

## Master plan for chilika lake to promote responsible tourism

A Master Plan for world famous Chilika lake and its Catchment area under the Integrated Coastal Zone Management Project (ICZM) is being chalked out to put Chilika lake in the global tourism map and to promote responsible tourism adopting sustainable approach.

The ICZM, a central government initiative is aimed at protecting lives and livelihood of coastal communities besides helping them to conserve the natural marine and coastal resources

M/s IPE Global Private Limited, has been selected through an international Competitive bidding process to prepare the Tourism Master plan for Chilika and its catchment area.

CDA Chief Ajit Patnaik said M/s IPE Global have submitted the inception report based on their preliminary analysis.

The IPE Global in collaboration with the Chilika Development Authority (CDA) today organised a workshop to interact with all the stake holders to collect inputs to fine tune the strategy for the development of the master plan.

The objective of the master plan is to enhance visitors experience,visitors satisfaction,develop community based eco tourism,ensure environmental sustainability and to see that growth is based on a sustainable market positioning maintaining nature's balance.

Inaugurating the Workshop Odisha Minister for Culture and Tourism Ashok Chandra Panda said the proposed master plan would unfold many opportunities in tourism sector and increase the footfall.

Mr Panda suggested to develop the unexplored areas in the Chilika lake and its catchment areas and emphasize island hopping in the Master plan.

He also suggested that the rich culture and arts of four districts in which the Chilika lake spread to be included and highlighted in the master plan and initiate steps to protect the livelihood of the local community.

Tourism Secretary Arabinda Padhee stressed on the environment planning, steps to provide sustained livelihood to local community and on the quality usage of the infrastructure in the master plan.

CDA Chief Executive A K Patnaik said the proposed master plan would chalk out strategy how all stakeholders could work together for achieving long-term visions for responsible,sustainable tourism.

The sustainable development approach to be adopted ensure that the natural,cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society.

The IPE Global recommends to set up eco lodges of star categories,resorts and heritage hotels, open art and craft villages, craft and souvenir shops at tourist sites, set up sports facilities, camping grounds and other temporary accommodation facilities for tourism purposes.

The consultancy company also conceptualises to launch cruise boats,house boats,open air theatre and foundation and make laser shows and to set up health farms and wellness spa, wayside public amenities at tourist site, amusement park, aquarium, aqua park and beach and water sports,hot balloon rides to woo the tourists.

Among others Principal Chief Conservator of Forest J D Sharma, IPE Global Deputy team leader Veena Garella spoke on the occasion. UNI BD DP/AKM/CC/1955