



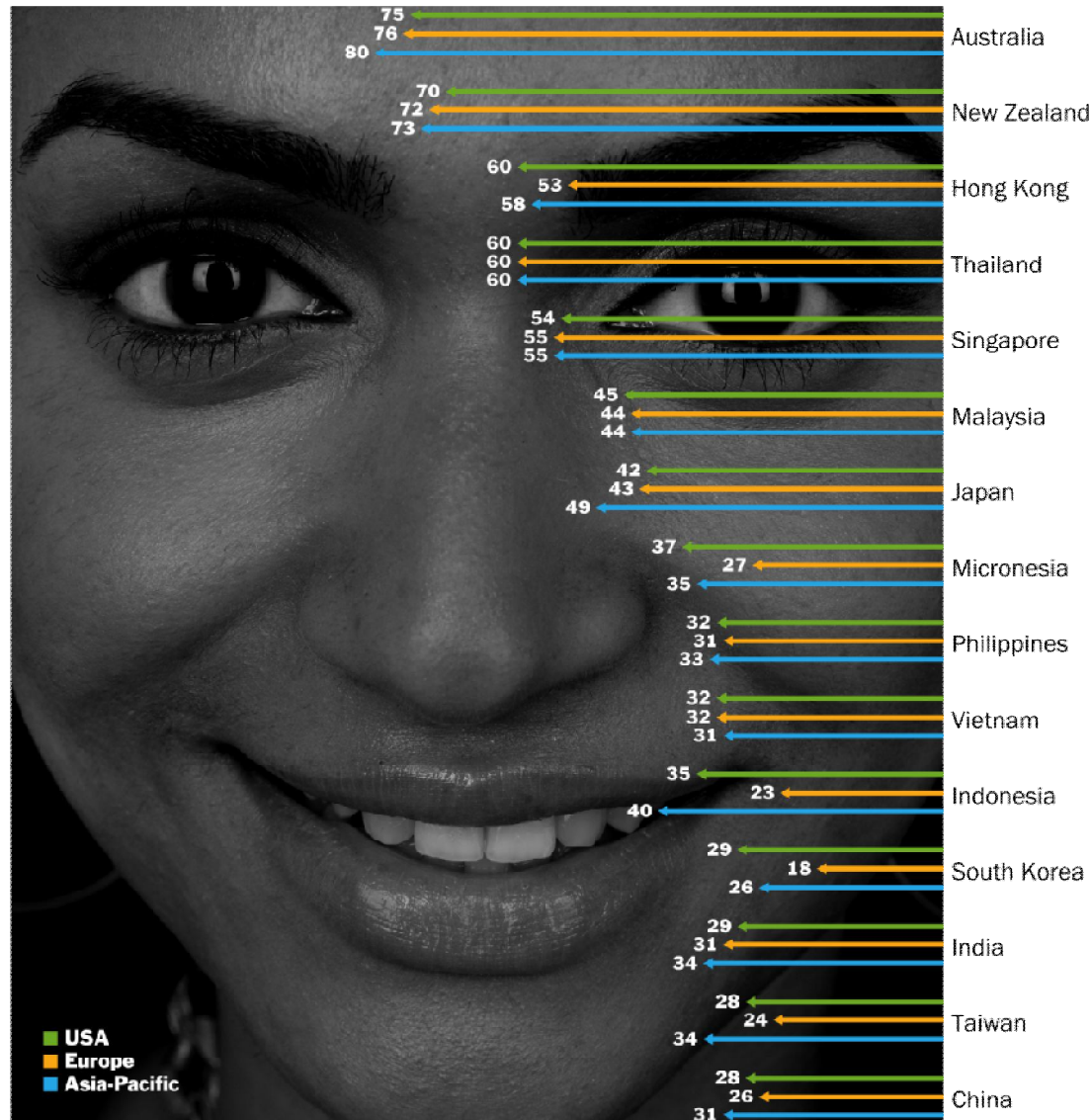
SUSTAINABLE DEVELOPMENT: LEARNING FROM DIVERSITY

Travel & Tourism Competitive Index

	Overall Index	Regulatory Framework	Business Environment and Infrastructure	Human Culture, Natural Resource
	Rank	Rank	Rank	Rank
Switzerland	1	2	2	2
Austria	2	3	12	1
Germany	3	6	3	6
Iceland	4	5	8	5
United States	5	33	1	12
India	65	62	55	81

Source: Travel and Tourism Competitiveness Report 2007, World Economic Forum

Image Perceptions – Tourist Friendly



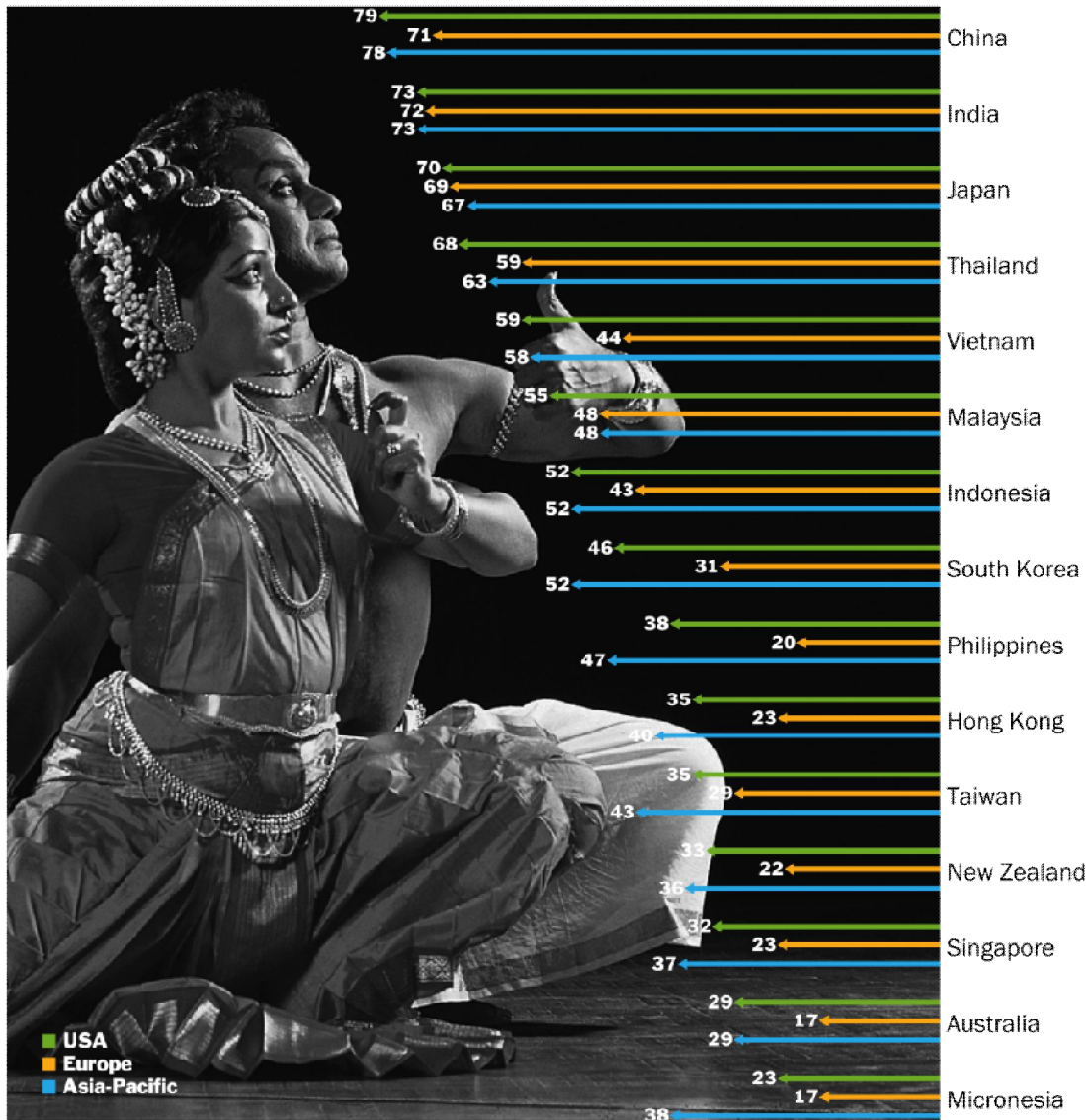
Source: CNN Travel & Tourism Survey 2006. (All figures in percentage)

Key International Concerns

- Cleanliness and hygiene
- Safety and security
- Transportation
- Promotional support
- Affordability

Source: Gallup Poll Study

Image Perceptions – Rich in Culture/Heritage



Source: CNN Travel & Tourism Survey 2006. (All figures in percentage)

Authenticity

Presentation of distinctive, genuine & unique culture



1	India	1
2	New Zealand	2
3	Egypt	3
4	South Africa	4
5	Thailand	5
6	Costa Rica	6
7	Lebanon	7
8	Italy	8
9	Peru	9
10	Morocco	10

History

Past accomplishments celebrated through museums & monuments



1	Egypt	2
2	Italy	1
3	Turkey	4
4	Greece	3
5	India	6
6	Israel	10
7	United Kingdom	7
8	China	5
9	Japan	9
10	France	8

Art & Culture

Architecture, fine arts & performing arts abound



1	Egypt	3
2	Italy	1
3	India	9
4	Greece	5
5	Japan	
6	France	2
7	United Kingdom	4
8	China	6
9	Czech Republic	
10	Turkey	

Source: The Future Brands Country Brand Index 2006

On an Employment Scale

Countries expected to generate the largest amount (in absolute terms) of Travel & Tourism Economy Employment:

T&T Economy Employment, 2008 (000 jobs)

1	China	74,498
2	India	30,491
3	USA	14,933
4	Japan	6,833
5	Mexico	6,633
6	Indonesia	5,936
7	Brazil	5,500
8	Vietnam	4,891
9	Russia	4,126
10	Thailand	3,911



Source: World Travel & Tourism Council (WTTC) –Progress & Priorities 2008/09

T&T demand, 2008-18

(% annualized real growth)



1	India	9.4
2	China	8.9
3	Libya	8.1
4	Vietnam	8.1
5	Montenegro	7.4
6	Romania	7.1
7	Macau	7.1
8	Namibia	6.9
9	Croatia	6.9
10	Czech Republic	6.8

Source: World Travel & Tourism Council (WTTC) Progress & Priorities 2008/09

Paris



A symbol of
National Pride.
Brightest jewel
of Civilisation &
Culture. Every
dollar spent
generates \$375

Varanasi

In Sharp Contrast

“Varanasi is older than history,
older than tradition, older even
than legend, and looks twice as
old as all of them put together”

Mark Twain

A City on the verge of total Civic Collapse



Varanasi

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Ajanta

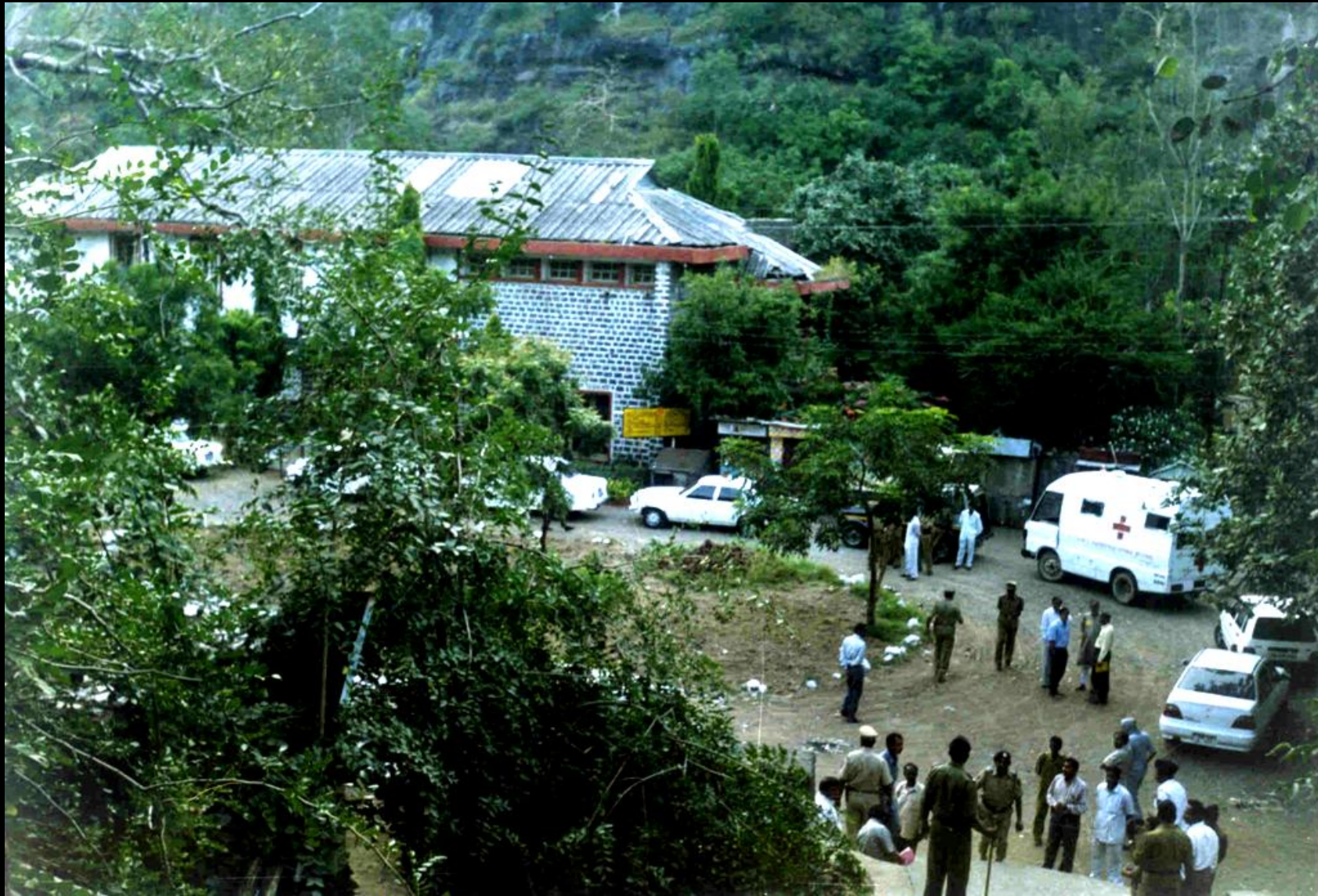
Ravaged landscape at the foot of the Cave-complex



A slum of stalls and ramshackle structures



Chaotic parking and movement of vehicles



Clumsy signage



Poor sanitation



Approach through degraded environment



Disorganised entry



Virtual invisibility of the paintings and viewing through hand-held lamps and torches



NEW lighting arrangement in the Caves



NEW lighting arrangement in the Caves





Jatkas Under OFC Lightening

Before



After



Ajanta Caves(10) Conservation

Improvement of Environment & Ambience **Afforestation at Ajanta**



Eco-friendly Buses

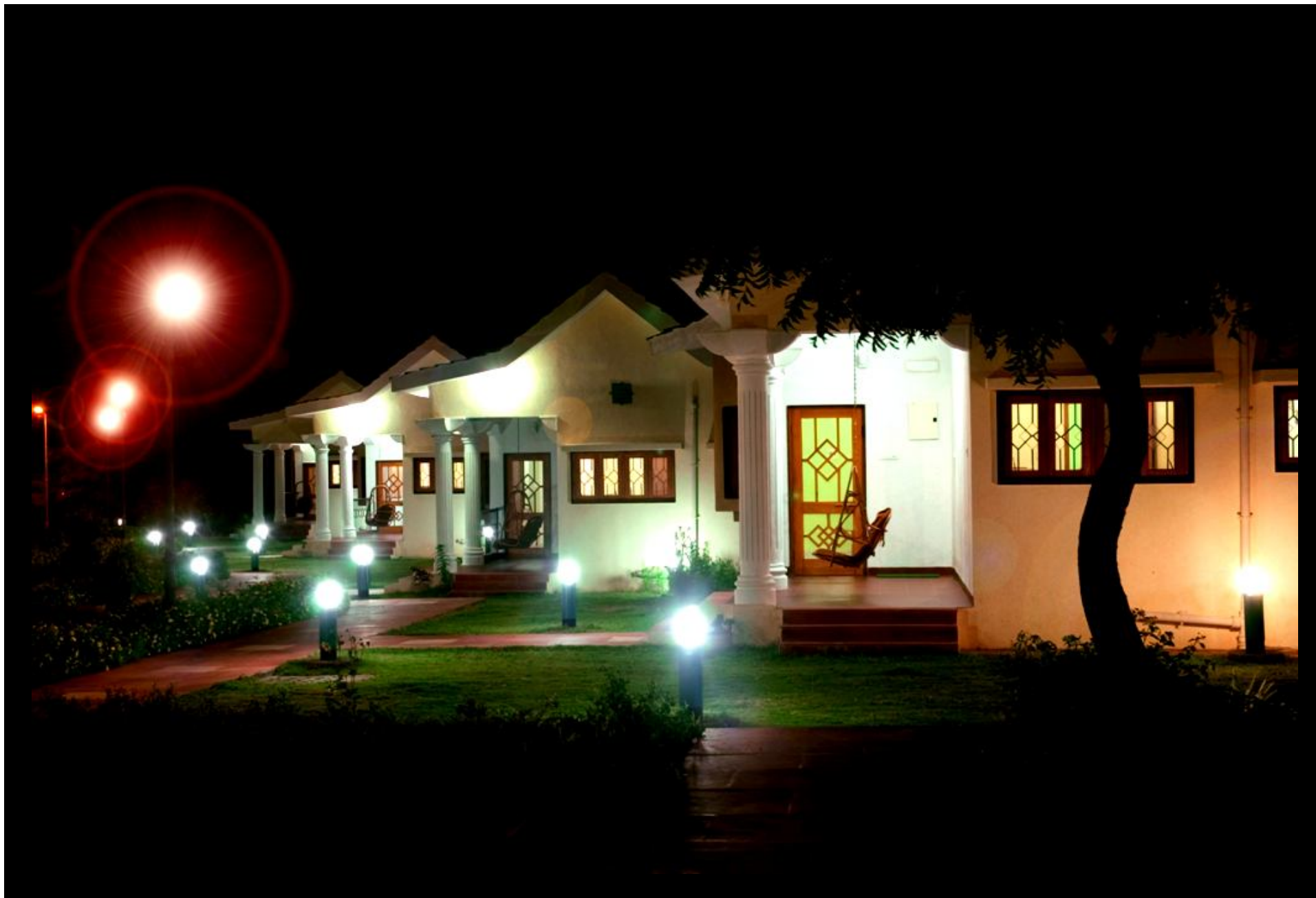


The Shopping Arcades/Plazas



Neat and Clean Toilet Block







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Haridwar

Ghats at Haridwar Before Renovation



Ghats at Haridwar Before Renovation



Ghats at Haridwar After Renovation



Ghats at Haridwar After Renovation



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Mahabalipuram

Shore Temple at Mahabalipuram - Before



Shore Temple at Mahabalipuram - Before



Shore Temple at Mahabalipuram - Before



Shore Temple at Mahabalipuram - Before



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Shore Temple at Mahabalipuram - After



Agra – Taj Mahal

Enroute to TAJ





Entry to the pedestrian route

Shops next to TAJ



TAJ Enroute





Queues outside Taj

Agra Cantt, Railway Station – at Present

Dirty unpleasant roof

Unkempt
dirty walls



Unclean floors

Lack of proper seating in the
common areas

Agra Cantt, Railway Station – After



At Present



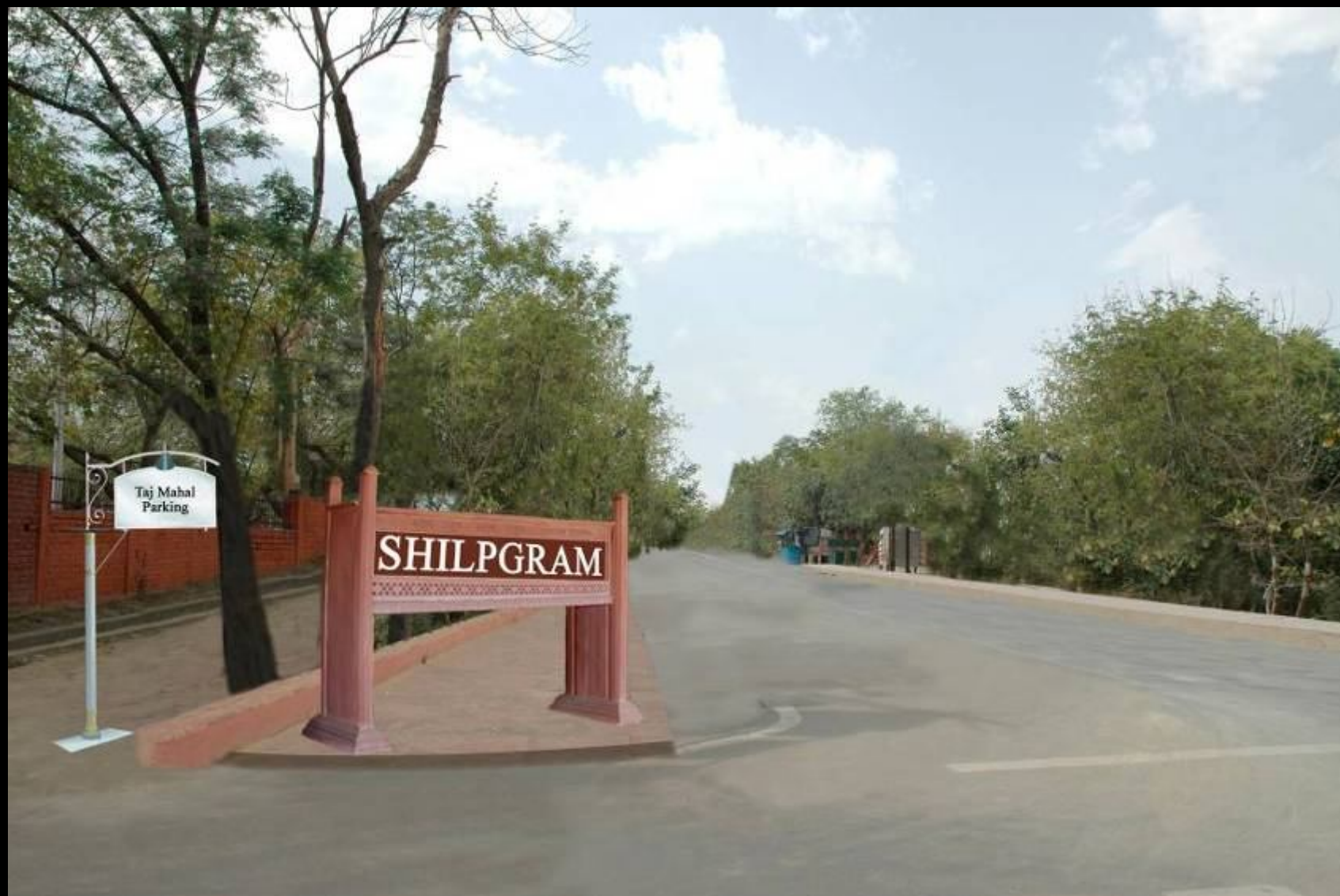
After



Signage – at Present



Signage - After



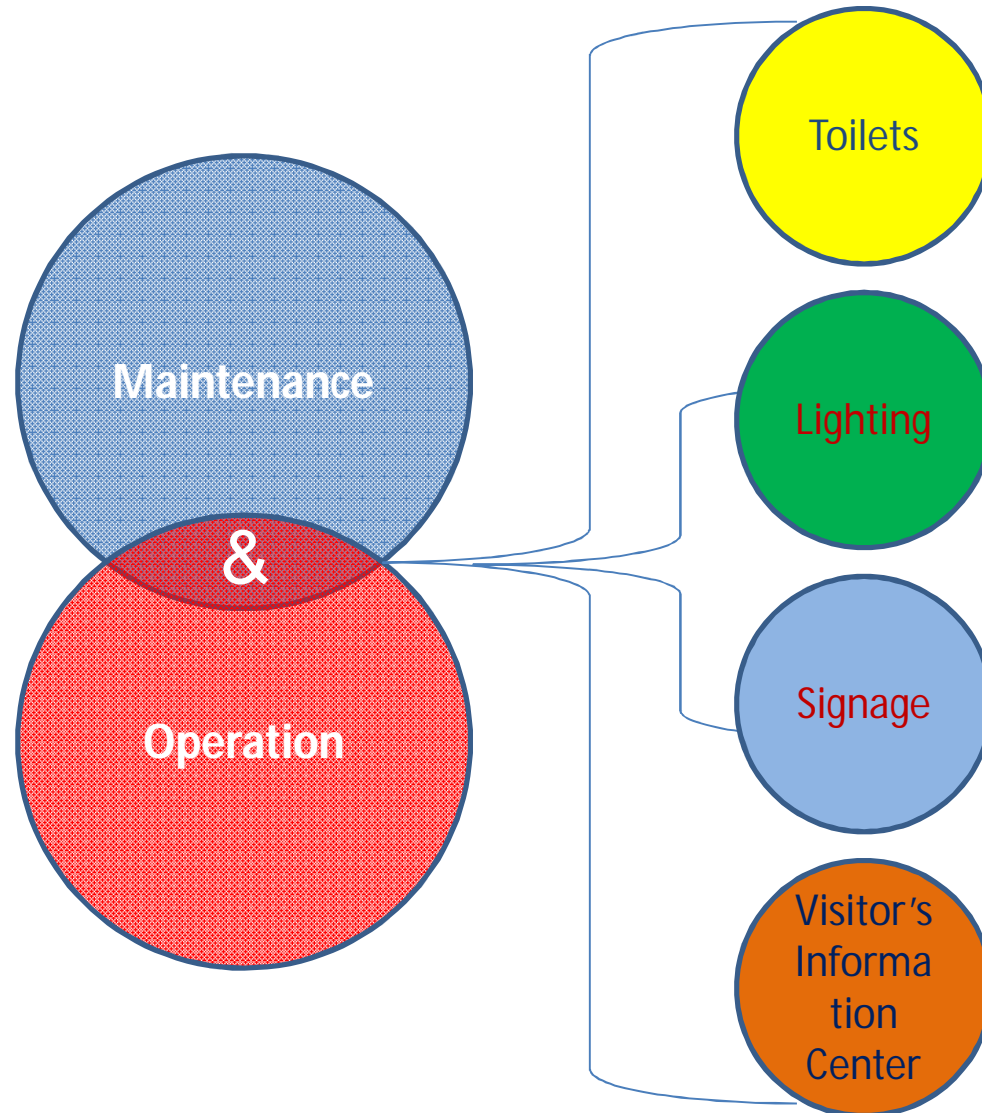
Shops at Taj Gate – at Present



Shops at Taj Gate – After



Destination Management



Enabling Environment for Partnership.

Deployment of Technology.

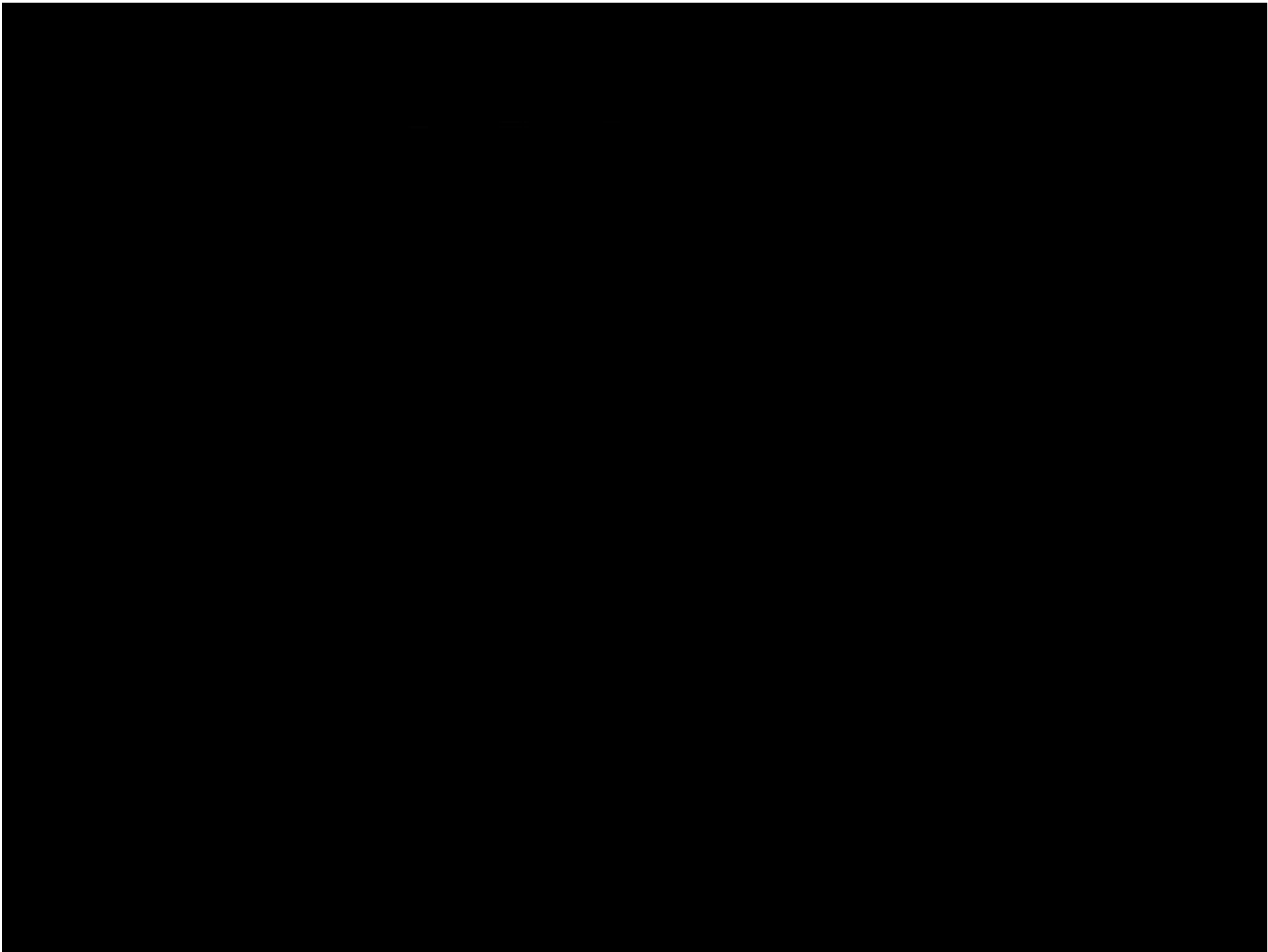
Robust Partnership with Corporates.

Beyond Built Heritage.

Structuring Partnership Framework



- | | |
|------------------|---|
| 1 Community | Consultation on all key issues. Benefits from Community Development Fund (CDF) |
| 2 Government | Provides Baseline Data & Monitors Performance |
| 3 Private Sector | Execute working plan & develop the site (Derives revenue streams from Entrance Fee, Interpretation, Cafeteria, Differential pricing contributes to CDF) |
-



Making Heritage Come Alive

Do not look at monuments in isolation.
Pursue an inclusive preservation approach
Involve neighbourhood with different socio-economic & cultural group

**Creating revenue generation
through experiences.**

**Participation
Vs.
Spectator Environment**



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Thank You