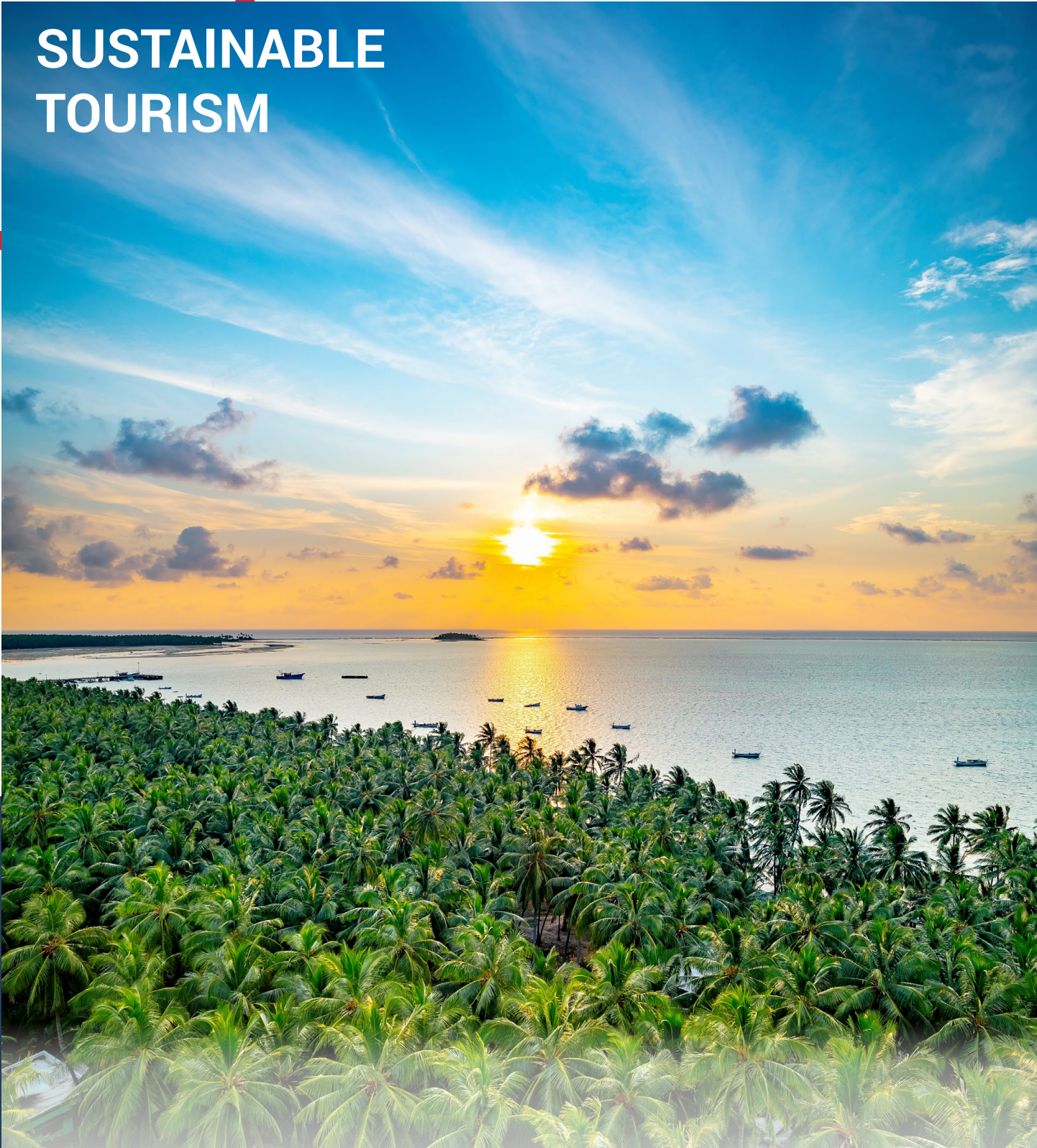


SUSTAINABLE TOURISM



We believe in transforming tourism that accelerates economic growth, empowers local communities and nurtures ecological systems.



Tourism is one of the fastest growing economic activities worldwide and provides significant employment opportunities. However, this very growth has put a huge pressure on the integrity of cultural and ecological systems. Keeping this in mind, Sustainable Tourism recognises shift to sustainable practices critical to “making better places for people to live in and better places for people to visit”.

As one of the most important sectors, tourism provides livelihood opportunities to millions, promotes local culture and products, works in the sustainable use and management of resources, and improves social and emotional well-being of the visitors. The COVID-19 pandemic deeply impacted this industry igniting several spill-over effects across other allied yet dependent activities. We realise that an out-of-the-box approach is needed to rethink operations of the tourism sector and mainstream its contribution to advance the SDGs. With our in-depth knowledge and vast experience, our team works with clients on a range of services including formulation of tourism strategies and policies, preparation of master plans/destination development plans, undertaking feasibility assessments and preparing investment plans, transaction advisory, detailed designing and construction supervision.



Thematic Focus



Tourism Master Plan/
Destination Development
Plan



Product Development &
Market Assessment



Tourism Investment Plan
& Feasibility Assessment



DPR Preparation &
Construction Supervision



Marketing & Branding
Strategy



Training & Capacity
Building



Transaction Advisory



Project Management
Consultants

MAKING A DIFFERENCE WITH OUR WORK






NITI Aayog

Preparation of Concept Development Plans & Detailed Master Plans for Holistic Development of Package I, III & V islands

Project Area: Lakshadweep Islands (10 Islands) & Andaman Islands (4 Islands), India

OUR WORK

Nestled in the Indian Ocean, Lakshadweep, and Andaman and Nicobar are two separate archipelago bestowed with rich biodiversity, untouched beauty and distinct way of living. HDPI project aimed at strengthening the maritime economy while leveraging its tourism potential by providing end-to-end solutions starting from market assessment-based project identification, investor consultation driven implementation plan, feasibility assessments and transaction advisory services.

-  Multisectoral projects worth INR 6900+ Cr identified & financial feasibility for innovative projects - India's first Water Villas, Seaweed cultivation, seaplane operations, floating solar panels, etc
-  Promoted responsible tourism development through sensitivity analysis, Carrying capacity and species sensitive SOP's and guidelines.
-  Land & Marine Spatial Zoning along with ecologically responsive development control regulations
-  Projects Implemented on Ground - Road Expansion, Floating Jetties, Airport Expansion
-  Successfully attracted private investment for hospitality projects through National level investor meets, appropriate project structuring, regular concern redressal communications, clearances parked with UT support agreement, etc.

2017-2022

Uttarakhand Tourism Development Board


Holistic Development Tourism Plan (HDTP), Uttarakhand

Project Area: Uttarakhand, India

OUR WORK

With the objective of unleashing the tourism potential in the Himalayan State of Uttarakhand, the project involved identification of tourism circuits & packages, investible projects, hard and soft interventions, feasibility assessments, etc. in congruence with the state's vision on facilitating environmentally sustainable and socially inclusive tourism development.

2018-2021

-  Innovative tourism projects worth INR 12000 Cr identified across proposed circuits/packages
-  Comprehensive utility planning along Chardham pilgrim route
-  Holistic Development of Tehri Lake as the Blue-Green Gateway to Uttarakhand, promoting women-centric community development
-  Holistic development plans for 1 destination in each of the 13 districts as part of 13D13D Plan – one of the most ambitious goals of the State Govt.
-  Feasibility assessments for projects worth INR 183 Cr. such as Eco-Resort & Convention Centre, Film City, Eco Glamping, etc.

-  **14500+**
Direct Employment Generated
-  **India's 1st Eco-Label**
for sustainable dive operations - Green Fins to be activated.
-  **India 1st Water Villa**
in Kadmat & Suheli (worth INR 480 Cr.) successfully awarded to the Taj Group
-  **India's 1st instance**
of Upfront CRZ and EC Clearance
-  **Blue Flag Award**
Kadmat beach recommended for International 'Blue Flag award



-  **Tourism development of Tehri Lake of INR 1210 Cr.** received approval from the Directorate of Economic Affairs for external funding from the Asian Development Bank
-  **15th Finance commission approval for INR 8800 Cr** for statewide tourism infrastructure transformation
-  **Facilitated design and implementation of 130 public toilet blocks** along Chardham Pilgrim Route in record time of less than a year.


Bangladesh Tourism Board


Preparation of Tourism Master Plan, Bangladesh


Project Area: Bangladesh


OUR WORK

Realising the potential in the tourism industry in transforming Bangladesh into a middle-income country by 2021, the master plan is set to provide a clear road map for development of the tourism sector over the next 25 years, with a focus on achieving inclusive and sustainable growth while accelerating the economic growth.

 Product Development based on global demand assessment, feasibility assessment and site level performance evaluation

 National level Vision and strategy formulation to strengthen governance, product development, market development

 Attract global private sector investments through policy and institutional reforms, promote ease of doing business and unleash tourism potential

 Enhancing Bangladesh's appeal within South Asia, via revamped marketing and branding campaigns through leveraging the support of multiple stakeholders



1100+

Destination asset mapping on GIS platform



2000+

Stakeholders Consultations (including 22+ Ministry level meetings)



10%

Expected increase in GDP contribution of tourism by 2041



20%

Expected increase in tourism jobs by 2041

Himachal Pradesh Tourism Development Board | ADB Funded

Infrastructure Development Investment Programme for Tourism (IDIPT)

Project Area: Himachal Pradesh, India

OUR WORK

Through a rigorous participatory approach, IPE Global assisted the State government in the implementation of the IDIPT investment programme over a 10 year period to achieve its target of enhancing the tourism potential. Key outputs included Tourism Master Plan for the entire State, priority tourism project design, project management services, DPR & feasibility report preparation, bid process management, construction supervision & enhancement of community-based tourism through skill development & capacity building.



237 Tourism Promotion Areas delineated into 22 Tourism Clusters and 25 Thematic Circuits



Prepared Feasibility Reports for 7 Early Bird Projects (EBPs) worth INR 520 Cr. in priority areas



Formulated Sustainable Tourism Policy for Himachal Pradesh, 2019 (currently notified)



Projects worth INR 3646 Cr proposed for tourism development across state



25

Tourism projects completed and handed over to client



~INR 450 Cr.

Estimated capital cost of projects for which PMC and PMDSC support were provided



7000+

People trained in community based tourism products



35

Assisted in formation of SHGs



20+

Homestays assisted in registration

2020-2023

2011-2020



Ujjain Smart City Limited


Mahakaal Rudrasagar Integrated Development Area (MRIDA) under Ujjain Smart City


Project Area: Ujjain, Madhya Pradesh





OUR WORK


The project involved comprehensive tourist infrastructure development for the globally renowned Mahakaleshwar Temple & its precincts- famous for organising the world's largest 'Dharmic' gatherings – The Kumbh Mela. We provided end-to-end solutions starting from stakeholder consultation-based master planning, architecture designing, feasibility assessment, bid process management, construction supervision, etc. Comprehensive planning of 40Ha area with 27 sub projects at an estimated project cost of INR 564.75 Cr. was undertaken.

 Mahakaal Corridor development with 108 Stambh & Mural Wall & numerous statues such as the Panchmukhi Shiv Stambh (54ft) & Saptrishi (20ft)

 Rigorous PR & Branding efforts -hiring PR agency, marketing through social media, obtaining Guinness World record for largest display of oil lamps

 Visitor plaza development with 20000 pilgrims holding capacity at a time

 Successful restoration of Rudrasagar lake

 Won 10+ awards ('Smart City of the Year', Ranked No.1 in CITIIS programme for timely completion)


World Bank

Tourism Demand and Supply Assessment and Preparation of Detailed Investment Proposals for Targeted Destinations and Market Segments


Project Area: Sri Lanka


OUR WORK


The project objective was to strengthen the tourism sector and to make strategic investments that create a platform for sustainable and inclusive tourism growth in the coming years. IPE Global assisted the government in prioritising destinations and market segments that can provide the best return on investment for proposed project activities and that give Sri Lanka a foundation for competitive, sustainable and inclusive tourism in the coming decade.

 Rigorous demand and supply assessment to identify priority tourism themes and target markets

 Destination-level Carrying capacity assessments to steer tourism growth

 Destination Priority Ranking to delineate investment areas

 Tourism recovery roadmap for reviving tourism economy of Srilanka - post COVID-19 era

 Successfully conducted National level Investor's Meet to attract private sector investments & identify investment concerns



USD 71 million

Identified 30+ ready to invest tourism projects including project components, costing and phasing



04

Destination Development Plans

Prepared for 4 target areas – Kalpitiya and Nuwara Eliya developed as ecotourism hubs



04

Development Plans for Market Segments
Prepared for 4 target market areas - Nature and wildlife tourism identified as one of the top tourism products



2017-2023

2019-2020

Asian Development Bank (ADB)/ Department of Archaeology, Ministry of Cultural Affairs, Govt. of People's Republic of Bangladesh || Project Management, Design and Supervision Consultancy (PMDSC) Services for South Asia Tourism Infrastructure Development Project (SATIDP), Bangladesh (2012-2016)

The project aimed at promoting cultural tourism of four different archaeological sites (including the UNESCO World Heritage Site of Sompur Mahavira at Paharpur and the Sixty Domed Mosque within the UNESCO World Heritage city of Bagerhat) located along a heritage-rich geographic corridor of Bangladesh.

We assisted the Project Management and Implementation Unit within the Department of Archaeology, in development of detailed project designs, bid process management and procurement support, financial management, construction supervision and monitoring, and enabling communities to obtain greater benefits from tourism activities at four heritage sites. Some highlights of the project are:

- Development of Heritage Master Plan and Management Plan, establishing operating procedures for site management for all 4 sites
- Civil works amounting to USD 4.50 million (comprising of construction of rest house, entry complexes, souvenir shops, officers' quarters, toilet blocks, etc.)
- Conservation works and environmental improvements amounting to USD 2.75 million. Monument lighting of USD 0.08 million was also undertaken at 3 sites.
- Development of Tourism Marketing strategy - Tourist arrivals at each destination site increased by 10%.

The World Bank/Chilika Development Authority || Preparation of Tourism Master Plan for the Chilika Lake & its Catchment in Odisha under Integrated Coastal Zone Management Plan (ICZMP), Odisha, India (2014-2017)

The project aimed to promote responsible tourism including eco-tourism and community-based tourism in and around Chilika Lake and its catchment area, the second largest brackish water lagoon in the world and the largest in Asia. It focused on conservation of ecological resources and promotion of wise use of the lake & basin resources and extend appropriate economic activities to benefit the local communities.

We prepared the Tourism Master Plan for promoting Chilika Lake and its catchment area as an international eco-tourism destination. The regional tourism master plan aimed at enhancing the visitor experience, improving its market position, maintaining ecological balance, and developing competitive lake and island tourism products for all target groups. As part of the project, we conducted comprehensive assessments such as environmental and tourism zoning, tourism performance benchmarking, thematic cluster formulation, tourist projections and demand assessment, and tourism carrying capacity assessments. Key outcomes were 10 ready-to-invest projects worth INR 547 Cr. formulated on PPP mode. The projects were designed based on Green Building standards such as GRIHA and SVAGRIHA, and were estimated to generate over 90,000 employment opportunities.



Department of Tourism, Government of Karnataka || Preparation of Coastal Master Plan for the three Coastal Districts in Karnataka, India (2015-2020)

Karnataka with its 42 beaches and 11 islands, spread across three districts has a huge untapped tourism potential which in turn can lead to development of local economy, attract anchor investments, and generate employment opportunities. The tourism master plan formulated various thematic tourism clusters and proposed a variety of tourism circuits based on carrying capacity of various destinations. The Coastal Tourism plan provides a mixed bag of options for all kinds of tourist interests and has ensured sustainable use of its eco-sensitive resources. The team also worked on detailed project memorandums for potential investment sites (worth INR 1490 Cr.)

As part of this project, IPE Global conducted beach suitability analysis for 320 km of the coastal stretch, devised detailed tourism development strategy plan for marketing & community engagement; developed 24 PPP-based tourism projects and got 6 nodal level plans approved by the coastal districts; assisted the state government to explore possibilities of convergence with schemes like Swadesh Darshan and provided relevant inputs in selecting the beach for Blue Flag accreditation in the state.

Madhya Pradesh Tourism Board (MPTB) || Preparation of Zonal Master Plans of Eco Sensitive Zones (ESZ) of National Parks and Sanctuaries listed in Cluster 1 of Madhya Pradesh (2019-2022)

In order to minimise the impact of developmental activities on National Parks and Wildlife Sanctuaries, area adjacent to these protected areas have been declared as Eco- Sensitive Zones (ESZ) deemed to be regulated by separate notified issued by the Ministry of Environment, Forests and Climate Change (MoEFCC). Under this notification, we prepared the Zonal Master Plans for Bandhavgarh National Park, Panpatha Wildlife Sanctuary, Sanjay National Park & Sanjay Dubri Wildlife Sanctuary, Son Ghariyal Wildlife Sanctuary & Bagdara Wildlife Sanctuary to reduce pressure on the protected area while enhancing resilience of the people living in the ESZ through participatory conservation management.

A tourism master plan focused on regulating sustainable tourism around the protected areas through spatial plans and development control regulations as well as building tourism as an alternate livelihood for the local communities. Other project proposals focused on designing livelihood opportunities, resource conservation & regeneration, man-animal conflict management, protection of biodiversity, provision of infrastructure, monitoring & sustainable co-management.

The Integrated Tourism Master Plan for the Komodo National Park/Labuan Bajo (KNP-LB) on Flores Island is a 25-year phased overall development plan for the entire Tourism Destination Area (TDA) and 5-year detailed development strategy for prioritised Key Tourism Areas. It consists of an investment and financing plan for infrastructure and services and an institutional development Programme and a capacity-building programme.

The project aims to improve the quality of, and access to, tourism-relevant basic infrastructure and services, strengthen the local economy. Two Key Tourism Areas (KTAs) have been identified: the Komodo National Park (KNP) and the town of Labuan Bajo. KNP is world-renowned for the endangered Komodo dragon and diverse marine environments. IPE Global is lending its support in policy analysis, identification of development zones, environmental and social safeguard plan, etc. We are focused on exploring solutions that are compatible with the infrastructure & service provision of the preferred development scenario and with the livelihoods of the local communities with recommendations and institutional arrangements aligned to conserve the natural biodiversity and monitor the level of development.

Ministry of Urban Development (MoUD)/Government of India || Heritage City Development and Augmentation Yojana (HRIDAY); City Anchor for Puri (2015-17)

With the mandate to preserve character of the soul of heritage city and facilitate inclusive heritage linked urban development, we were responsible for planning, advising, and supporting the City Mission Directorate for successful implementation of the HRIDAY scheme. The work included situation assessment & infrastructure gap assessment; identification and finalisation of priority heritage areas; preparation of city specific toolkits for evaluation, and review & evaluation of DPRs for projects executed under the scheme.

Key projects identified included integrated landscape, interpretation and visitor amenities; environmental improvement and restoration of the river Musa as well as revival of Pokharis/ ponds, etc. Innovative solutions were provided for re-organising space usage for commercial, cultural and social activities through improved mobility; landscape development in the identified Heritage Zone; local capacity enhancement for heritage based industry and visitor management plan.

Asian Development Bank (ADB) || Supporting the Cities Development Initiative for Asia – Ulaanbaatar Ger Area Cultural Heritage, Tourism and Community Enhancement Project PFS (2016-2017)

The objective was to conduct a pre-feasibility study of required physical infrastructure investments, which would enhance the value of heritage landmarks in the selected Ger (traditional Mongolian settlements) areas as tourism sites and will provide economic opportunities for Ger inhabitants.

IPE Global identified five packages for investment in infrastructure, at sites of tourist interest, such as monasteries, botanical gardens and lake areas. Preliminary engineering design specifications for the selected infrastructure interventions were also developed. Additionally, there were financial models and plans which clearly set out the financial viability of the programme over a 10-15 year timescale. An interesting innovation was the development of a mechanism for affordable financing of small and medium sized tourism enterprises and exploring arrangements for public private partnerships (PPP) and private concessions to develop and manage natural and cultural heritage sites.

World Bank/Center of Infrastructure and Housing Development Region II, Regional Infrastructure Development Agency, Ministry of Public Works and Housing, Govt. of Indonesia || Integrated Tourism Master Plan for Komodo National Park and Labuan Bajo, Flores Island, Indonesia (2021-23)



Making Development a Ground Reality

IPE Global is committed to impacting lives with a human touch. We are a leading global advisory & implementation organisation which partners with governments, businesses, and leaders in the society to create a better world for all.

Our business model integrates people, technology, and innovation to create value for all our stakeholders. Integrating **Human Development, Inclusive Growth & Resilience and Good Governance** in all our sectors, we bring to the table bespoke solutions.

We are an ISO certified organisation with a focus on quality and integrity to empower growth and drive positive change in the development space.

Global Expertise. Applied Locally

Headquartered in India with five international offices in Bangladesh, Ethiopia, Kenya, Philippines, and United Kingdom, we have been creating a lasting impact through our tailor-made solutions for over two decades.

100+
Countries


1100+
Global Team

1000+
Projects Delivered

600 M+
People Reached

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