.00

This project may initially be put up as Tourism department promoted project. Later on, private sector or regional tourism development councils may be involved.

5.7 Manpower

Category	No
Manager Cum Accountant	1
Haat bazar Cashier / booking Clerck	2
Counter supervisors	2
Care taker / Watchman	2
Total staff proposed	7

5.8 Project Implementation

A typical Haat-bazaar project will take 12 months time for implementation

Haat bazaar and Cultural center are proposed as given below:

Zones	Short Term	Mid Term	Long Term	Total
North	-	1	-	1
Central	1	-	-	1
South	1	-	-	1
Total	2	1	-	3

- (a) **North zone locations:** At Champa in mid-term plan period.
- (b) **Central zone locations:** Raipur-as a part of heritage interpretation center in short term.
- (c) **South zone:** Jagdalpur- Bastar district in short term.

5.9 Financial projections

Annual Profitability Estimates

Rs.in Lakhs										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	60	70	80	80	90	90	90	90	90	90
Total Income	12.48	11.50	13.14	13.14	14.78	14.78	14.78	14.78	14.78	14.78
Variable Cost										
Utilities	3.74	3.45	3.94	3.94	4.43	4.43	4.43	4.43	4.43	4.43
Interest on Bank Borrowing	0.34	0.34	0.34	0.34	0.34	0.34	0.34	0.34	0.34	0.34
Selling Expenses	0.31	0.29	0.33	0.33	0.37	0.37	0.37	0.37	0.37	0.37
Sub Total-1	4.39	4.07	4.61	4.61	5.14	5.14	5.14	5.14	5.14	5.14
Fixed Cost										
Salaries	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35
Repairs & Maintenance	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36
Insurance	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36	0.36
Adm. Overheads	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20
Sub Total-2	2.27	2.27	2.27	2.27	2.27	2.27	2.27	2.27	2.27	2.27
Operating Cost	6.66	6.34	6.88	6.88	7.41	7.41	7.41	7.41	7.41	7.41
Operating Profit	5.82	5.15	6.26	6.26	7.37	7.37	7.37	7.37	7.37	7.37
Interest on Long Term Loan	1.48	1.48	1.48	1.19	0.89	0.59	0.36	0.18	0.06	0.00
Depreciation	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31
Sub Total-3	2.79	2.79	2.79	2.50	2.20	1.90	1.67	1.49	1.37	1.31
Net operating profit	3.03	2.36	3.47	3.77	5.17	5.47	5.71	5.88	6.00	6.06

5.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	3.03	2.36	3.47	3.77	5.17	5.47	5.71	5.88	6.00	6.06
Depreciation	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31
Interest on Term-loan	1.48	1.48	1.48	1.19	0.89	0.59	0.36	0.18	0.06	0.00
Gross Operating Profit	4.34	3.67	4.78	5.08	6.48	6.78	7.02	7.19	7.31	7.37
Cumulative Gross Operating Surplus	4.34	8.01	12.79	17.87	24.35	31.13	38.14	45.33	52.65	60.02
Pay Back Period	Pay back is 4 years and 2 months time = 50 months									
ROI per annum %	22.82	19.32	25.16	26.72	34.11	35.67	36.92	37.85	38.48	38.79
10 yrs Average ROI %	31.58									

5.11 Socio-economic impact

Haat Bazar and Cultural Centers in proposed destinations will have direct positive socio-economic impact. It will provide employment opportunities for artisans and other tribals to market their produce directly to tourist. It will also provide direct opportunities for performing artists to show their talent.

5.12 Limitation-

This project profile may be used keeping in mind following limitations:

- Proposed Haat Bazar and Cultural center is a Cultural Tourism project. On one hand, it will provide opportunities to tribals for marketing their produce directly to tourist and on the other hand, it will provide opportunities for tourist to purchase such handicraft and handloom items directly from artisans. Places where such projects are proposed, have been identified based on our field survey and suitability of the destination.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out on rental income at constant price basis.
- Proposed Haat Bazar and Cultural Center project cost may vary from one location to another depending upon land cost, construction material cost and labor cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be need for preparing location specific detailed feasibility reports, prior to investment decision.

ENVIRONMENTAL IMPLICATIONS

NEGATIVE IMPACTS:

The project is likely to develop commercial activities in the area. Though not prominently significant, this is likely to have the impact on:

- Land use transformation:
- Pollution:

Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

POSITIVE IMPACTS:

Environmental awareness:

The project will help in increasing public appreciation and awareness of the natural and the cultural environment.

Suggestions:

Proper environment management, well-designed utility systems and control on land use transformation will be required

6 Nature Trail & Camping

6.1 Project Concept:

The project envisages trekking along nature trails as a part of eco tourism development. The project envisages tent accommodation. The project will be more of an educational project than a profit oriented project.

6.2 Project Components:

Camping facilities for 20 persons (with Camping gears on rental), basic civic amenities, and equipments for Cycling and trekking in hilly areas are envisaged. It is proposed to provide equipments to tourists for cooking and necessary groceries on chargeable basis.

6.3 Possible Location(s) :

Nature trail and camping facilities are proposed at 10 locations viz; Tatapani, Mainpat, Kendai, Kabir Chabutra, Son Madhwa, Achanakmar, Kailash caves – Jashpur, Barnawapara, Kanger valley national park and Dantewada.

6.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic. The target market will be nature lovers and adventure seekers primarily in the age group of 25-40 years.

6.5 Estimated Capital Investment (Project Cost):

Project Cost -Nature trail & Camping		
S.No	Particulars	Rs.in lakh
1	Land & Site Development	2.00
2	Building & Civil Works	0.00
3	Furniture fixtures & Equipments	3.25
4	Utilities	0.95
5	Other Fixed Assets	1.00
6	Contingencies	0.47
7	Preliminary Expenses	0.25
8	Pre-operatives Expenses	0.50
9	Fixed cost of project	8.42
10	Margin on Working Capital	2.80
12	Total Project Cost	11.22

6.6 Means of Finance

Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contribution</i>	Sources of Finance
7.29	3.93	11.22

This project may be initially put up as Tourism department /Forest department promoted project. Private sector may be involved at a later date.

6.7 Manpower

Category	Nos.
Manager Cum Accountant	1
Booking Clerk / cashier	1
Helpers / labors	6
Guide for trekking	2
Store Person-Angling Equip.	1
Care taker / Watchman	2
Total staff proposed	13

6.8 Project Implementation

A typical project of Nature trail and camping will take 6 months to 12 months period for implementation from start of project.

It is proposed to have nature trail and Camping projects in various zones as given below:

Zones	Short Term	Mid Term	Long Term	Total
North	5	2	-	7
Central	1	-	-	1
South	2	1	-	3
Total	8	3	-	11

- North zone locations:** Tata pani, Mainpat, Kendai, Kabir Chabutra, Sone Madhwa in the short term, Achanakmar and Kailash Caves-Jashpur in the Mid term.
- Central zone locations:** Bar Nawapara in the short term
- South zone:** Kanger valley National park, and Dantewada in the short term. An eco-resort at Dantewada is planned in the mid-term.

6.9 Financial Projections

Rs.in Lakhs

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	55	65	75	85	90	90	90	90	90	90
Total Income	8.25	9.75	11.25	12.75	13.50	13.50	13.50	13.50	13.50	13.50
Variable Cost										
Raw Materials	0.55	0.78	0.90	1.02	1.08	1.08	1.08	1.08	1.08	1.08
Utilities	0.66	0.78	0.90	1.02	1.08	1.08	1.08	1.08	1.08	1.08
Interest on Bank Borrowing	0.448	0.448	0.448	0.448	0.448	0.448	0.448	0.448	0.448	0.448
Selling Expenses	0.41	0.49	0.56	0.64	0.68	0.68	0.68	0.68	0.68	0.68
Sub Total-1	2.07	2.50	2.81	3.13	3.28	3.28	3.28	3.28	3.28	3.28
Fixed Cost										
Salaries	2.48	2.48	2.48	2.48	2.48	2.48	2.48	2.48	2.48	2.48
Repairs & Maintenance	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28
Insurance	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28	0.28
Adm. Overheads	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Sub Total-2	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30
Operating Cost	5.37	5.79	6.11	6.42	6.58	6.58	6.58	6.58	6.58	6.58
Operating Profit	2.88	3.96	5.14	6.33	6.92	6.92	6.92	6.92	6.92	6.92
Interest on Term Loan	1.17	1.17	1.17	0.93	0.70	0.47	0.28	0.14	0.05	0.00
Depreciation	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72
Sub Total-3	1.88	1.88	1.88	1.65	1.42	1.18	1.00	0.86	0.76	0.72
Net operating profit	1.00	2.07	3.26	4.68	5.50	5.74	5.92	6.06	6.16	6.20

6.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	1.00	2.07	3.26	4.68	5.50	5.74	5.92	6.06	6.16	6.20
Depreciation	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72
Interest on Term-loan	1.17	1.17	1.17	0.93	0.70	0.47	0.28	0.14	0.05	0.00
Gross Operating Profit	2.88	2.79	3.98	5.39	6.22	6.45	6.64	6.78	6.87	6.92
Cumulative Gross Operating Surplus	2.88	5.67	9.65	15.04	21.26	27.72	34.36	41.14	48.01	54.93
Pay Back Period	Pay back is 3 years and 4 months = 40 months									
ROI %	25.70	24.89	35.45	48.10	55.46	57.54	59.21	60.46	61.29	61.70
Average ROI %	48.98									

6.11 Socio-economic impact

The project will have positive socio-economic impact. It will provide employment opportunities for locals with knowledge of trekking routes and nature trails as guides, as helpers / labors and help outsiders to understand life style and culture of tribal in the forest areas.

6.12 Limitation

This project profile may be used keeping in mind the following:

- The proposed nature trail and camping project is an eco-tourism project. Places have been identified based on our field survey and suitability of the destination for such eco tourism project.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.
- The financial viability of the project is worked out at constant price basis.
- The project cost may vary from one location to another depending upon camping site development cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be a need to prepare location specific detailed feasibility reports prior to investment decision.

ENVIRONMENTAL IMPLICATIONS

POSITIVE IMPACTS:

Environmental awareness:

The project has the potential to increase public appreciation and awareness of the natural environment.

Protection and preservation:

The project will help to conserve and protect the flora due to its identified value.

NEGATIVE IMPACTS:

Due to presence of trekking groups and camping activities in eco sensitive places like river trails/ forest treks/Water falls etc; damage to flora, fauna and environment can occur if proper care is not taken. This type of activity has to be in small groups, and awareness about environmental conservation must be imparted at the start of the package.

7 Heritage Hotel –3*** Facilities

7.1 Project Concept:

Chhattisgarh has several heritage properties owned by royal families at various places. Some of these properties are in good condition and being operated as heritage hotels. It is proposed to convert some of these properties into three star hotels. The project will benefit heritage property owners while providing accommodation to tourists. The state government has also declared incentives for such projects in the form of interest subsidy (subject to a maximum amount of Rs.20.0 Lakhs).

7.2 Project Components:

The project envisages accommodation facility with capacity of 60 rooms as well as a restaurant with capacity for handling 120 persons.

7.3 Possible Location(s) :

3 star heritage hotels are proposed at three locations viz Kawardha, Kanker, and Surguja.

7.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic.

7.5 Estimated Capital Investment (Project Cost)

Sr. No	Particulars	Rs.in lakh
1	Land & Site Development	36.00
2	Building & Civil Works	180.00
3	Furniture fixtures & Equipment	52.50
4	Utilities	35.00
5	Other Fixed Assets	15.00
6	Contingencies	14.88
7	Preliminary Expenses	5.00
8	Pre-operatives Expenses	10.00
9	Fixed cost of project	348.38
10	Margin on Working Capital	100.00
12	Total Project Cost	448.38

7.6 Means of Finance

Rs. In Lakhs

Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contribution</i>	Sources of Finance
291.44	156.93	448.38

The project will be initially put up as a joint venture project between tourism department and property owners.

7.7 Manpower

The proposed 3 star hotel project will have following Manpower employed:

Category	Nos.
General Manager	1
F&B Manager / Other Managers	4
Cook	3
Asst. Cook	6
Room Attendants	10
Health Instructors	2
Restaurant Bearers	6
Bell boy/Liftman/ Watchman	8
Telephone operator/ Receptionist	4
Total employment	44

7.8 Project Implementation

Such a project will take 18 months to 3 years for implementation.

It is proposed to have Heritage- 3 star hotels in various zones as given below:

Zones	Short Term	Mid Term	Long Term	Total
North	2	-	-	2
Central	-	-	-	-
South	1	-	-	1
Total	3	-	-	3

These 3 star heritage hotels will be put up in existing heritage properties owned by royal families in the state as their private project or in joint venture with state tourism department.

7.9 Financial projections

(Rs. In Lakhs)

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	55	65	75	85	90	90	90	90	90	90
Total Income	238.89	282.33	325.76	369.20	390.92	390.92	390.92	390.92	390.92	390.92
Variable Cost										
Raw Materials	23.19	27.40	31.62	35.83	37.94	37.94	37.94	37.94	37.94	37.94
Utilities	59.72	70.58	81.44	92.30	97.73	97.73	97.73	97.73	97.73	97.73
Interest on Bank Borrowing	16	16	16	16	16	16	16	16	16	16
Selling Expenses	11.94	14.12	16.29	18.46	19.55	19.55	19.55	19.55	19.55	19.55
Sub Total-1	110.85	128.10	145.35	162.59	171.22	171.22	171.22	171.22	171.22	171.22
Fixed Cost										
Salaries	17.91	17.91	17.91	17.91	17.91	17.91	17.91	17.91	17.91	17.91
Repairs & Maintenance	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92
Insurance	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92	8.92
Adm. Overheads	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Sub Total-2	36.25	36.25	36.25	36.25	36.25	36.25	36.25	36.25	36.25	36.25
Operating Cost	147.11	164.35	181.60	198.84	207.47	207.47	207.47	207.47	207.47	207.47
Operating Profit	91.79	117.98	144.16	170.35	183.45	183.45	183.45	183.45	183.45	183.45
Interest on Long Term Loan	46.63	46.63	46.63	37.30	27.98	18.65	11.19	5.60	1.87	0.00
Depreciation	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75
Sub Total-3	67.38	67.38	67.38	58.05	48.73	39.40	31.94	26.35	22.62	20.75
Net operating profit	24.41	50.59	76.78	112.30	134.72	144.05	151.51	157.10	160.83	162.70

7.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	24.41	50.59	76.78	112.30	134.72	144.05	151.51	157.10	160.83	162.70
Depreciation	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75	20.75
Interest on TL	46.63	46.63	46.63	37.30	27.98	18.65	11.19	5.60	1.87	0.00
Gross Operating Profit	45.16	71.34	97.53	133.05	155.47	164.80	172.26	177.85	181.58	183.45
Cumulative Gross Operating Surplus	45.16	116.50	214.03	347.08	502.55	667.35	839.60	1017.5	1199.0	1382.5
Pay Back Period	Payback period is 3 years and 8 months period = 44 months									
ROI %	10.07	15.91	21.75	29.67	34.67	36.75	38.42	39.67	40.50	40.91
Average ROI %	30.83									

7.11 Socio-economic impact

Such heritage hotel in proposed destinations will have positive socio-economic impact. It will provide employment opportunities for local with knowledge of history and heritage value of the property.

7.12 Limitation

This project profile may be used keeping in mind the following:

- The proposed Heritage Hotel is a Tourism project to create Tourist accommodation, using existing heritage properties. Project locations have been identified based on our field survey and suitability of the destination.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.
- The financial viability of the project is worked out at constant price basis.
- The Heritage hotel project cost may vary from one location to another depending upon property conversion cost, construction material cost and labor cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be need to prepare location specific detailed feasibility reports prior to investment decision.

ENVIRONMENTAL IMPLICATIONS

POSITIVE IMPACTS:

The project will help in heritage property conservation and increase awareness about the culture of the place.

NEGATIVE IMPACTS:

Such project may damage the heritage property, or lose some originality when converted into a 3 star hotel. Further, it can also endanger the Flora and fauna of surrounding areas if proper care is not taken

8 Water Sports

8.1 Project Concept:

Chhattisgarh has several natural and manmade water reservoirs where water sports can be developed as a major tourist attraction. The project is conceived as a leisure tourism project.

8.2 Project Components:

This will include basic water sports like boat rowing, pedal boats, rubber dinghy and angling activities.

8.3 Possible Location(s) :

Water sports project is proposed at 12 locations during the plan period viz. Shyam Ghungutta, Mainpat, Bhoramdeo, Rajim, Raipur, Dhamtani, Jagdalpur, Chitrakote, Kodar dam, Hasdo Bango dam, Mainpur Lake and Khutagat Dam.

8.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic. The target market will be general tourists.

8.5 Estimated Capital Investment (Project Cost)

Project Cost -Water sports center		
Sr. No.	Particulars	Rs. in lakhs
1	Land & Site Development	1.00
2	Building & Civil Works	1.00
3	Furniture fixtures & Equipments	8.00
4	Utilities	0.30
5	Other Fixed Assets	1.00
6	Contingencies	0.35
7	Preliminary Expenses	0.15
8	Pre-operatives Expenses	0.20
9	Fixed cost of project	12.00
10	Margin on Working Capital	3.00
12	Total Project Cost	15.00

8.6 Means of Finance

Rs. In Lakhs

Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
9.75	5.25	15.00

Such projects may be developed by tourism department in association with irrigation department and forest department. Later, private sector may be involved as joint venture partner. Such projects can be developed as a stand alone project or in association with other projects.

8.7 Manpower

Category	Nos.
Manager Cum Accountant	1
Booking Clerk /cashier	2
Boat Man cum Life guards	10
Supervisor water sports	2
Store Person-Angling Equip.	2
Care taker / Watchman	3
Total manpower	20

8.8 Project Implementation

We are proposing for water sports center as per details given below table :

Zones	Short Term	Mid Term	Long Term	Total
North	3	1	2	6
Central	3	1	0	4
South	2	0	0	2
Total	8	2	2	12

8.9 Financial projections

(Rs. In Lakhs)

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	50	60	70	80	80	80	80	80	80	80
Total Income	20.23	24.27	28.32	32.36	32.36	32.36	32.36	32.36	32.36	32.36
Variable Cost										
Raw Materials	1.13	1.35	1.58	1.80	1.80	1.80	1.80	1.80	1.80	1.80
Utilities	7.08	7.28	8.49	9.71	9.71	9.71	9.71	9.71	9.71	9.71
Interest on Bank Borrowing	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48	0.48
Selling Expenses	1.01	1.21	1.42	1.62	1.62	1.62	1.62	1.62	1.62	1.62
<i>Sub Total-1</i>	<i>9.70</i>	<i>10.32</i>	<i>11.97</i>	<i>13.61</i>	<i>13.61</i>	<i>13.61</i>	<i>13.61</i>	<i>13.61</i>	<i>13.61</i>	<i>13.61</i>
Fixed Cost										
Salaries	4.43	4.43	4.43	4.43	4.43	4.43	4.43	4.43	4.43	4.43
Repairs & Maintenance	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53
Insurance	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53	0.53
Adm. Overheads	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
<i>Sub Total-2</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>	<i>6.50</i>
Operating Cost	16.19	16.82	18.46	20.10	20.10	20.10	20.10	20.10	20.10	20.10
<i>Operating Profit</i>	<i>4.03</i>	<i>7.45</i>	<i>9.85</i>	<i>12.26</i>	<i>12.26</i>	<i>12.26</i>	<i>12.26</i>	<i>12.26</i>	<i>12.26</i>	<i>12.26</i>
Interest on Long Term Loan	1.56	1.56	1.56	1.25	0.94	0.62	0.37	0.19	0.06	0.00
Depreciation	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22
<i>Sub Total-3</i>	<i>3.77</i>	<i>3.77</i>	<i>3.77</i>	<i>3.46</i>	<i>3.15</i>	<i>2.84</i>	<i>2.59</i>	<i>2.40</i>	<i>2.28</i>	<i>2.22</i>
Net operating profit	0.26	3.68	6.08	8.80	9.11	9.42	9.67	9.86	9.98	10.04

8.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	0.26	3.68	6.08	8.80	9.11	9.42	9.67	9.86	9.98	10.04
Depreciation	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22	2.22
Interest on Term-loan	1.56	1.56	1.56	1.25	0.94	0.62	0.37	0.19	0.06	0.00
Gross surplus	2.47	5.89	8.29	11.01	11.32	11.63	11.88	12.07	12.20	12.26
Cumulative Gross Operating Surplus	2.47	8.37	16.66	27.67	38.99	50.63	62.51	74.58	86.78	99.04
Pay Back Period	Pay back period is 2 years and 10 months = 34 months									
ROI %	16.50	39.27	55.30	73.41	75.49	77.57	79.24	80.48	81.32	81.73
Average ROI %	66.03									

8.11 Socio-economic impact

Such water sports centers will have positive socio-economic impact at proposed destinations. They will provide employment opportunities for locals with knowledge of swimming and rowing boats. They will also provide indirect opportunities for people who may provide ancillary services at such places.

8.12 Limitation

This project profile may be used keeping in mind the following limitations:

- Proposed water sports center is a leisure tourism project.. Places where such projects are proposed, have been identified based on our field survey and suitability of the destination.
- The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.

ENVIRONMENTAL IMPLICATIONS

POSITIVE IMPACTS:

Certain portions of the revenue generated from the project can be allocated for overall environmental improvement and lake/River/ Water body conservation. The project will help in conserving the surrounding environment, both natural and cultural.

NEGATIVE IMPACTS:

Pollution:

Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities are likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

Water Pollution:

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal of waste will lead to water pollution.

Suggestions:

Proper environment management and well-designed utility systems will be required to control the overall negative impacts of the project.

-
- The financial viability of the project is worked out at constant price basis.
 - The project cost may vary from one location to another depending upon land cost , construction material cost and labor cost. Hence, the given project cost should be considered as indicative/ budgetary cost only. There will be a need to prepare location specific detailed feasibility reports prior to investment decision.

9 Guided Tour to tourist circuits

9.1 Project Concept:

Chhattisgarh has several destinations which can be covered by guided tours. Guided tours have been suggested at several locations for operating in local circuits, in north zone, central zone and south zone.

9.2 Project Components:

The project envisages 2 Air conditioned luxury coaches- each with 40 seats capacity, complete with public address system, TV and video disk players, music system etc. The coaches will be elegantly furnished for tourist comfort. There will be a well equipped reservation / booking office at a prominent location in main hub city.

9.3 Possible Location(s):

Guided tours are proposed at 8 different locations viz; Bilaspur, Kawardha, Shyam Ghungutta dam, Jagdalpur, Kanker, Bastar, Champa and Raipur.

9.4 Market Demand / Segment / Target Market

Market demand will come from domestic and foreign tourist traffic. Such guided tours will give a boost to the tourism industry in Chhattisgarh state. The guided tour can be included as part of a package tour. The target market is likely to be foreign tourists, upper middle class tourists and business tourists.

9.5 Estimated Capital Investment (Project Cost)

Project Cost – Guided Tours		
Sr. No	Particulars	Rs.in lakh
1	Land & Site Development	0.00
2	Building & Civil Works	1.00
3	Furniture fixtures & Equipments	17.00
4	Utilities	0.00
5	Other Fixed Assets	0.50
6	Contingencies	0.25
7	Preliminary Expenses	0.00
8	Pre-operatives Expenses	0.50
9	Fixed cost of project	19.25
10	Margin on Working Capital	0.75
12	Total Project Cost	20.00

9.6 Means of Finance

Rs. In Lakhs

Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	Sources of Finance
13.00	7.00	20.00

9.7 Manpower

The manpower requirement for the proposed project is as under:

Category	Nos.
Manager Cum Accountant	1
Ticket booking Clerk	2
Bus Drivers	3
Bus conductors/helpers	3
Guides	3
Total manpower	12

9.8 Project Implementation

Guided tours are proposed in the various zones as follows:

Zones	Short Term	Mid Term	Long Term	Total
North	3	1	-	4
Central	1	1	-	2
South	1	1	-	2
Total	5	3	-	8

The above tours will be conducted as local circuits in north, central and south zones from main gate way cities / tourist hubs:

1. Bilaspur: Heritage Darshan: Ratanpur, Pali, Tala, Malhar
2. Bilaspur: Nature with Religion : Achanakmar, Sone Madwah, Kabir Chabutra, Amarkantak, Bilaspur
3. Kawardha : Tour to tribal village and Bhoramdeo, Chherka Mahal, Madwah Mahal
4. Shyam Gunghutta dam: Guided tour to Thintini Patthar, Dam site and other places.
5. Jagdalpur: Kanger valley National park and Chitrakote falls and Tribal village tour.
6. Kanker: Tribal village tour and visit to sanctuary
7. Bastar: Tour to sericulture farm/ silk manufacturing center ,including handloom weavers
8. Champa: Tour to sericulture farm and silk manufacturing center,including handloom weavers
9. Raipur: Religion and Heritage-Tour to Champaran, Rajim, Aranag, Sirpur.
10. Raipur: Dongar garh, Nagpura, Khairagarh, Shivnath resort.

9.9 Financial projections

(Rs. In Lakhs)

Annual Profitability Estimates										
Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8	Yr-9	Yr-10
Occupancy Rate %	50	60	70	80	90	90	90	90	90	90
Total Income	16.50	19.80	23.10	26.40	29.70	29.70	29.70	29.70	29.70	29.70
Variable Cost										
Utilities	4.95	5.94	6.93	7.92	8.91	8.91	8.91	8.91	8.91	8.91
Interest on Bank Borrowing	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11
Selling Expenses	0.41	0.50	0.58	0.66	0.74	0.74	0.74	0.74	0.74	0.74
Sub Total-1	5.47	6.54	7.61	8.69	9.76	9.76	9.76	9.76	9.76	9.76
Fixed Cost										
Salaries	3.44	3.44	3.44	3.44	3.44	3.44	3.44	3.44	3.44	3.44
Repairs & Maintenance	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85
Insurance	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.85
Adm. Overheads	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Sub Total-2	5.39	5.39	5.39	5.39	5.39	5.39	5.39	5.39	5.39	5.39
Operating Cost	10.86	11.93	13.00	14.08	15.15	15.15	15.15	15.15	15.15	15.15
<i>Operating Profit</i>	<i>5.64</i>	<i>7.87</i>	<i>10.10</i>	<i>12.32</i>	<i>14.55</i>	<i>14.55</i>	<i>14.55</i>	<i>14.55</i>	<i>14.55</i>	<i>14.55</i>
Interest on Long Term Loan	1.56	1.56	1.56	1.25	0.94	0.62	0.37	0.19	0.06	0.00
Depreciation	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78
Sub Total-3	4.34	4.34	4.34	4.02	3.71	3.40	3.15	2.96	2.84	2.78
Net operating profit	1.31	3.53	5.76	8.30	10.84	11.15	11.40	11.59	11.71	11.78

9.10 Payback & ROI

(Rs.in Lakhs)

	Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8	Yr -9	Yr-10
Net Profit Before Taxes	1.31	3.53	5.76	8.30	10.84	11.15	11.40	11.59	11.71	11.78
Depreciation	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78
Interest on Term-loan	1.56	1.56	1.56	1.25	0.94	0.62	0.37	0.19	0.06	0.00
Gross Operating Profit	4.08	6.31	8.54	11.08	13.61	13.93	14.18	14.36	14.49	14.55
Cumulative Gross Operating Surplus	4.08	10.39	18.93	30.00	43.62	57.54	71.72	86.08	100.57	115.12
Pay Back Period	Pay Back is 3 years and 2 months = 38 months approx.									
ROI per annum %	20.40	31.54	42.68	55.38	68.07	69.63	70.88	71.82	72.44	72.75
10 yrs Average ROI %	57.56									

9.11 Socio-economic impact

Such Guided tours at proposed destinations will have positive socio-economic impact. It will provide employment opportunities for locals. It will also generate indirect employment for many gift shops, snack shops and other local vendors.

9.12 Limitation

This project profile may be used keeping in mind following limitations:

- The proposed guided tour is a tourism project. It will provide easy tourist access to various tourist destinations and attractions. Places where such projects are proposed, have been identified based on our field survey and suitability of the destination.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourists at that destination.
- The financial viability of the project is worked out at constant price basis.

ENVIRONMENTAL IMPLICATIONS

POSITIVE IMPACTS:

Such tours will help in increasing public appreciation of the History, Heritage, Religion and culture of the region.

NEGATIVE IMPACTS:

Trekking tours/ Nature trails are likely to have prominent impacts like:

Effect on vegetation and soil

Tourists using the same trail repeatedly trample the vegetation and soil. This can lead to loss of bio-diversity and other effects like loss of ground cover, change in species composition, increase in run off and accelerated erosion.

Solid waste and littering:

Tourists are likely to litter the clean surrounding areas and degrade the aesthetics.

Recommendations:

The negative consequences can be controlled by linking tourist activities with the regeneration capacity of the local environmental settings. Trekking activities should be closed during certain seasons for allowing the vegetation to regenerate.

Appendix 1.1: Travel Circuits and Destinations

A. Travel circuits

1. Kullu-Manali-Lahaul/Spiti-Leh-Monastic circuit
2. Gwalior-Shivpuri-Orchha-Khajuraho
3. Bagdogra-Sikkim-Darjeeling-Kalimpong
4. Bhubaneswar-Puri-Konark
5. Hyderabad- Nagarjunasagar-Tirupati
6. Chennai-Mamallapuram-kanchipuram-Vellur-Thiruvannamalai-Ginjee-pondicherry (Southern heritage circuit)
7. Rishikesh-Narendranagar-Gangotri-Badrinath
8. Bhopal-Sanchi-Indore-Ujjain-Maheswar-Omkareswar-Mandu (Bhopal & Sanchi)
9. Jaisalmer-Jodhpur-Bikaner-Barmer
10. Bangalore-Mysore-Hassan
11. Raigad Fort – Janjira Fort-Kuda caves-Srivardan-Harihareshwar-Sindhudurg
12. Varanasi-Sarnath- Gorakhpur-Kushinagar-Sunali-Piprahwa (Kapilvastu)- Sankisa-Kausambi-Sarvasti-Lucknow (Budhist circuit)
13. Patna-Bodhgaya-Nalanda-Rajgir-Vaishali (budhist circuit)
14. Bhubaneswar-Lalitgiri-Ratnagiri-Udaygiri-Kendraparha-Chand Bali Bhadrak (Sun temple)
15. Kochi-Thekkady-Madurai-Rameswaram

16. Harishankar-Narsinghanath-Hirakud-Sambalpur-Bed vyas (Gandhamardhan circuit)
17. Swaranchuda-Chandipur-Chandaneshwar-Panchelingeswar-Similipal sanctuary-Khiching circuit
18. Araku valley –Nandapur-Gupteswar-Rayagada circuit (Panchabati circuit)
19. Guwahati – Kaziranga-Shillong- Tawang
20. Ahmedabad-Rajkot-Dwarka-Porbandar-Somnath-Girnar-Palitana-Ahmedabad
21. Ahmedabad-Modhera- Patan-Ambaji-Mt. Abu

Note : - As per Government of India Identified Tourist Places

Appendix 1.2: Destinations

1. Ajanta Ellora (Aurangabad)
2. Andaman Islands
3. Bekal beach
4. Diu (Daman & Diu)
5. Kangra (Pong Dam)
6. Lakshadweep islands
7. Manali (Solang Nalah)
8. Muttukadu Mamallapuram
9. Puri
10. Sindhudurg
11. Kutch district
12. Dangs Saputara hill station

Note : - As per Government of India Identified Tourist Places

Appendix 1.3: Pilgrim Centres

Sr. No.	State	Centre	No. of centres
1	Andhra Pradesh	Tirupati	1
2	Assam	Kamakhya	1
3	Bihar	Bodhgaya & Patna Sahib	2
4	Gujarat	Dwaraka, Palitana, & Odwada (near Vapi)	3
5	Haryana	Kurukshetra	1
6	Himachal Pradesh	Paonta Sahib and Jawalaji	2
7	Jammu & Kashmir	Mata Vaishno Devi/Katra	1
8	Karnataka	Gulbarga & Sringeri	2
9	Kerala	Guruvayur	1
10	Madhya Pradesh	Ujjain	1
11	Maharashtra	Shirdi, Nanded and Jyotiba	3
12	Orissa	Jagannath Puri	1
13	Punjab	Amritsar/Anandpur Sahib	2
14	Rajasthan	Ajmer Sharif	1
15	Tamil Nadu	Rameswaram	1
16	Uttaranchal	Badrinath & Haridwar	2
17	Uttar Pradesh	Barsana-Gokul, Nandgaon, Mathura, Vrindavan and Gowardhan, Sarnath- Kushinagar	8
Total			33

Note : - As per Government of India Identified Tourist Places

Appendix 2.1: Revised new Tourism Policy w.e.f. 1.6.97

Foreword

The Government of Chhattisgarh is firmly committed to capitalize on its 'new State Advantage'. The State has taken a conscious decision to do away with past legacies and to adopt a fresh approach to economic development. The Tourism Policy reflects these contemporary views of the Government of Chhattisgarh. It is not a modification of any earlier policy and has been developed based on a comprehensive analysis of best practices of other Indian States and countries in the region.

Strategic Intent and Approach

Chhattisgarh, situated in the heart of India, is endowed with a rich cultural heritage and attractive natural diversity. The State is abundant with ancient monuments, rare wildlife, exquisitely carved temples, Buddhist sties, palaces, water falls, caves and hill plateaus. Most of these sites are untouched and untouched and unexplored and offer a unique and alternate experience to tourists compared to traditional destinations which have become overcrowded.

Tourism has very important linkages with other sectors including industry, trade, transportation, hospitality, etc. The Government of Chhattisgarh recognizes these vital linkages as well as importance of tourism for creating large-scale employment and ofr promoting social integration.

The Tourist Policy is focused on creating a unique image for the State and to position it as an attractive destination. The specific objectives of this policy are to:

- Promote economically, culturally and ecologically sustainable tourism in the State.
- Strengthen the quality and attractiveness of the tourism experience in Chhattisgarh.
- Preserve, enrich and showcase the rich and diverse cultural and ecological heritage of the state.
- Increase the contribution of tourism to the economic development of interrelated infrastructure.
- Transform the role of Government to that of facilitator.
- Promote new concepts in tourism such as time-share, eco tourism, village tourism, adventure tourism.
- Respect the intellectual integrity and rights of the local communities.

To meet these objectives, the State has identified specific initiatives, which can be broadly classified as under:

- Infrastructure and Institutional Development
- Tourism Product Offering.
- Marketing

While implementing this Policy, the State will promote only those initiatives that support sustainable development of the sector and maintain ecological balance. Moreover, the State Government will encourage the involvement of local communities and will specifically elicit their co-operation in preserving, enriching and promoting the State's rich cultural heritage.

Towards this end the State will enact suitable legislation and set up a State Tourism Development board as the nodal agency for implementation of this Policy and for the sustained development of the sector.

Infrastructure and Institutional Development

To harness the true potential of tourism, it is necessary to undertake large-scale development/improvement of infrastructure and create a conducive investment climate. Accordingly, the State will take the following measures:

Integrated Development of Special Tourism Areas and Constructive collaboration between Government & Private Sector

The Government will adopt a selective and integrated approach for development of tourism areas. Tourism development will be primarily driven by the private sector with the role of Government being that of a facilitator and catalyst. Towards this end, the State will take the following steps:

- Identify and prioritise important tourist areas/circuits, which have potential for tourism and investment inflow. For e.g. wildlife and pilgrimage tourist circuits would be linked to heritage properties to exploit geographical congruity.
- Prepare a Perspective Master Plan for tourism development in consultation with experts. Focus will be on integrated/intensive development of tourist destinations after assessing the tourism potential, local aspirations and likely local economic benefits
- Integrate spatio-economic development plans with tourism development and with the involvement of town and country planning agencies in the State.
- Make it mandatory for specified class of hotels, resorts to provide 2% of their built up area at nominal charges to the State Tourism Development Board, for allocation to set up 'Gift Centres' to sell Handloom, Handicrafts, Food and Herbal medicines and other such products of the state.
- Work with Chhattisgarh Infrastructure Development Corporation to identify and priorities specific infrastructure projects, which would help in creating linkage and development of tourist circuits. Towards this end, the State would, in line with the Draft National Tourism Policy, look at the feasibility of creating a special fund for Tourism Development, Which would help in bridging the gap for funding critical infrastructure requirements and also support (as equity) specific tourism related project. This would in turn promote collaboration of the Government with the private sector.

Incentive to the private Sector:

- Government will give facilities and benefits to tourism project for the purpose of infrastructure development / mega projects, applicability of electricity tariffs, etc., at par with industry.

- Create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area. Towards this end, the State will give 15% investment subsidy for capital costs on tourism projects in special tourist areas, subject to a maximum of Rs. 20 lakhs
- Make tracts of Government land available either through sale, lease or as government equity in case of a Joint Venture, for the purpose of promoting private investments in the development of tourism infrastructure.
- Rationalise taxes with reference to developmental needs of tourism sector. The government will consider providing exemption from luxury and entertainment tax to projects with investment beyond a certain threshold value in special tourist areas.

Develop Infrastructure Linkages and Human Resources

In order to improve accessibility, promoting connectivity and develop the requisite skill to serve the tourism industry, the State will take the following steps:

- Improve the road network in tourist locations
- Enhance the number of tourist coaches and provide wayside amenities along with filling stations or otherwise on all the highways connective important tourist centres.
- Encourage operation of charter flights and work on upscaling aviation infrastructure. Give impetus to Helicopter services to areas not serviceable otherwise
- Evaluate the feasibility of launching a tourist train in collaboration with the India Railways on identified tourist circuits.
- Set up pre-paid counters at airports, railway stations and bus stands in major cities in the State.
- Increase the number of metered taxis, conducted tourist in all places of tourist interest.
- Undertake a training needs assessment study for tourism and related industries as part of the Perspective Master Plan for tourism development.
- Encourage the setting up of a wide array of HRD institutions including vocational training institutes, Hotel Management Training Institutes, etc. Private participations would be encouraged by making land available at concessional rates to perspective private sector promoters
- Streamline and strengthen training of guides and other grass root level workers.

Strengthen the Institutional Mechanism

To provide a conducive and responsive institutional framework for sustained development of the tourism sector, the Government of Chhattisgarh will take the following steps:

Set up the State Tourism Development Board (STDB) as the nodal agency for formulating strategic plans, decision making, co-ordinating with various bodies and agencies involved in tourism, providing necessary assistance of resetting up tourism departmental co-ordinations i.e. between Tourism, Forest, PWD, Irrigation, Arts and Culture etc., for collaborative development of the tourism sector. The composition of the board will include government officials as well as representatives from the private sector.

Set up a Paryatan Bhavan at Raipur, in line with the requirements of the Draft national Tourism Policy, as a one stop tourist reception centre. This would cater to various needs of travelers, foreign as well as domestic, offer air and train reservations, foreign exchange counters and information about all tourist centres.

Set up District Tourist Promotion Councils to decentralise tourism development. Peoples participation including Panchayati Raj institutions, co-operatives, Joint Forest Management Committees and local communities will be encouraged to achieve a wider spread of tourist activities.

Enact a Tourism Trade Regulations Act for improving services and regulating tourism trade in line with the proposed model guidelines to be circulated by the Ministry of Tourism, Government of India.

Improve Tourism Product Offering

In Order to position of the State as a unique multi-attraction tourism destinations, the State has identified the following potential areas for development.

- **Eco-Tourism** – The State will actively identify opportunities to promote nature based tourism with increased local participation. Wildlife areas, camping grounds and trekking facilities would be few of the prime attraction facilities. Sonmoda (Marwahi), Mainpat (Sarguja), Keshkal Valley (Kanker), Chaiturgarh (Bilaspur), Bagicha (Jashpur), Katumsar Caves, Kailsh Caves, Tirathgarh Falls, Chitrakot Falls (Bastar) as well as Kanger Valley National Park, Barnawapara Sanctuary, Achanakmar Sanctuary will be promoted as destinations for nature and wildlife tourism respectively.
- As part of its drive to promote Eco-Tourism, the State will leverage on its wealth of medicinal plants to encourage development of herbal gardens and natural health resorts of Yoga and Ayurveda as places of tourist attraction
- **Culture, heritage and Village(Ethnic) Tourism** – In order to showcase its rich heritage, the state will identify and develop villages and heritage properties i.e. old palaces, havelis, barsas as places of tourist interest. These will be integrated with eco-tourism circuits to ensure that tourism development across the state, is focused. This product offering will also showcase local art and craft and provide a fillip to rural management of important heritage sites/monuments. Boramdev, Rajim, Sirpur, Tala, Malhar and Shivrinarayan are some of the archaeological sites that will be promoted as prime sites for heritage tourism.
- The State will periodically organize fairs and festivals to promote its rich culture. And artisan village cum craft park i.e. 'Urban Haat' will be set up at Raipur. Financial assistance and training will be provided to artisans and craftsmen to revive local art and hand crafted products. Festivals like Dussehra at Bastar, Madhai of Narayanpur, Boramdev, Raut Naha, Chakradhar Samaroh will also be promoted.
- **Adventure Tourism** – The State will promote adventure sports such as trekking, rock climbing, canoeing, water rafting, bungee jumping, etc. The State Government shall make efforts to provide training to youth so that they are able to take up these activities on commercial basis and ensure the enforcement of safety standards. Mahanadi River, Gangrel Dam, Madamsilli Dam, Kodar Dam will be developed to cater to the needs of adventure tourist.

- Pilgrim Tourism – The State will also focus on the development of pilgrimage centres by creating necessary facilities like Dharamshalas. The State will also develop sites for Bhuddist pilgrims and become part of the wider Bhuddhist circuite. Rajim, Champaranya, Dongargarh, Sheorinaraya, Girodhpuri, Dantewads, Ratanpur, sirpur would be promoted as prime destination for domestic and international pilgrim tourism.
- Business cum Entertainment Tourism – The State will encourage setting up of business cum recreation centres to cater to the needs of business travelers to exploit the potential of business tourism. Setting up state of the art convention centres, seminar halls, etc. for corporate events will be encouraged. In order to cater to the entertainment needs of business tourist with high purchasing power, facilities such as hotels, entertainment parks, multiplex theatres, health spas, shopping centres, golf courses would also set up.

Effective Marketing

In order to improve tourist perception and project the State as a unique and desirable state to visit, the Government would implement a marketing strategy in collaboration with industry stakeholder and local populace. The Government will:

- Identify and promote anchor projects to precipitate the emergence of local attractions
- Develop a tourism portal, touch screen information kiosks, multimedia CD-ROMs for dissemination of tourism related information.
- Carry out market research at regular intervals to monitor tourist trends, conduct satisfaction surveys and adapt marketing strategies accordingly.
- Implement tourist friendly initiatives like metered taxis, introduction of computer based information and reservation systems, setting up a chain of exclusive shops for sale of souvenirs, distribution of brochures, leaflets and other local items at all important tourist places.
- Organise fairs for promoting local cuisine, art and craft, folk songs and dances and participating in national/international fairs, trade shows
- Form joint tie-ups with the tourism development boards/corporations of various Indian States and International Bodies for reciprocal sales and marketing of each other's travel and tourism products.
- Institute monetary and non-monetary awards to promote excellence tourism
- Facilitate the participation and buy-in of the local people, Panchayati Raj Institutions, local bodies, religious trusts, co-operatives, and other community level institutions to promote cross-selling of the unique experience to visitors
- Hire private sector in planning and executing the promotional campaigns.

Appendix 2.2: State Industrial Policy

As Attached

Appendix 2.3: State Environmental Policy

As Attached

Appendix 2.4: State Culture Policy

Government of Chhattisgarh Forest and Culture Department Mantralaya, Raipur

No.

Raipur, 2001

The Policy of the State of Chhattisgarh for promotion and encouragement of cultural activities

1. The State of Chhattisgarh will not announce or impose any cultural policy. It will identify, recognize, document, revitalize, present and disseminate the continuing cultural traditions of local communities.
2. The State will not set up artificial boundaries between classical, folk, tribal, visual and performing metropolitan and rural arts. It will recognize and respect the transitions and bridges among these.
3. The State will promote textual as well as non textual traditions, collection and documentation of tangible objects as well as recollection of intangible traditions, their ex situ display as well as in situ revitalization.
4. The State will try to work around existing cultural landscapes, festivals and institutions, rather than create new ones to replace them.
5. The State will be a catalytic agent, to support and advance the traditional connection among communities, between their life and their arts, and between forms and functions of these arts. It will respect and nourish culture as essential to eco-specific development strategies of communities, geared to resource management and subsistence. It will recognize culture as an essential ingredient in development. Effort will be made to recognize, embed and develop the cultural component in the programs of all Govt. departments, as culture is a component of all departments of life. Culture will not be reduced to a mere song and dance act, or to an exclusive concern of the Department of Culture.
6. Cultural impact assessment will be embedded as a component in the formulation and implementation of mega developmental projects.
7. The State will further cross disciplinary dialogues, inter institutional networking and decentralized field activity to replenish community identities .
8. The unique identity and polyvalence of the culture of Chhattisgarh will be promoted alongside its relationships and exchanges with cultural provinces and neighborhoods of adjacent states of Chhattisgarh. The community cultural identity and landscape of Chhattisgarh will be presented in the national and global perspective.
9. Bridges will be developed among dialects, and scripts will be developed for unscripted dialects. Relations will be promoted with hill and forest based communities from the newly formed states, and from other states of the country, and with indigenous tribal and analogous communities from other parts of the world.

10. Application and accumulation of knowledge will be treated as simultaneous rather than as isolated processes in culture.
11. The cultural programmes will be implemented through co-directed initiatives with local communities.
12. There will be a multi dimensioned cultural council with an interdisciplinary committee of advisers of eminence and it will be manned by people of high calibre, drawn from different arts and disciplines. This centre will promote community specific cultural programmes with cross-disciplinary content, in hills and forests, in urban, suburban and rural areas.
13. Protection will be offered not only to monuments but also to important cultural and physical landscapes, and attempt will be made to promote recognition of relict and associated landscapes as World Heritage sites.
14. Work will be undertaken on the mapping of bio-cultural habitat and socio-economic and intellectual background of the communities, and their relationships with other organic and inorganic communities, peopling the surrounding landscape. Efforts will be made to salvage and encourage unique and vanishing oral and textual traditions of life- enhancing and elements of knowledge, skills and technologies, in their own habitats. A Directory of resource persons, who are repositories of such traditions, will be made. The resource persons will be assisted to train their peers, pursue their avocations, and market their products and services.
15. Tourism will be developed as a non-invasive instrument of biological, ecological and cultural conservation, and not as a bread and circus affair.
16. Chhattisgarh itself being treated as a living museum space, the in-situ and ex-situ exhibition and dissemination initiatives, will be designed as exercises in problem assessment and resolution, and not as passive displays.
17. Role of women in cultural resource development will be explored; children will be provided with cultural space and elbowroom; and cultural access will be promoted for the physically and mentally challenged.
18. The cultural programme will treat past, present and future as a dynamic continuum and not in isolation. Attempt will be made to get the communities to write their own, community, specially tribal history, in the background of environmental history, to provide a backdrop to the state's efforts to promote community well being and bounty. The relevance and contemporaneity of tradition will be examined in the context of modernity and progress.
19. Culture will neither be treated as a commodity nor as a product, but as a living ongoing process. Encouragement will be given to cultural research and literacy, appreciation and research, therapy and training, publication, counseling and advocacy. The linkages, connecting cultural strategies with poverty alleviation, livelihood security, inter group harmony and coexistence; will form planks for policies and programs.

By order and in the name of the
Government of Chhattisgarh,
(Ram Prakash)
Additional Secretary
Forest & Culture Department
Government of Chhattisgarh

Appendix 2.5: State Forest Policy

Government of Chhattisgarh Forest and Culture Department Mantralaya, Raipur

No. F 7 -42/2001/F.C.

Raipur, the 22nd October 2001,

RESOLUTION

Subject :- Chhattisgarh State Forest Policy, 2001

1. PREAMBLE

1.1 The GOI vide resolution no. 3-1/1986/F.P. dated the 7th December 1988, enunciated a National Forest Policy that provided a national perspective on forest management problems and specified actions required for tackling them.

1.2 The new state of Chhattisgarh came into being on 1st November 2000. There is a necessity to review the situation and to evolve for the future, a new strategy of forest conservation, which encompasses the special characteristics of the state as well as provides it a new direction. Since forest is a concurrent subject under the constitution of the country, the state's forest policy has to remain in tune with the current National Forest Policy.

1.3 The state of Chhattisgarh, lying between 17 0 46 ' N to 24 0 6 ' N latitude and 80 0 15 ' E to 84 0 51 ' E longitude, has about 44 percent of its geographical area (135,224 sq. km) under forests and provides catchment to at least four main river systems, i.e., Mahanadi, Godavari, Narmada and Ganges. Major rivers of the state are Mahanadi, Indravati, Hasdeo, Sheonath, Arpa and Ibb. The climate of the state is generally sub humid with an annual rainfall ranging from 1200 to 1500 mm.

1.4 Over the years, the forests in the state have suffered serious depletion. This can be attributed to relentless pressures arising from ever-increasing demand for fuelwood, fodder and timber; inadequacy of protection measures; diversion of forest lands to non-forest uses without ensuring compensatory afforestation and essential environmental safe-guards; and the tendency to look upon forests as a revenue earning resource.

1.5 The forests of the state fall under two major forest types, i.e., Tropical Moist deciduous forest and the Tropical Dry deciduous forest. Sal (*Shorea robusta*) and Teak (*Tectona grandis*) are the two major tree species in the state. Other notable overwood species are Bija (*Pterocarpus marsupium*), Saja (*Terminalia tomentosa*), Dhawra (*Anogeissus latifolia*), Mahua (*Madhuca indica*), Tendu (*Diospyros melanoxylon*) etc. Amla (*Embilica officinalis*), Karra (*Cleistanthus collinus*) and bamboo (*Dendrocalamus strictus*) constitute a significant chunk of middle canopy of the state's forests.

1.6 Biogeographically, the state falls in Deccan bio-region comprising representative fauna of central India like the tiger (*Panthera tigris*), leopard (*Panthera pardus*), gaur (*Bos gaurus*), sambhar (*Cervus unicolor*), chital (*Axis axis*), nilgai (*Boselaphus tragocamelus*) and wild boar (*Sus scrofa*). The state is a proud possessor of rare wildlife like the wild buffalo (*Bubalus bubalis*) and hill myna (*Gracula religiosa*) which have been declared as the state animal and bird respectively.

1.7 The state is richly endowed with mineral resources like the coal, iron, bauxite, limestone, corundum, diamond, gold, tin, etc which fall mainly within the forests of the state.

1.8 The population of the state is predominantly tribal, who have significant economic and cultural dependence on the forests of the state. There is a large population of non tribal landless and economically backward communities in the state who derive livelihood security from the forests of the state

2. BASIC OBJECTIVES

2.1 The basic objectives that should govern the State Forest Policy are the following:

_ Unlocking of the vast array of forest resources on sustainable basis for enhanced well-being of local people by converting these open access resources (OAR) into community controlled, prioritized, protected and managed resource.

_ A shift in accent from major to minor forest produces, from crown to multi tier forestry and from flagship species to smaller denizens of the forests.

_ Maintenance of environmental stability through preservation and where necessary restoration of ecological balance that has been adversely disturbed by serious depletion of forests in the state.

_ Conserving the Bio- cultural heritage of the state by preserving the biologically rich natural forests that provide the essential cultural milieu to the tribals of the state.

_ Checking the denudation of forests and soil erosion in the catchment area of the rivers, and reservoirs for soil and water conservation; mitigating the floods and droughts; recharging of water bodies, aquifers and for the retardation of siltation of the reservoirs.

_ Increasing the forest / tree cover in forest deficient districts through afforestation and agro forestry/ farm forestry programmes, especially on all denuded, degraded and unproductive lands.

_ Meeting the requirements of fuel wood, fodder, minor forest produce and small timber of the rural and tribal population with due regard to the carrying capacity of the forests.

_ The derivation of direct economic benefit from the forests of the state shall be subordinated to the requirements of the environmental stability and maintenance of ecological balance in the state.

_ Creating appropriate and necessary policy and legal framework for the achievement of these objectives.

3. ESSENTIALS OF FOREST MANAGEMENT

3.1 Existing forests and forest lands should be fully protected and their productivity increased. It is necessary to promote efficient methods of timber harvest and utilisation to maximize economic returns from the forests.

3.2 The network of national parks, sanctuaries, biosphere reserves and other protected areas should be strengthened and extended adequately for the conservation of total bio cultural diversity in the state.

3.3 Targeting on broad range of goods and services in terms of physical, material, human, social, cultural and environmental assets in conjunction with appropriate entitlement regime, People's Protected Area (PPA) envisions a proactive and people's friendly framework to ensure long term protection and maintenance of biological diversity and providing at the same time a sustainable flow of natural products and services to meet local community needs. Therefore a network of PPAs should be established as poor people's pool of assets for strengthening livelihood security of forest dwellers.

3.4 Provision of sufficient fodder, fuel and small timber to local people, especially in areas adjoining forests, is necessary to prevent further depletion of forests beyond their sustainable capacity. As fuel wood continues to be the predominant source of domestic energy in rural areas, the programme of afforestation should be intensified with special emphasis on augmenting fuel wood production to meet the requirements of the people. In addition, to reduce the pressure on forests due to increasing demand for fuelwood, its substitution by alternative sources of energy should be promoted.

3.5 Minor Forest Produce (MFP) including medicinal plants provide sustenance to the tribal population and to other communities residing in and around the forests. Such produce should be protected, improved and their non-destructive harvesting methods enhanced with due regard to providing employment and income generation opportunities to the dependent people. MFP is the major source of livelihood of tribals and other forest based rural communities. Therefore, rather than exporting MFP in raw form, efforts should be made, as far as possible, to promote processing and value addition of the same, at the local level.

3.6 Supply of timber and poles to urban centers from non-forest sources is necessary to reduce pressure on natural forests. Therefore, state government should encourage agro-forestry, farm forestry and on-farm cultivation of timber trees.

3.7 Establishment of appropriate instruments including policy and legislative measures to protect the rich bio-cultural heritage of the state in view of increasing threats of bio piracy and infringement of IPR (Intellectual Property Rights) from within and outside the state.

3.8 All forest areas in the state should be managed in accordance with a duly approved management/working plan.

4. STRATEGY

The objectives and essentials of forest management for the state should be achieved through a well-defined strategy as under:

4.1 Land area under forests

The national goal is to have a minimum of one-third of the total land area of the country under forest or tree cover. Though the state has the rare distinction of having more than one third of its geographical area under forest, there are few districts, where the forest area is less than the norm, and where there is a need to expand the forest cover in addition to preserving the existing forest cover.

There is a necessity to preserve the existing tree cover on hill slopes and landscapes providing catchment to rivers originating or flowing through the state.

4.2 Management of state forests

4.2.1 No forest should be permitted to be worked without a duly approved working/management plan, which should be in a prescribed format and in keeping with the National Forest Policy / State Forest Policy and the principles of sustainable forest management. The effects of forest management on forests should be periodically measured with the help of set criteria and indicators (C&I). The state should issue necessary guidelines to put in place a monitoring mechanism to ensure regular compliance of management/working plan prescriptions.

4.2.2 In order to meet the growing needs of people for the essential goods and services that the forests provide, it is necessary to enhance the forest cover in forest deficient districts and to increase the productivity of the existing forests through appropriate scientific and technical inputs.

4.2.3 No exotic species should be introduced, through public or private sources, unless long-term scientific trials undertaken by specialists in ecology, forestry, sociology and agriculture have established that they are suitable and have no adverse impact on indigenous vegetation, ecology and bio cultural environment of the state. 4.2.4 Joint forest management (JFM) practices should form the basis of forest management in the state. Necessary provisions should be made for the adequate participation at all levels of decision making by the landless, marginal farmers and women in all JFM bodies like the VFC (Village Forest Committee), FPC (Forest Protection Committee) and EDC (Eco Development Committee).

The abundant potential of people living in rural and forest areas should be tapped for sound participatory forest management. Efforts should be made to facilitate, financial assistance from financial institutions to the forest dwellers engaged in forest based economic activity for furthering participatory forest management in the state.

4.2.5 For sustainable forest development, livelihood security and bio- cultural diversity conservation, People's Protected Areas (PPAs) should be established. This paradigm shift of adaptive management can reconcile the dichotomy of threat perception arising out of conservationdevelopment orthodoxy by taking into account the human sensitivities like their socio-cultural norms, beliefs and systems borne out of history, culture and traditions.

4.3 Rights and Concessions

Forests of the state recognize traditional rights and concessions of entry into forests and use of the produce there of, by the people living in and around the forest areas. Such rights and concessions, popularly called 'Nistar', have sometimes-legal as well as customary basis and the state is obliged to provide for them. In due course of time such rights and concessions with the exception of cultural rights may no longer be required with an improvement in the standard of living of the majority of people in the state.

4.3.1 The provision of Nistar, should always remain related to the carrying capacity of the forests. The capacity itself should be optimized by increased investment in silvicultural research and socio-economic development of the area. Stall feeding of cattle should be encouraged. The requirements of the community, which cannot be met from the existing forests, should be met from plantations under social forestry/agro forestry/ farm forestry in areas outside the natural forests.

4.3.2 The holders of customary rights and concessions in forest areas should be motivated to identify themselves with the protection and development of forests from which they derive these benefits. The rights and concessions from forests should primarily be for the bonafide use of the communities living within a radius of five kilometer from the existing natural forests. It is visualized that the JFM practices will motivate people to keep their customary rights and concessions on forests within the carrying capacity of the forests.

4.3.3 The socio-economic and cultural life of tribals and other communities living within and near forests revolves around the forests. Their domestic requirements of fuel wood, fodder, minor forest produce and construction timber should be the first charge on the forests of the area. The rights and concessions enjoyed by them should be protected, with due regard to the demands of the conservation of biological diversity in the area.

4.4 Management of Sal and Bamboo Forests:

Sal and Bamboo forests in the state constitute an important component of the forest ecosystem of the state. The state has large chunks of ecotone forests between Sal and Miscellaneous forests requiring special management practices. Such forests are not only ecologically sensitive, but also provide bamboo and other basic needs that constitute the essential elements of the livelihood security of the

poor and tribal people of the state. Therefore, special treatment of ecotone sal forests and the restoration of the degraded bamboo forests as well as the maintenance of good bamboo forests should be the state's priority.

4.5 Conservation of Minor Forest Products (MFP)

Non timber forest produce called the Minor forest products or MFP like Tendu leaves, Sal seed, Imli, Chironji, Kullu and Dhawra gum, Kosa cocoon, Honey etc., form an essential element of the means of livelihood of the tribals and the landless, marginal farmers and otherrural poor communities of the state. It is often suggested that it is the MFP and not the so called major forest produce like timber that is the mainstay of the rural poor. MFP like the Tendu patta (leaf) and sal seed also add sizeable revenue to the state exchequer, which is now distributed among the gatherers..

4.5.1 The state should take appropriate measures through the Chattisgarh State MFP (Trade and Development) Cooperative Federation Ltd for sustainable utilization and long term conservation of all MFP found within the forests of the state.

4.5.2 The state should take necessary steps for endowing the ownership rights of MFP on local communities as per the provisions of the Panchayat Upbandh (anusuchit chetron ka vistaar) Adhiniyam 1996.

4.6 Conservation of Medicinal Plants

Forests have been the source of invaluable medicinal plants since the time man realized their preventive and curative properties and started using them for human health cover. In view of the richness of medicinal and herbal plants in the state, a mechanism should be developed for in situ and ex situ conservation, domestication and non-destructive harvesting with the active support from local people including traditional healers and vaidyas. The socio-cultural, spiritual and medicinal arena of the rural populace particularly the tribal should form the backbone of community based conservation and utilisation of medicinal and herbal plants.

4.7 Protection of Forests

Forests being an open access resource (OAR) are vulnerable to various kinds of pressures like theft, fire, illegal grazing and encroachment. Theft of forest resources like timber, and animal parts and products is considered as high return and low risk offence. Uncontrolled forest fire result in significant loss of biodiversity, loss of forest regeneration, burning of biomass and destruction of micro organisms necessary for essential forest ecological processes. Unregulated grazing by livestock inside forests is a major cause of forest degradation and decrease in its regeneration. Encroachment on forest lands for agricultural diversion has been a major cause of forest loss. Therefore there is a need to strengthen forest protection measures.

4.7.1 Protection mechanisms should be strengthened by involving local people through village level committees. These committees should be empowered and provided special incentives to prevent the forest offences.

4.7.2 A 'Forest Crime Bureau' with an adequate legal and statistical base should be established for a systematic tackling of crimes and criminals in the forest areas.

4.7.3 Steps should be taken for the establishment of special courts at the district level for quick disposal of forest offence cases.

4.7.4 Grazing regulation in forests should be made more effective through community participation. Grazing by livestock inside the forests should not exceed the carrying capacity of the forest.

4.7.5 Fire in forests should be strictly controlled. Improved and modern techniques for forest fire prevention and control as well as tools like GIS (Geographical Information system) and remote sensing should be utilized for fire control.

4.8 Diversion of Forest Lands for Non-forest Purposes

4.8.1 Forest land or land with tree cover should not be treated merely as a resource readily available to be utilized for various projects and programmes, but as a state asset which requires to be properly safeguarded for providing sustained benefits to the entire community. Diversion of forest land for any non-forest purpose should be subjected to the most careful examination by specialists from the standpoint of ecological, environmental and social costs and benefits. Projects, which involve diversion, should provide in their investment budgets, funds not only for prior regeneration/compensatory afforestation, but also for the development of social infrastructure in the area.

4.8.2 Beneficiaries who are allowed mining and quarrying in forest land and in land covered by trees should be required to adopt cluster approach in mining and to repair and re-vegetate the area, after having used it, in accordance with the Government of India guidelines and established forestry practices. Rehabilitation of the mined areas should be done to ensure ecological restoration of the affected site.

4.9 Bio- cultural diversity Conservation

4.9.1 The State is extremely rich in its bio cultural diversity. This diversity should be preserved through action as under: Intensification of surveys and inventorization of bio- cultural resources in different parts of the state. The survey should include information on the distribution pattern of various species \ population \ communities and the status of ethnobiologically important groups.

Conservation of biodiversity through the establishment of arepresentative network of protected areas including Biosphere Reserves, National Parks, Sanctuaries, Gene conservation centers, and People's Protected Area. Such areas should cover sites of exceptional taxonomic and ecological value in terms of flora and fauna with adequate emphasis on the lower vertebrate, invertebrate and micro flora, which are important for the maintenance of healthy ecosystems. Tribals and the rural people displaced if any, due to creation of such national parks \ biosphere reserves \ or gene conservation centers should be fully and properly rehabilitated on such sites and in such manner that their standard of living after the rehabilitation is markedly improved.

. Legal and administrative measures should be taken for the protection of state's bio cultural diversity against bio piracy and for sustainable use of plant and animal genetic resources.

Intellectual property rights (IPR) of the people of the state specially the tribals should be zealously guarded. Domesticated species \ varieties of plants and animals should be conserved as an integral part of the state's rich genetic diversity.

. Crucial corridors between national parks, sanctuaries, forests and other protected areas should be identified and notified for linking them to maintain genetic continuity of flora and fauna. Such areas should be managed with prescriptions favoring wildlife requirements like the retention of snags, natural gaps, grassy areas, special lithic habitats, caves, cliffs, den sites and water bodies etc.

. Modern techniques of ex situ conservation like 'tissue culture' and biotechnology should be promoted for the preservation of endangered and threatened species of wild flora and fauna.

. Monoculture and planting of exotic floral species should be avoided unless sufficient experimentation on strict scientific lines has established their usefulness. Exotic faunal species

should not be introduced into the forests of the state.

. Tribals and other indigenous people of the state, residing in and around forest areas, with rich cultural traditions and practices, should be encouraged to maintain their unique relationship with the forests for mutual benefit. Unique geographical and cultural landscapes existing in protected areas should be managed keeping in view the conservation of bio- cultural diversity of the state.

4.9.2 Forest management should take special care of the needs of bio-cultural diversity conservation of the state and the forest management/working plans should include specific prescriptions for this purpose. Wild life management plans should be prepared for each protected area of the state. Biotic pressures on protected areas should be managed through eco developmental activities with the active involvement of the local communities.

4.10 Afforestation, Social Forestry & Farm Forestry:

4.10.1 A need-based and timebound programme of afforestation and tree planting, with particular emphasis on fuelwood and fodder development, in all the forest deficient districts of the state is an urgent necessity to meet the growing needs of the forest dependent sections of the society specially the landless and those identified as BPL(Below Poverty Line).

4.10.2 Planting of trees along side of roads, railway lines, rivers, streams and canals, and on other unutilized lands under the state, corporate, institutional or private ownership should be encouraged. Green belts should be raised in urban/industrial /mined out areas. Such a program will also help to improve the microclimate of the concerned area.

4.10.3 The village and community lands not required for other productive uses should be taken up for the development of tree crops and fodder resources. Technical assistance and other inputs necessary for initiating such programs should be provided by the State Government, public sector undertakings and the agricultural universities.

The revenue generated through such programs should belong to the panchayat where the lands are vested in them. In all other cases, such revenue should be shared with the local communities. The vesting, in individuals, particularly from the weaker sections (such as landless labor, small and marginal farmers, scheduled castes, tribals, women and BPL) of ownership rights over trees, should be considered, subject to appropriate regulations. Beneficiaries should be entitled to usufruct from the trees and in turn be responsible for their safety and maintenance.

4.10.4 The state Land Revenue Code (LRC) and the forest laws should be suitably modified along with the simplification of felling, transit and trading rules, wherever necessary, to facilitate and motivate individuals and institutions to undertake tree-farming and the growing of tree crops on their own land.

4.10.5 The management plan/working prescriptions should be strictly followed for raising plantations inside the government forest areas. Irrigated and high input plantation of tree crops should be encouraged for meeting the timber demand of the state. The State Forest Development Corporation, FDC should play a pivotal role in this endeavor.

4. 12 Forest based Industries

In consonance with the National Forest Policy 1988, forest based industries should be encouraged to produce their own raw material through private forestry and to use alternative raw material.

4.12.1 No forest based enterprise, except that at the village or cottage level, should be allowed in future without a properecological, cultural and social impact assessment. The fuel, fodder and timber

requirements of the local population should not be sacrificed for raw material supplies to such enterprises.

4.12.2 Direct relationship between forest based industry and farmers should be encouraged to meet the raw material requirements of the industry. This industry-farmer collaboration should in no way be allowed to result in diversion of prime agricultural lands and displacement of small and marginal farmers.

4.12.3 The bio- mass resources of the state should not be subsidized to the industry, which should be encouraged, to the extent possible, to use alternative non-forest raw material.

4.12.4 Allotment of land to the industry should be subject to land ceiling and other land laws of the state. Such industry should not in any way be allowed to adversely affect the socio-cultural traditions of the tribals and other communities living in the state.

4.12.5 Appropriate institutional and technological systems should be developed to enable rural artisans to sustain their biomass-based crafts and enterprise.

4.13 Tribal People and Forests

A primary task of all agencies responsible for forest management, including the forest department, the Forest Development Corporation and the Minor Forest Produce Federation should be to associate the tribals closely in the protection, regeneration and development of forests as well as to provide gainful employment to people living in and around the forests. This should be carried out with an aim to promote the symbiotic relationship existing between the tribals and the forests.

4.13.1 Protection, regeneration and non-destructive harvesting of minor forest produce in collaboration with the local people specially tribals, and provision of institutional arrangements for the marketing of such produce.

4.13.2 Conversion of forest villages into revenue villages;

4.13.3 Community based schemes for improving the economic status of the tribals;

4.13.4 Undertaking integrated area development programmes to meet the needs of the tribal economy and to reduce the pressure on the existing forests.

4.14 Forest Extension

Forest conservation programme cannot succeed without the willing support and co-operation of the people. It is essential, to inculcate in the people a direct interest in forests, their development and conservation, and to make them conscious of the value of trees, biodiversity and nature in general. This can be achieved through the involvement of educational institutions, right from the primary stage.

Farmers and other interested groups should be provided opportunities through different institutions to learn and adopt agrisylvicultural techniques to ensure optimum utilization of their land and water resources. Suitable programs should be propagated through mass media using audio-visual aids and the extension machinery already existing with the universities and the government departments.

4.14.1 Promotion of nature-tourism

Nature tourism or eco tourism that utilizes the forest scenic spots as well as the opportunities provided by the protected areas for wildlife viewing should be seen as a forest extension activity. This activity

should also be promoted as a revenue generating mechanism that can benefit the rural communities through their active involvement in promotion of eco tourism.

4.17 Personnel Management and capacity building

Government should aim at enhancing the status and professional competence of foresters. It should attract and retain qualified and motivated personnel, and provide conducive working atmosphere, in view of the arduous nature of duties they have to perform, often in remote and inhospitable places.

Capacity building of local people specially the members of VFC (Village Forest Committee), FPC (Forest Protection Committee) and EDC (Eco Development Committee) should form an integral part of the human resource development (HRD) strategy of the state.

4.17.1 The government should ensure sustained availability of trained manpower at every level of the forest department's hierarchy. There should be regular recruitment of forest staff.

4.17.2 Specialized and orientation courses for in-service foresters should be conducted on a regular basis. Management

Development programs incorporating the latest developments in forestry and related disciplines, should be promoted.

4.17.3 Training institutions already existing in the state should be further developed and strengthened. These should be used to provide in- service training to foresters as well as to build the capacity of local people engaged in JFM activities.

4.18 Application of Information Technology into Forestry.

4.18.1 Development of a comprehensive forest database

Priority needs to be accorded to developing a comprehensive database regarding the forest resources in the state and to update it on a regular basis. A Forest Information Centre (FIC) should be set up and well provided for in terms of man power as well as computation hardware and software resources.

4.18.2 Use of Geographical Information System (GIS) and Global Positioning System (GPS) in forest management.

Geographical Information System (GIS) and Global Positioning

System (GPS) technology has important applications in forestry.

A full-fledged GIS center for rapid adoption of these technologies into the planning, implementation and monitoring of forestry plans and schemes should be established.

4.18.3 Promotion of Electronic Governance in Forestry.

Electronic governance, which is the application of information technology to the process of governance, has assumed importance in all walks of life. Forest administration should be encouraged to maximize the use of e- technology in all its operations specially that which pertains to public dealing.

4.20 Financial Support for Forestry

The objectives of the state policy cannot be achieved without the adequate investment of financial resources on a scale which is appropriate to the need. The state should endeavour to arrange financial resources for the implementation of forestry programs flowing from this policy document and programs.

4.21 Epilogue

It is envisaged that this policy should usher in forest management programs in Chattisgarh, that will respect the thresholds of environmental stability, promote conservation of bio- cultural heritage, and fulfil basic requirements of forest based and forest adjacent tribal and analogous communities.

By order and in the name of the

Government of Chhattisgarh,

(Ram Prakash)

Special Secretary

Appendix 2.6: State Tourism Plan

As Attached

Appendix 2.7: List of Tourist Places in Chhatisgarh

As Attached

Appendix 2.8: Map of State Identified 99 Tourist Destinations

As attached

Appendix 2.9: Details of existing Tourism Itineraries

- **A 5 day–4 night itinerary** comprising of Raipur-Rajim-Champaranya-Arang-Barnawapara-Sirpur-Sheorinarayan-Kharod-Mallhar-Bilaspur-Talagaon-Bhoramdeo-Raipur.
- **Nature Trail** – A 5 day–4 night itinerary comprising of Raipur-Dhamtari-Kanker-Keskal-Kondagaon-Bastar-Jagdalpur-Chitrakote-Barsur-Dantewada-Kanger Valley National Park-Jagdalpur-Raipur or Vishakhapatnam.
- **Priceless Heritage** – A 7 day–6 night itinerary comprising of Raigarh-Singhanpur(Kabrapahad)-Mainpat-Kunkuri-Deepadih-Ambikapur-Ramgarh-Champa-Janjgir-Ratanpur-Pali-Bilaspur-Achankmsar-Amkantak-Pendra Road-Bilaspur.
- **Nature's Treasure** – A 7 day–6 night itinerary comprising of Jabalpur-Bhedaghat-Kanha-Bhoramdeo-Raipur-Sirpur-Kaskal-Kondagaon-Bastar-Jagdalpur-Chitrakote-Barsur-Dantewada-Kanger Valley National Park-Jagdalpur/Vishakhapatnam.
- **Temples N' Tigers** – A 6 day–5 night itinerary comprising of Jabalpur-Bhedaghat-Kanha-Bhoramdeo-Achanakmsar-Amkantak-Pendra Road / Bilaspur.
- **Triple Treat** – A 4 day–3 night itinerary comprising of Raipur-Champaranya-Rajim-Udanti-Sitanadi-Dudhawa-Madamsilli-Gangrel-Dhamtari-Raipur.
- **Nature's Glory** – A 6 day–5 night itinerary comprising of Raipur-Champaranya-Rajim-Udanti-Sitanadi-Dudhawa-Kanker-Keskal-Kondagaon-Bastar-Jagdalpur-Chitrakote-Barsur-Dantewada-Kanger Valley National Park-Jagdalpur-Raipur / Vishakhapatnam.

Appendix 2.10: List of Central ASI Monuments

BASTAR DISTRICT		
S.No.	ASI Monuments Particular	Location
1	Ancient sculpture in Danteswari temple	Barsoor
2	Chandraditya temple	- do -
3	Ganesh statue	- do -
4	Mama Bhanja temple	- do -
5	Mahadev temple	Bastar
6	Bhiram deva temple	Bhairamgarh
7	Danteswari temple	Dantewada
8	Kama memorial or urasgatta post	Dhilmil
9	Brick mounds	GarhGhannora
10	Megallithic site containing urskals	Gamewada
11	Narayan temple	Narayanpal
12	Karli Mahadev temple	Samloor
BILASPUR DISTRICT		
13	Large Vaishnav temple	Janjgir
14	Small Vaishnav temple	- do -
15	Brick temple of savari	Kharod
16	Small Brick temple (Andaldeo temple)	- do -
17	Malhar fort	Malhar
18	Mahadev temple	Pali
19	Pateleswar Mahadev temple including all ancient remains of other temples closed by	Malhar
20	Kanti Deul	Ratanpur
21	Whole site around Ratanpur/Ratanpur Fort	- do -
22	Pali inscription on slab of Jasper	Samarsol
23	Half ruined temple of Kesava Narayan build of bricks	Sheorinarayan
24	Sheorinarayan temple together with ruined temple in the same compound	- do -
25	Remains of Siva temple	Arbhar
26	Remains of a very ancient temple (Mahadev temple)	Tuman
27	Chitturgarh fort	Lepha
28	Kotagarh fort	Near Nargaon
29	Kasagarh fort	Bawanbadi
30	Ajmeragarh fort	Amnala
31	Temple	Belpan
32	Temple (Ruined)	Gatora
33	Kotmi fort	Kotmi
DURG DISTRICT		
34	RUINED Siva temple	Deobaloda
35	Sita Devi temple	Deorbija
36	Sati pillars	- do -
RAIPUR DISTRICT		
37	Bhand deul	Arang
38	Mahadev temple including math of Bairagi and Mandapa	Narayanpur
39	Temple belonging to Mahantlal Das of Sheorinarayan dedicated to Surya	Narayanpur
40	Groups of temples known as Rajiv Lochan	Rajim
41	Site known as Sita Baree	- do -
42	Temple of Ranchandra	- do -
43	Laxman temple and old sites close to temple	Sirpur
44	The area around Sirpur village and the mound to the east of village	- do -
45	Old Siva temple	Gandal
SARGUJA DISTRICT		
46	Sita bengra caves	Ramgarh hill Udayapur
47	Jogimara caves	- do -

Appendix 2.11: List of State Monuments

As attached

Appendix 2.12: Detailed Plan for Railway (Ministry of Railways) Projects in Chhattisgarh

As attached

Appendix 3.1: List of Destinations Visited In Field Survey

Sr.No	DISTRICT	DESTINATIONS / SITE
1	Rajnandgaon	Dongargarh - Balmesh.& Pragyagiri
2	Durg	Nagpura-Jain Temple
3	Raipur	Arang
4	Mahasamund	(Vir Narayan Singh Dam)on Kodar River
5	Mahasamund	Sirpur
6	Mahasamund	BarNawapara Sanctury
7	Raipur	Champaranya
8	Raipur	Rajim- Rajiv Lochan Mandir
9	Raipur	Raipur city
10	Dhamtari	Gangrel Dam
11	Bastar	Keshkal
12	Dantewada	Dantewada
13	Dantewada	Beladila -Akash Nagar / Kirandul
14	Bastar	Jagdulpur
15	Bastar	Kanger Valley National Park
16	Bastar	Tirathgarh Falls
17	Bastar	Chitrakote Falls
18	Bastar	Parchenpal-Mrignayni, Shilpgram
19	Bastar	Kondagaon
20	Bastar	Kumharpara
21	Kanker	Kanker & Kanker palace
22	Surguja	Samarsot Sanctuary
23	Surguja	Tata-Pani - Natural hot water Geyser
24	Surguja	Manpur Lake
25	Surguja	Samath Sarna (Dipadih)
26	Surguja	Harratoli
27	Surguja	Sita Bengra (Ramgarh)
28	Korba	Kendai waterfall
29	Korba	Katdhara
30	Korba	Korba
31	Janjgir	Champa
32	Bilaspur	Bilaspur City
33	Bilaspur	Ratanpur
34	Bilaspur	Pali
35	Bilaspur	Khutaghat Dam
36	Bilaspur	Sonmudha & Kabir Chabutra
37	Kawardha	Bhoramdeo
38	Kawardha	Kawardha
39	Raipur	Udanti Wildlife Sanctuary
40	Dhamtari	Sitanadi Wildlife Sanctuary
41	Raigarh	Gomarda Wildlife Sanctuary
42	Bilaspur	Achanakmar Sanctuary
43	Bilaspur	Amarkantak

Appendix 3.2: List of Tour Operators Surveyed

Sr.No	Name	Place	Activity areas
1	Mr.Vivek Shah, Plus World Wide	Raipur	Tour operator - Inter state / country, Hospitality
2	Mr. Kirti Vyas, Vyas Travels	Raipur	Tour operator - Inter state / country
3	Ms. Shobha Yadav, MD, Aditya-Yash Travels	Raipur	Tour operator - Regional, inter state
4	Mr. Bharat Dev, Dev Travels	Raipur	Tour operator - Inter state / country
5	Mr. John B. Ash, Chairman, Green Gondwana Adventures India (P) Ltd.	Raipur	Tour operator, eminent expert on Tribal tourism
6	Banyan Tours & Travels, 10 Nizamuddin East, New Delhi	New Delhi	Tour Operators
7	Mr. Raj Sood, Satguru Travels, Raipur	Raipur	Tour Operator - Regional
8	Mr. P.S. Garcha, Manager, Kanker Travels, Raipur	Raipur	Tour Operator - Regional, Inter state
9	Mr. Rao, Manager, Mahendra Travels, Raipur	Raipur	Tour Operator - Regional, Inter state
10	Mr. Qureshi	Raipur	Taxi / tour operator
11	Mr. Rakesh Chopra, Radiant Travels	Bhopal	Tour Operator- Interstate
12	Mr. Praveen Chaurasia, Garuda Travels	Bhopal	Tour Operator- Regional
13	Raj Travels,	Bhopal	Touroperator- Regional
14	Mr.Kinjal B.Patel,	Ahmedabad	Inter State Tour operatorsNutan Travels, Stadium Circle, Ahmedabad.
15	Mr.Pankaj Trivedi,	Ahmedabad	244, Satyagrah Chhavani, Satelite Road, Ahmedabad tour operator for NRI Tourist to Champaranya, Durg-Nagpura, Amarkantak
16	Mr.Rushi Shukla,	Ahmedabad	Sterling Holidays Resorts(India) Ltd, Ahmedabad office, also incharge of Indore Office, M.P.Inter State Tour operators as well as potential investor interested in CG Tourism Sites.

Appendix 3.3: Particulars Of Hotels And Stay Facilities In Chhattisgarh

Sr.No.	Tourist Place	Category of Hotels	Number of Hotels	No. of Rooms
1	Raipur	Star Category	5	229
		Medium Level	20	300
		Lower category	25	500
2	Chamapran #	Medium category	3	500
3	Durg	Star Category	1	26
		Motel	1	20
4.	Bhilai / BSP	Star Category	4	120
5.	Rajnandgaon	Non star category	2	30
6	Bilaspur	Star (High) category	4	120
		Medium category	15	225
		Lower category	15	150
7	Kawardha	Lower category	3	50
		Heritage	1	8
8.	Ambikapur	Star Category	1	20
		Lower category	5	100
9.	Korba	Medium category	2	30
10	Raigarh	Higher category	4	80
		Medium category	14	250
11	Dhamtari	Medium category	2	30
12	Kanker	Star Category	1	22
		Heritage	1	4
13	Jagdalpur	Star Category	0	0
		Medium	6	180
		Lower	5	80
14	Dantewada #	Lower category	2	25
15	Bacheli (NMDC)	Medium category	1	20
16	Dongargarh #	Medium /Lower category	7	150
		Sub Total	150	3269
17	Other places incl. dharmshala of diff . temples / wayside stay / lodges etc;.		50	1000
18		Total	200	4269

Note: # Includes stay facilities of temple trusts at Champaran , Dongargarh, Dantewada

N.B. Star category only indicates type of facilities and not actual classification awarded by competent authorities.

Appendix 3.4: TOURIST INFLOW ESTIMATES

Sr.no	District	Destinations / Site	Touist Inflow Per Annum	Overnight Stay Tourist p.a.
1	Rajnandgaon	Dongargarh - Balmesh.& Pragyagiri	1500000	112500
2	Durg	Nagpura-Jain Temple	100,000	7500
3	Raipur	Arang	4000	300
4	Mahasamund	(Vir Narayan Singh Dam)on Kodar River	2500	188
5	Mahasamund	Sirpur	30,000	2250
6	Mahasamund	BarNawapara Sanctury	4000	300
7	Raipur	Champaranya	200,000	15000
8	Raipur	Rajim- Rajiv Lochan Mandir	250000	18750
9	Raipur	Raipur city	2,000,000	150000
10	Dhamtari	Gangrel Dam	15,000	1125
11	Bastar	Keshkal	110000	8250
12	Dantewada	Dantewada	60,000	4500
13	Dantewada	Beladila -Akash Nagar / Kirandul	10,000	750
14	Bastar	Jagdapur	200,000	15000
15	Bastar	Kanger Valley National Park	40,000	3000
16	Bastar	Tirathgarh Falls	40,000	3000
17	Bastar	Chitrakote Falls	40,000	3000
18	Bastar	Parchenpal-Mrignayni, Shilpgram	70,000	5250
19	Bastar	Kondagaon	70,000	5250
20	Bastar	Kumharpara	30,000	2250
21	Kanker	Kanker & Kanker palace	10,000	750
22	Surguja	Samarsot Sanctuary	3000	225
23	Surguja	Tata-Pani - Natural hot water Geyser	2500	188
24	Surguja	Manpur Lake	6000	450
25	Surguja	Samath Sarna (Dipadih)	5000	375
26	Surguja	Harratoli	6000	450
27	Surguja	Sita Bengra (Ramgarh)	2000	150
28	Korba	Kendai waterfall	9000	675
29	Korba	Katdhara	9000	675
30	Korba	Korba	200,000	15000
31	Janjgir	Champa	300,000	22500
32	Bilaspur	Bilaspur City	1,800,000	135000
33	Bilaspur	Ratanpur	225,000	16875
34	Bilaspur	Pali	12500	938
35	Bilaspur	Khutaghat Dam	8000	600

36	Bilaspur	Sonmudha & Kabir Chabutra	150,000	11250
37	Kawardha	Bhoramdeo	30,000	2250
38	Kawardha	Kawardha	25,000	1875
39	Raipur	Udanti Wildlife Sanctuary	10000	750
40	Dhamtari	Sitanadi Wildlife Sanctuary	7000	525
41	Raigarh	Gomarda Wildlife Sanctuary	5000	375
42	Bilaspur	Achanakmar Sanctuary	15000	1125
44		Estimated Total Tourist at above destinations		571163
		Estimated Total Tourist in the state		611144

Appendix 4.2 Total Tourism Project Investments

Rs. In Lakhs																								
Sl.No.	Destination /Location	Project	Type of project	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Total Inv. Place
1	Ramgarh	Resort &Picnic spot	Tourism project				61.5																	61.5
			Signages			3.00																		3
			Way side Amenities				5.00																	5
2	Shyam Ghungutta	Resort & water front																						
			Tourism project		62.5																			62.5
			Guided tour to Thintini Patthar			20.00																		20
			Way side Amenities & signages		3.00	5.00																		8
3	Mainpat	Restaurant & TA+Water sports	Tourism project- Leisure		62.5																			62.5
		Nature Trail & Camping	Eco-tourism project			11.22																		11.22
			Way side Amenities & signages	3.00	5.00																			8
4	Bhoramdeo	Boating & water sports	Tourism project			15																		15
		Tourist accomodation					47.5																	47.5
			Way side Amenities & signages			5.00	5.00																	10
5	Dongargarh	Amusement park	Tourism project	700	700	781																		2181
			Way side Amenities & signages	3.00	5.00																			8
6	Shivnath Resort	Restaurant & TA	Tourism project	47.5																				47.5
7	Sirpur	Restaurant &Picnic	Tourism project			14																		14
		Heritage site devep	Heritage site development		10.00																			10
			Way side Amenities & signages	3.00	5.00																			8
8	Rajim	Rest. & Water front	Tourism project				22.75																	22.75
			Way side Amenities & signages			2.00	5.00																	7
9	Raipur	Rest,& Water Front	Tourism project- Leisure		22.75																			22.75
	Raipur	Multiplex Cinema	Tourism project- Leisure		500	1000	1000																	2500

Sl.No.	Destination /Location	Project	Type of project	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Total Inv. Place
		Heritage Interpretation Center	Heritage Interpretation Centre		30.00																			30
			Guided tour in central zone		20.00																			
10	Dhamtari-Gangrel	Resort & water front				62.5																		62.5
			Way side Amenities & signages		5.00	10.00																		15
11	Jagdarpur	Rest. & Water front		22.75																				22.75
		Hatt bazar & Cultural		19.00																				19
			Way side Amenities	10.00																				10
12	Kondagaon	Motel with restaurant				47.5																		47.5
			Way side Amenities			5.00																		5
13	Hasdo-bango dam	Res.+Watersports						22.75																22.75
	Korba		Way side Amenities-MT					5.00																5
14	Pendari Kanan	TA+Picnic spot						61.5																61.5
15	Kodar-dam	TA+Water front devlop								62.5														62.5
			Way side Amenities-MT							10.00														10
16	Manpur lake	Resort & Boating									62.5													62.5
17	Khutaghat Dam	Resort & Boating													62.5									62.5
18	Tatapani	Forest Lodge +trekking	Forest Lodge & Trakking				47.5																	47.5
		Herbal/Ayurvedic resort	Health resort					46																46
			Way side Amenities					5.00																5
19	Kendai Water falls	Restaurant & Nature Trail	Nature Trail & Camping					11.22																11.22
			Way side Amenities					5.00																5
20	Kailash Gufa-Jashpur	Nature Trail & Camping								11.22														11.22
		Herbal/Ayurvedic resort	Health resort									46												46
			Way side Amenities-MT							5.00														5
21	Kabir Chabutra	Camping & Trekking		11.22																				11.22
		Herbal/Ayurvedic resort	Health resort								46													46

Sl.No.	Destination /Location	Project	Type of project	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Total Inv. Place
			Way side Amenities								5.00													5
22	Son Madhwa	Camping & Trekking		11.22																				11.22
		Tourist accomodation			47.5																			47.5
			Way side Amenities		5.00																			5
23	Barnawapara sanctuary	Camping & Trekking			11.22																			11.22
			Way side Amenities		10.00																			10
24	Kanger valley national park	Nature Trail & Camping	Nature Trail & Camping			11.22																		11.22
		Elephant safari	Elephant Safari Project				10.00																	10
25	Chitrakote-falls	Tourism Project-Leisure			22.75																			22.75
		Adventure & Nature				11.22																		11.22
			Way side Amenities		5.00																			5
26	Dantewada	Nature Trail & Camping	Health resort		46			11.22		47.5														104.72
		Forest Lodge +trekking																						0
		Herbal/Auyrvedic resort	Health resort						46															46
		Snake park	Snake Park-sp.interest tourism							30.00														30
			Way side Amenities					5.00																5
27	Achanakmar sanctuary	Nature Trail & Camping			11.22																			11.22
			Health resort						46															46
			Way side Amenities-MT		5.00				10.00															15
28	Surguja-Palace	Heritage Hotel & Museum	Heritage-3 star hotel			448.38																		448.375
	Ambikapur	Way side Amenities			5.00																			5
29	Sheorinarayan	Tourist accomodation		47.5																				47.5
			Way side Amenities	5.00																				5
30	Malhar	Tourist accomodation				47.5																		47.5
			Way side Amenities-MT						5.00															5
31	Kawardha	Heritage Hotel & Museum	Heritage-3 star hotel				448.38																	448.375
		Guided Tour to Tribal village.	Guided tour-tribal village		20.00																			20

Sl.No.	Destination /Location	Project	Type of project	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Total Inv. Place
			Way side Amenities				5.00																	5
32	Kanker	Heritage Hotel & Museum	Heritage-3 star hotel		448.38																			448.375
		Guided Tour to Tribal village.	Guided tour-tribal village			20.00																		20
33	Keshkal	Nature Trail & Camping				11.22																		11.22
			Way side Amenities			5.00																		5
34	Bastar	Model village								47.5														47.5
			Way side Amenities						5.00															5
35	Samath Sarna-Dipadhi	Archaeology camp	Archaeology camp							14.00														14
			Way side Amenities-MT							5.00														5
36	Mahamaya-Surguja	Yoga-meditation center				19.00																		19
37	Arang	Heritage site devep							10.00															10
			Way side Amenities-MT						5.00															5
38	Bilaspur city	Guided Tour to Ratanpur,Pali, Tala & Malhar.	Tourism project-Leisure						61.5															61.5
			Guided tour to Tala-Malhar	20.00																				20
			Wayside Amenities	5.00					5.00															10
39	Champa	Tour to sericulture farm								20.00														20
			Way side Amenities-MT							3.00														3
40	Tourist Accommodations in Private sector		Tourist infrastructure						480.1	504.1	529.3	555.7	583.5	1102.9	1185.6	1274.5	1370.1	1472.8	1583.3	1702.0	1829.7	1966.9	2114.4	18
		Total Investment	Rs.in Lakhs	908.19	2067.82	2554.76	1657.63	172.69	673.56	720.57	681.99	555.73	629.52	1102.85	1248.07	1274.48	1370.07	1472.82	1583.29	1702.03	1829.68	1966.91	2114.43	26287.08

Appendix 4.1: Type wise Short listed Projects and Sub-projects in Chhattisgarh

Sr. No	Type of Project	Short Term	Mid term	Long Term	Total Nos.
1	Tourist Accommodation	14	4	0	18
2	Tourist Information Center	4	2	0	6
3	Leisure -Tourism	12	3	2	17
4	Eco-Tourism	10	3	0	13
5	Health-Tourism	2	3	0	5
6	Culture & Heritage	10	3	0	12
7	Sp. Interest Tourism	1	3	0	4
8	Adventure Tourism	3	1	0	4
9	Religious Tourism	1	0	0	1
	Total Nos.	57	22	2	81

Appendix 4.2:

Note: (APPENDIC 4.2 is given as separate excel sheet print out in File Appen42.)

Appendix 4.3: Tourist Accommodation Requirement in Plan Period

Sr.No.		1	2	3	4	5
Particulars	Years >>>>>	Domestic Tourist	Foreign Tourist	Total tourists	No.of Additional tourist	No.of Add. Rooms Est.
Short Term period (1st to 5th year)	2002-03	615,000	11,275	626,275	15275	42
	2003-04	630375	11557	641,932	15657	43
	2004-05	646134	11846	657,980	16048	45
	2005-06	662288	12142	674,430	16450	46
	2006-07	678845	12445	691,290	16861	47
Mid Term Plan period (6th to 10th year)	2007-08	712787	13068	725,855	34565	96
	2008-09	748427	13721	762,148	36293	101
	2009-10	785848	14407	800,255	38107	106
	2010-11	825140	15128	840,268	40013	111
	2011-12	866397	15884	882,281	42013	117
Long Term Plan period- 11th to 20th year	2012-13	931377	17075	948452	66171	184
	2013-14	1001230	18356	1019586	71134	198
	2014-15	1076323	19733	1096055	76469	212
	2015-16	1157047	21213	1178259	82204	228
	2016-17	1243825	22803	1266629	88369	245
	2017-18	1337112	24514	1361626	94997	264
	2018-19	1437396	26352	1463748	102122	284
	2019-2020	1545200	28329	1573529	109781	305
	2020-21	1661090	30453	1691544	118015	328
	2021-22	1785672	32737	1818409	126866	352

Appendix 4.4: TOURIST SUPPORT INFRASTRUCTURE

1. WAYSIDE AMENITIES COST

Sr.No.	Location	Plan period of Invest	Cost Rs. In Lakhs
A SHORT TERM PERIOD			
	North zone	Short term Plan	
1.	Ambikapur	Short term	5.00
2.	Raigarh	Short term	10.00
3.	Korba	Short term	5.00
4.	Sheorinarayan	Short term	5.00
5.	Mainpat	Short term	5.00
6.	Bhoramdeo	Short term	5.00
7.	Kawardha	Short term	5.00
8.	Kunkuri	Short term	5.00
9.	Kabir Chbutra	Short term	5.00
10.	Sone Madwah	Short term	5.00
11.	Tatapani	Short term	5.00
12.	Semarsot	Short term	5.00
13.	Kendai	Short term	5.00
14.	Ramgarh	Short Term	5.00
15.	Shyam Ghungutta dam	Short Term	5.00
16.	Achanakmar	Short Term	5.00
		Sub Total	80.00
	Central Zone		
17.	Dongargarh	Short term	5.00
18.	Rajim	Short term	5.00
19.	Champanan	Short term	5.00
20.	Sirpur	Short term	5.00
21.	Gangrel-Dam	Short term	10.00
22.	Udanti	Short term	10.00
23.	Bar-Nawa Para	Short term	10.00
		Sub Total	50.00
	South Zone		
24.	Jagdapur	Short term	10.00
25.	Kondagaon	Short term	5.00
26.	Keshkal	Short term	5.00
27.	Chitrakote	Short term	5.00
28.	Kanger Valley	Short term	10.00
29.	Dantewada	Short term	5.00
30.	Bastar	Short term	5.00
		Sub Total	45.00
		Total	175.00

C MID TERM PERIOD

	North Zone	Mid Term Period	
1.	Champa	Mid Term	3.00
2.	Kailash Gufa	Mid Term	5.00
3.	Malhar	Mid Term	5.00
4.	Pali	Mid Term	5.00
5.	Hasdo-Bango	Mid Term	5.00
6.	Achanakmar	Mid Term	10.00
7.	Dipadhi	Mid Term	5.00
8.	Singhanpur Caves	Mid Term	5.00
	Central Zone		
9.	Kodar Dam	Mid Term	10.00
10.	Arang	Mid Term	5.00
11.	Sitanandi Sanctuary	Mid Term	10.00
		Sub Total	68.00

C LONG TERM PERIOD

1	Tamor Pingla	Long Term	10.00
2	Gomarda Sanctuary	Long Term	10.00
		Sub total	20.00

2 SIGNAGES COST

Sr.No.	Location	Plan period of Invest	Cost Rs. In Lakhs
A Short Term period			
	North zone	Short term Plan	
1	Ambikapur	Short term	3.00
2	Raigarh	Short term	5.00
3	Korba	Short term	3.00
4	Sheorinarayan	Short term	5.00
5	Mainpat	Short term	3.00
6	Bhoramdeo	Short term	5.00
7	Kawardha	Short term	3.00
8	Kunkuri	Short term	3.00
9	Sone Madwah	Short term	5.00
10	Tala	Short term	5.00
11	Semarsot	Short term	3.00
12	Ramgarh	Short Term	3.00
		Sub Total	46.00
	Central Zone		
13	Raipur		10.00
14	Nagpura-Durg		3.00
15	Dongargarh	Short term	3.00
16	Rajim	Short term	2.00
17	Champanan	Short term	3.00
18	Sirpur	Short term	3.00
19	Gangrel-Dam	Short term	5.00
20	Udanti	Short term	10.00
21	Bar-Nawa Para	Short term	10.00
		Sub Total	49.00
	South Zone		
22	Jagdulpur	Short term	10.00
23	Kondagaon	Short term	3.00
24	Keshkal	Short term	3.00
25	Chitrakote	Short term	3.00
26	Kanger Valley	Short term	5.00
27	Dantewada	Short term	5.00
28	Bastar	Short term	5.00
29	Aakashnagar	Short term	3.00
30	Kailashnagar	Short term	3.00
		Sub Total	40.00
		Total	135.00

B Mid term period			
	North Zone	Mid Term Period	
1	Champa	Mid Term	3.00
2	Malhar	Mid Term	5.00
3	Pali	Mid Term	3.00
4	Achanakmar	Mid Term	10.00
5	Singhanpur Caves	Mid Term	5.00
6	Dipadhi	Mid Term	5.00
7	Arang	Mid Term	3.00
8	Kodar Dam	Mid Term	5.00
9	Sitanandi Sanctuary	Mid Term	10.00
		Sub total	49.00
C Long term period			
1	Tamor Pingla	Long Term	10.00
2	Gomarda Sanctuary	Long Term	10.00

Appendix 4.5: Investment Phasing Year Wise/Plan Period Wise

Sr. No.	Year	Plan Period	Rs.in Lakhs
1	2002-03	SHORT TERM	908.19
2	2003-04		2067.815
3	2004-05		2554.755
4	2005-06		1657.625
5	2006-07		172.69
6	2007-08	MID TERM	673.5628
7	2008-09		720.5659
8	2009-10		681.9892
9	2010-11		555.7327
10	2011-12		629.5193
11	2012-13	LONG TERM	1102.852
12	2013-14		1248.065
13	2014-15		1274.483
14	2015-16		1370.069
15	2016-17		1472.824
16	2017-18		1583.286
17	2018-19		1702.032
18	2019-20		1829.685
19	2020-21		1966.911
20	2021-22		2114.43
Total Investment			26287.08

Appendix 5.1: Destination Wise Year Wise Tourist Inflow Projections

DISTRICT	DEST. / SITE	Touist Inflow Per Annum	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
			2.5 % per annum					5 % per annum					7.5 % per annum, considering the impact of Tourism & Basic infrastructure development, coupled with Economic development of the state in previous decade									
Rajnandgaon	Dongargarh - Balmesh.& Pragyagiri	1500000	115313	118195	121150	124179	127283	130466	133727	137070	140497	144010	147610	151300	155082	158960	162934	167007	171182	175462	179848	184344
Durg	Nagpura-Jain Temple	100000	7688	7880	8077	8279	8486	8910	9355	9823	10314	10830	11642	12224	12836	13477	14151	14859	15602	16382	17201	18491
Raipur	Arang	4000	308	315	323	331	339	356	374	393	413	433	466	501	538	579	622	669	719	773	831	893
Mahasamund	(Vir Narayan Singh Dam)on Kodar River	2500	192	197	202	207	212	223	234	246	258	271	291	313	336	362	389	418	449	483	519	558
Mahasamund	Sirpur	30000	2306	2364	2423	2484	2546	2673	2807	2947	3094	3249	3493	3755	4036	4339	4664	5014	5390	5795	6229	6696
Mahasamund	BarNawapara Sanctury	4000	308	315	323	331	339	356	374	393	413	433	466	501	538	579	622	669	719	773	831	893
Raipur	Champaranya	200000	15375	15759	16153	16557	16971	17820	18711	19646	20629	21660	23284	25031	26908	28926	31096	33428	35935	38630	41527	44642
Raipur	Rajim- Rajiv Lochan Mandir	250000	19219	19699	20192	20696	21214	22275	23388	24558	25786	27075	29106	31288	33635	36158	38870	41785	44919	48288	51909	55802
Raipur	Raipur city	2000000	153750	157594	161534	165572	169711	178197	187107	196462	206285	216599	232844	250308	269081	289262	310956	334278	359349	386300	415273	446418
Dhamtari	Gangrel Dam	15000	1153	1182	1212	1242	1273	1336	1403	1473	1547	1624	1746	1877	2018	2169	2332	2507	2695	2897	3115	3348
Bastar	Keshkal	110000	8456	8668	8884	9106	9334	9801	10291	10805	11346	11913	12806	13767	14799	15909	17103	18385	19764	21247	22840	24553
Dantewada	Dantewada	60000	4613	4728	4846	4967	5091	5346	5613	5894	6189	6498	6985	7509	8072	8678	9329	10028	10780	11589	12458	13393
Dantewada	Beladila - Akash Nagar / Kirandul	10000	769	788	808	828	849	891	936	982	1031	1083	1164	1252	1345	1446	1555	1671	1797	1932	2076	2232
Bastar	Jagdalpur	200000	15375	15759	16153	16557	16971	17820	18711	19646	20629	21660	23284	25031	26908	28926	31096	33428	35935	38630	41527	44642
Bastar	Kanger Valley National Park	40000	3075	3152	3231	3311	3394	3564	3742	3929	4126	4332	4657	5006	5382	5785	6219	6686	7187	7726	8305	8928
Bastar	Tirathgarh Falls	40000	3075	3152	3231	3311	3394	3564	3742	3929	4126	4332	4657	5006	5382	5785	6219	6686	7187	7726	8305	8928
Bastar	Chitrakote Falls	40000	3075	3152	3231	3311	3394	3564	3742	3929	4126	4332	4657	5006	5382	5785	6219	6686	7187	7726	8305	8928
Bastar	Parchenpal- Mrignayni, Shilpgram	70000	5381	5516	5654	5795	5940	6237	6549	6876	7220	7581	8150	8761	9418	10124	10883	11700	12577	13521	14535	15625
Bastar	Kondagaon	70000	5381	5516	5654	5795	5940	6237	6549	6876	7220	7581	8150	8761	9418	10124	10883	11700	12577	13521	14535	15625
Bastar	Kumharpara	30000	2306	2364	2423	2484	2546	2673	2807	2947	3094	3249	3493	3755	4036	4339	4664	5014	5390	5795	6229	6696
Kanker	Kanker & Kanker palace	10000	769	788	808	828	849	891	936	982	1031	1083	1164	1252	1345	1446	1555	1671	1797	1932	2076	2232
Surguja	Samarsot Sanctuary	3000	231	236	242	248	255	267	281	295	309	325	349	375	404	434	466	501	539	579	623	670
Surguja	Tata-Pani - Natural hot water Geyser	2500	192	197	202	207	212	223	234	246	258	271	291	313	336	362	389	418	449	483	519	558
Surguja	Manpur Lake	6000	461	473	485	497	509	535	561	589	619	650	699	751	807	868	933	1003	1078	1159	1246	1339
Surguja	Samath Sarna (Dipadih)	5000	384	394	404	414	424	445	468	491	516	541	582	626	673	723	777	836	898	966	1038	1116
Surguja	Harratoli	6000	461	473	485	497	509	535	561	589	619	650	699	751	807	868	933	1003	1078	1159	1246	1339
Surguja	Sita Bengra (Ramgarh)	2000	154	158	162	166	170	178	187	196	206	217	233	250	269	289	311	334	359	386	415	446

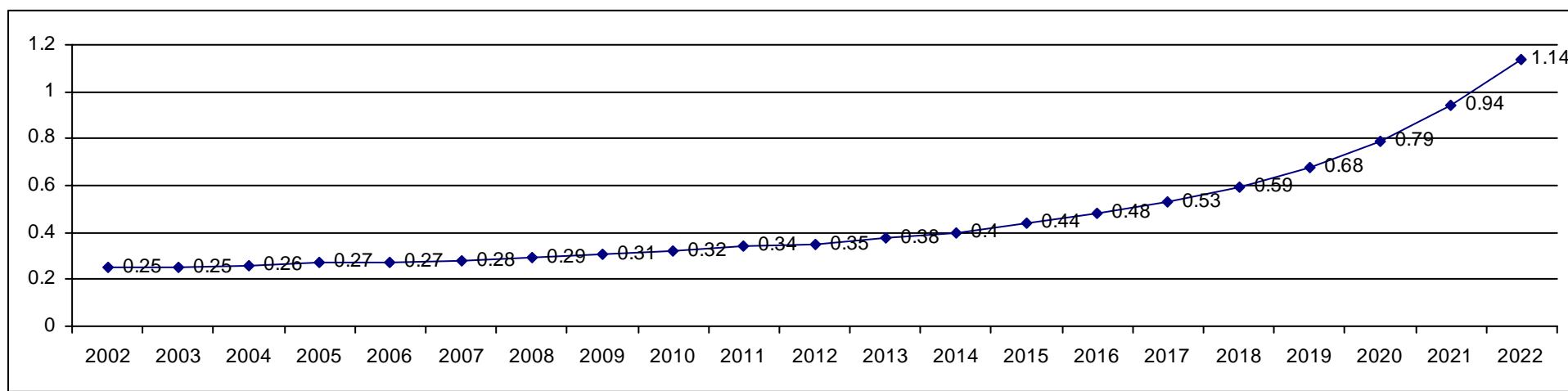
DISTRICT	DEST. / SITE	Touist Inflow Per Annum	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
			2.5 % per annum					5 % per annum					7.5 % per annum, considering the impact of Tourism & Basic infrastructure development, coupled with Economic development of the state in previous decade									
Korba	Kendai waterfall	9000	692	709	727	745	764	802	842	884	928	975	1048	1126	1211	1302	1399	1504	1617	1738	1869	2009
Korba	Katdhara	9000	692	709	727	745	764	802	842	884	928	975	1048	1126	1211	1302	1399	1504	1617	1738	1869	2009
Korba	Korba	200000	15375	15759	16153	16557	16971	17820	18711	19646	20629	21660	23284	25031	26908	28926	31096	33428	35935	38630	41527	44642
Janjgir	Champa	300000	23063	23639	24230	24836	25457	26730	28066	29469	30943	32490	34927	37546	40362	43389	46643	50142	53902	57945	62291	66963
Bilaspur	Bilaspur City	1800000	138375	141834	145380	149015	152740	160377	168396	176816	185657	194939	209560	225277	242173	260336	279861	300850	323414	347670	373745	401776
Bilaspur	Ratanpur	225000	17297	17729	18173	18627	19093	20047	21049	22102	23207	24367	26195	28160	30272	32542	34983	37606	40427	43459	46718	50222
Bilaspur	Pali	12500	961	985	1010	1035	1061	1114	1169	1228	1289	1354	1455	1564	1682	1808	1943	2089	2246	2414	2595	2790
Bilaspur	Khutaghat Dam	8000	615	630	646	662	679	713	748	786	825	866	931	1001	1076	1157	1244	1337	1437	1545	1661	1786
Bilaspur	Sonmudha & Kabir Chabutra	150000	11531	11820	12115	12418	12728	13365	14033	14735	15471	16245	17463	18773	20181	21695	23322	25071	26951	28973	31145	33481
Kawardha	Bhoramdeo	30000	2306	2364	2423	2484	2546	2673	2807	2947	3094	3249	3493	3755	4036	4339	4664	5014	5390	5795	6229	6696
Kawardha	Kawardha	25000	1922	1970	2019	2070	2121	2227	2339	2456	2579	2707	2911	3129	3364	3616	3887	4178	4492	4829	5191	5580
Raipur	Udanti Wildlife Sanctuary	10000	769	788	808	828	849	891	936	982	1031	1083	1164	1252	1345	1446	1555	1671	1797	1932	2076	2232
Dhamtari	Sitanadi Wildlife Sanctuary	7000	538	552	565	580	594	624	655	688	722	758	815	876	942	1012	1088	1170	1258	1352	1453	1562
Raigarh	Gomarda Wildlife Sanctuary	5000	384	394	404	414	424	445	468	491	516	541	582	626	673	723	777	836	898	966	1038	1116
Bilaspur	Achanakmar Sanctuary	15000	1153	1182	1212	1242	1273	1336	1403	1473	1547	1624	1746	1877	2018	2169	2332	2507	2695	2897	3115	3348
Estimated Total Tourist at above destinations			585442	600078	615080	630457	646218	675347	705852	737802	771265	806316	859589	916387	977245	1042464	1112364	1187290	1267615	1353737	1446085	1545549
Estimated Total Tourist in the state			626422	642083	658135	674588	691453	722621	755262	789448	825254	862758	967038	1030935	1099401	1172772	1251409	1365384	1457758	1556798	1662998	1777381

Appendix 5.10: Total Prespective Plan Investment

Particulars	Short Term period (1st to 5th year)					Mid Term Plan period (6th to 10th year)					Long Term Plan period-11th to 20th year										Total Investment Rs.in Crores
Years >>>>>	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	
Accommodation	1.27	1.30	1.34	1.37	1.41	4.80	5.04	5.29	5.56	5.84	11.03	11.86	12.74	13.70	14.73	15.83	17.02	18.30	19.67	21.14	189.24
Heritage 3 *** hotels	0.00	4.48	4.48	0.00	4.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.45
Roads #	635.20	635.20	635.20	635.20	635.20	1471.0	1471.0	1471.0	1471.0	1471.0											10,531.00
Airstrips Upgrading \$	0	1	1	1	0	1	1	1	0	0	1	1	1	1	0	0	0	0	0	0	10.00
Railways*	23.89	23.89	23.89	23.89	23.89	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	119.45
Wayside amenities	0.35	0.35	0.35	0.35	0.35	0.18	0.18	0.18	0.18	0.18	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	3.65
Signages	0.27	0.27	0.27	0.27	0.27	0.14	0.14	0.14	0.14	0.14	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	3.05
Tourist Information Centres	0.16	0.4	0.16	0.16	0.16	0.2	0	0.2	0	0	0	0	0.2	0	0	0.2	0	0	0.2	0	2.04
Adventure Tourism	2	2.10	2	1.5	1.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9.10
Eco-Tourism	0.26	0.25	0.22	0.22	0.11	0.47	0	0.11	0	0	0	0	0	0	0	0	0	0	0	0	1.64
Leisure Tourism	1.24	21.96	0.74	25	0.7	0.84	0.63	0	0	0	0.63	0	0.63	0	0	0	0	0	0	0	52.37
Health Tourism	0.4	0.46	0.4	0.46	0.4	0.46	0	0.46	0	0.46											3.50
Hatt Bazar/ Heritage	0.19	0.30	0.10	0.19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.78
Special Interest Tourism	0.20	0.20	0.20	0.20	0.20	0.10	0.20	0.20	0	0	0	0	0	0	0	0	0	0	0	0	1.50
Sub Total-1	661.14	666.90	666.69	662.24	665.76	1,477.32	1,477.36	1,477.81	1,476.88	1,477.16	12.23	13.06	14.14	14.90	14.93	16.23	17.22	18.50	20.07	21.34	10,871.88
Tourism Promotion	3	3	3	3	3	4	4	4	4	4	5	5	5	3	3	3	3	3	3	3	71.00
Flood Lighting	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0	0	0	0	0	0	0	0	0	0	0	0	3.00
Fairs & Festivals	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0	0	0	0	0	0	0	0	0	0	0	0	1.60
Interest / Inv. Subsidy	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0	0	0	0	0	0	0	0	0	0	0	0	4.00
Tourist circuits/TDF	3.1	3.1	3.1	3.1	3.1	3.1	3.1	2	1	1	0	0	0	0	0	0	0	0	0	0	25.70
State Share for Central Schems	1.6	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	7.60
Information technology	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.5	0.5	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	10.75
Tourism Training & Misc.	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	2.86
Grant in aid	0.2	0.2	0.2	0.2	0.2	0.2	0.2	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	1.40
Eleventh financce	2	2	2	2	2	2	2	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	14.00
Sub Total-2	11.33	10.73	10.73	10.73	10.73	11.73	11.73	7.50	5.60	5.60	5.95	5.95	5.95	3.95	3.95	3.95	3.95	3.95	3.95	3.95	141.91
Total Investment	672.47	677.63	677.42	672.97	676.49	1,489.05	1,489.09	1,485.31	1,482.48	1,482.76	18.18	19.01	20.09	18.85	18.88	20.18	21.17	22.45	24.02	25.29	11,013.79

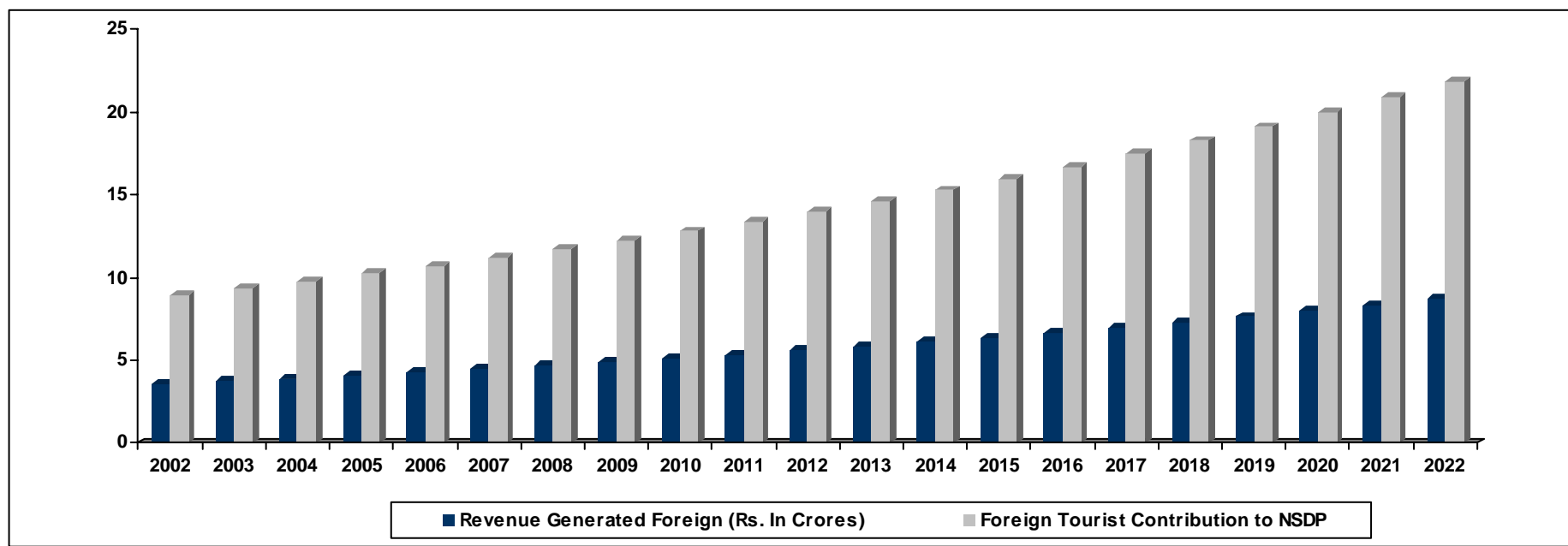
Appendix 5.2: Tourism Industry Contribution to NSDP Projection

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
State NSDP (Rs. in Crore)	25080	25582	26093	26615	27147	27690	28244	28809	29385	29973	30572	31184	31808	32444	33093	33754	34429	35118	35820	36537	37268
Gross Contribution to NSDP	61.5	64.3	67.4	70.8	74.5	78.5	83.0	88.0	93.8	100.4	108.2	117.3	128.2	141.5	157.8	178.4	204.5	238.3	282.9	342.9	425.5
% contribution to State NSDP	0.25%	0.25%	0.26%	0.27%	0.27%	0.28%	0.29%	0.31%	0.32%	0.34%	0.35%	0.38%	0.40%	0.44%	0.48%	0.53%	0.59%	0.68%	0.79%	0.94%	1.14%



Appendix 5.3: Foreign Exchange Earning/Contribution to NSDP Projection

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenue Generated Foreign (Rs. In Crores)	3.59	3.75	3.92	4.10	4.28	4.48	4.68	4.90	5.12	5.35	5.60	5.85	6.12	6.39	6.69	6.99	7.31	7.64	7.99	8.35	8.73
Foreign Tourist Contribution to NSDP	8.97	9.37	9.80	10.25	10.71	11.20	11.71	12.24	12.80	13.38	13.99	14.63	15.29	15.99	16.71	17.47	18.27	19.10	19.97	20.88	21.83



Appendix 5.4: Year Wise Tourist Accommodation Requirements and Investment

Particulars	Short Term period (1st to 5th year)					Mid Term Plan period (6th to 10th year)					Long Term Plan period-11th to 20th year									
Years	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Total tourists	626,275	641,932	657,980	674,430	691,290	725,855	762,148	800,255	840,268	882,281	948452	1019586	1096055	1178259	1266629	1361626	1463748	1573529	1691544	1818409
No. of Additional tourist	15275	15657	16048	16450	16861	34565	36293	38107	40013	42013	66171	71134	76469	82204	88369	94997	102122	109781	118015	126866
No. of Additional rooms Est.	42	43	45	46	47	96	101	106	111	117	184	198	212	228	245	264	284	305	328	352
Estimated invest. Rs. in Lakhs.	127.3	130.5	133.7	137.1	140.5	480.1	504.1	529.3	555.7	583.5	1103	1186	1274	1370	1473	1583	1702	1830	1967	2114

APPENDIX 5.10A: Total Investment Estimates Proposed for the State of Chhattisgarh

Investment head	Investment in Short Term (2002-03 to 2006-07)		Investment in Mid Term(2007-08 to 2011-12)		Investment in Long Term (2011-12 to 2021-22)		Total Investment in Total plan period	
	Rs.in Crores	% Share	Rs.in Crores	% Share	Rs.in Crores	% Share	Rs.in Crores	% Share
Basic Infrastructure								
a.Rail	119.45	4%	N.A.	N.A.	N.A.	N.A.	119.45	1%
b. Road	3176.0	94%	7355.0	99%	N.A.	N.A.	10531.0	96%
c. Air port-upgradation	3.0	0.1%	3.0	0.04%	4.0	1.9%	10.0	0.1%
Tourism Infrastructure (WSA,Signages,TIC, Flood lights etc;)	6.14	0.2%	3.0	0.04%	2.60	1.2%	11.74	0.1%
Accommodation \$\$	20.14	0.60%	26.53	0.36%	156.03	74.97%	202.7	1.84%
Human Resource Development, Grant in Aid, Eleventh Finance Plan Funds	11.4	0.34%	4.86	0.07%	2.0	0.96%	18.26	0.17%
Marketing and Promotion, Fairs & Festivals, Information Technology, State Share for Central Schemes	22.9	0.68%	24.60	0.33%	43.5	20.90%	90.95	0.83%
Tourism Development(Tourist Circuits & Tourism Development Funds)	15.5	0.46%	10.2	0.14%	0	0.00%	25.7	0.23%
Others (Incentives/Subsidies)	2.50	0.07%	1.50	0.02%		0.00%	4.00	0.04%
Total	3376.98	100%	7428.69	100%	208.13	100%	11013.80	100.0%
N.B.: \$\$ includes Heritage hotels of private sector also								
Private Sector Investment	20.13	0.60%	26.53	0.36%	156.03	74.97%	202.69	1.84%
Govt sector Investment	3356.85	99.40%	7402.16	99.64%	52.1	25.03%	10811.1	98.16%

Appendix 5.5: Eco-Tourism Projects

Sr.No.	Location	Project components	Estimated Cost Rs.in Lakhs	Implementation Phase
1	Tatapani	Forest Lodge +trekking	47.5	Short term
2	Mainpat	Nature Trail & Camping	11.22	Short term
3	Kendai Water falls	Restaurant & Nature Trail	11.22	Short term
4	Achanakmar	Nature Trail & Camping	11.22	Short Term
5	Kabir Chabutra	Camping & Trekking	11.22	Short term
6	Son Madhwa	Camping & Trekking	11.22	Short term
7	Bar Nawapara Sanct.	Camping & Trekking	11.22	Short term
8	Kanger valley national park	Nature Trail & Camping	11.22	Short term
9	Chitrakote Falls	Nature Trail & Camping	11.22	Short term
10	Dantewada	Nature Trail & Camping	11.22	Short term
11	Keshkal-Kanker	Nature Trail & Camping	11.22	Short term
		SubTotal	159.7	
12	Kailash Gufa-Jashpur	Nature Trail & Camping	11.22	Mid term
13	Dantewada	Forest Lodge +trekking	47.5	Mid Term
		SubTotal	58.7	
		Total	218.42	

Appendix 5.6: Leisure Tourism Projects

Sr.No.	Location	Project components	Estimated Cost Rs.in Lakhs	Implementation Phase
1	Ramgarh	Resort & Picnic spot	61.5	Short term
2	Shyam Ghungutta dam	Resort & water front	62.5	Short term
3	Mainpat	Restaurant & TA+Water sports	62.5	Short term
4	Bhoramdeo	Boating & water sports	15	Short term
5	Dongargarh	Amusement park	2181	Short term
6	Shivnath Resort	Restaurant & TA	47.5	Short term
7	Sirpur	Restaurant & Picnic	14	Short term
8	Rajim	Rest. & Water front	22.75	Short term
9	Raipur	Rest,& Water Front	22.75	Short term
10	Raipur	Multiplex Cinema	2500	Short term
11	Dhamtari-Gangrel	Resort & water front	62.5	Short term
12	Jagdalpur	Rest. & Water front	22.75	Short term
13	Chitrakote	Rest. & Water front	22.75	Short term
14	Kondagaon	Motel with restaurant	47.5	Short term
		SubTotal	5145	
15	Hasdo-bango dam	Res.+Watersports	22.75	Mid Term
16	Pendari Kanan	TA+Picnic spot	61.5	Mid Term
17	Kodar-dam	TA+Water front devep	62.5	Mid Term
		Sub Total	146.75	
18	Manpur lake	Resort & Boating	62.5	Long Term
19	Khutaghat Dam	Resort & Boating	62.5	Long Term
		SubTotal	125.0	
		Total	5416.75	

Appendix 5.7: Health Tourism Projects

Sr.No.	Location	Project components	Estimated Cost Rs.in Lakhs	Implementation Phase
1	Tatapani	Herbal/Ayurvedic resort	46	Short term
2	Dantewada	Herbal/Ayurvedic resort	46	Short term
3	Kailash Gufa-Jashpur	Herbal/Ayurvedic resort	46	Mid Term
4	Kabir Chabutra	Herbal/Ayurvedic resort	46	Mid Term
5	Achanakmar Sanctury	Herbal/Ayurvedic resort	46	Mid Term
		Total	230	

Appendix 5.8: Tourist Accommodation Projects

Sr.No.	Location	Project components	Estimated Cost Rs. in Lakhs	Implementation Phase
1	Surguja-Palace	Heritage Hotel & Museum	448.38	Short Term
2	Sheorinarayan	Tourist accommodation	47.5	Short Term
3	Son Madhwa	Tourist accommodation	47.5	Short Term
4	Malhar	Tourist accommodation	47.5	Short Term
5	Bhoramdeo	Tourist accommodation	47.5	Short Term
6	Kawardha	Heritage Hotel & Museum	448.38	Short Term
7	Kanker	Heritage Hotel & Museum	448.38	Short Term
8	Bastar	Model village	47.5	Mid Term
		Total	1582.63	

Appendix 5.9: Culture, Special Interest, & Adventure Projects

Sr.No.	Location	Project components	Estimated Cost Rs.in Lakhs	Implementation Phase
1	Mahamaya-Surguja	Yoga-meditation center	19.00	Short Term
2	Sirpur	Heritage site devep	10.00	Short Term
3	Raipur	Heritage Interpretation Center	30.00	Short Term
4	Jagdalpur	Hatt bazar & Cultural	19.00	Short Term
		Sub total	78.00	
5	Arang	Heritage site devep	10.00	Mid Term
6	Samath Sarna	Archaeology camp	14.00	Mid Term
		Total	88.00	
	Sp.Interest. & Adventure Tourism			
7	Shyam Gunghutta	Guided Tour to Thintini Patthar.	20.00	Short Term
8	Bilaspur city	Guided Tour to Ratanpur,Pali, Tala & Malhar.	20.00	Short Term
9	Kawardha	Guided Tour to Tribal village.	20.00	Short Term
10	Kanker	Guided Tour to Tribal village.	20.00	Short Term
11	Raipur	Guided Tour to Tribal village.	20.00	Short Term
12	Kanger valley national	Elephant safari	10.00	Short Term
13	Bastar	Tour to Sericulture farm	20.00	Mid Term
14	Champa	Tour to Sericulture farm	20.00	Mid Term
15	Dantewada	Snake park	30.00	Mid Term
		Sub Total	180.00	
		Total cost	268.00	

5.12. Total Investment Estimates Proposed for the State of Chhattisgarh

Investment head	Investment in Short Term(2002-03 to 2006-07)		Investment in Mid Term(2007-08 to 2011-12)		Investment in Long Term (2011-12 to 2021-22)		Total Investment inTotal plan period	
	Rs.in Crores	% Share	Rs.in Crores	% Share	Rs.in Crores	% Share	Rs.in Crores	% Share
Basic Infrastructure								
a.Rail	119.45	4%	N.A.	N.A.	N.A.	N.A.	119.45	1%
b. Road	3176.0	94%	7355.0	99%	N.A.	N.A.	10531.0	96%
c. Air port-upgradation	3.0	0.1%	3.0	0.04%	4.0	1.9%	10.0	0.1%
Tourism Infrastructure (WSA,Signages,TIC, Flood lights etc;)	6.14	0.2%	3.0	0.04%	2.60	1.2%	11.74	0.1%
Accomodation \$\$	20.14	0.60%	26.53	0.36%	156.03	74.97%	202.7	1.84%
Human Resource Development, Grant in Aid, Eleventh Finance Plan Funds	11.4	0.34%	4.86	0.07%	2.0	0.96%	18.26	0.17%
Marketing and Promotion, Fairs & Festivals, Information Technology, State Share for Central Schemes	22.9	0.68%	24.60	0.33%	43.5	20.90%	90.95	0.83%
Tourism Development(Tourist Circuits & Tourism Development Funds)	15.5	0.46%	10.2	0.14%	0	0.00%	25.7	0.23%
Others (Incentives/Subsidies)	2.50	0.07%	1.50	0.02%		0.00%	4.00	0.04%
Total	3376.98	100%	7428.69	100%	208.13	100%	11013.80	100.0%
N.B.	\$\$ includes Heritage hotels of private sector also							
Private Sector Investment	20.13	0.60%	26.53	0.36%	156.03	74.97%	202.69	1.84%
Govt sector Investment	3356.85	99.40%	7402.16	99.64%	52.1	25.03%	10811.1	98.16%

Appendix 6.1: TFCI Brochure

As Attached