



PHD CHAMBER
OF COMMERCE AND INDUSTRY

CARAVAN & FERRY



TOURISM IN UTTARAKHAND

Opportunities & Way Forward



15 July, 2022
Hotel Madhuban,
Dehradun



CARAVAN TOURISM

Caravan is a vehicle that has a home like feel for those who loves to travel but wants to have privacy and hygiene. At a time when our country is healing from pandemic, one is feeling anxious of living in hotels or homestays, Caravans are the best option as it allows one to travel without having to come in contact with many people. Caravan Tourism has long been a popular segment within experiential tourism around the world, but its appeal has emerged in the post-pandemic era. Caravan Tourism has grown in popularity since restrictions were eased and people began to travel again as it offers people affordability, flexibility, freedom, as well as safety and privacy.

Government of Uttarakhand is focusing on Caravan Tourism to flourish religious and other segments of tourism. With this motor home, a simple journey can become more interesting and enjoyable with family or friends. Camping is already a popular adventure activity of Uttarakhand; Caravan Tourism is a great opportunity to attract more and more tourists. It will help to promote tourism in Uttarakhand from all around the country.

FERRY TOURISM ACROSS GANGA CANAL

The Ganges River has long been a draw to the Hindu faithful and foreign travellers alike. With the introduction of the comfortable Ferry Services, the Ganges can now be experienced in an altogether relaxed and more comfortable fashion. Designed specifically for river cruising, the Ferry services can take guests into the heart of Uttarakhand and allows access to areas that have otherwise been well off the tourist map.

River Cruising is the most exciting and comfortable new way of experiencing Uttarakhand. Ferry services can allow access to sleepy riverside villages and fantastic forgotten cultural and historic sites.



FLOATING RESTAURANTS IN UTTARAKHAND

The concept of Floating Restaurants will give an additional boost to the state Tourism as it can attract a large number of tourists. The successful models of Floating Restaurants are already running in few states like Punjab, Mumbai, Kerala, Pondicherry and Tamil Nadu.



OBJECTIVES

- ❖ To showcase Uttarakhand's beautiful and unexplored pristine locations through Caravan and Ferry Tourism.
- ❖ To increase per capita income among local communities and employment by promoting revenue generating tourism activities.
- ❖ To promote lesser known destinations which do not have proper accommodation facilities or in areas where permanent construction is either not permitted or feasible.
- ❖ To build the capacity of local communities and tourism value chain participants to meet the requirements of the target market.
- ❖ To increase touristic attractiveness of the areas through better utilization of natural, cultural and historical heritage and related infrastructure.



TAKEAWAYS

- ❖ Insights on short-term and long-term capabilities development requirements
- ❖ Focused Knowledge Sessions with industry and Government stakeholders
- ❖ Exploring the Public Private Partnership with Caravan Operators, Ferry Operators and Restaurant owners for promoting tourism in Uttarakhand
- ❖ Showcasing potential destinations for setting up Caravan, Ferry & Floating Restaurants services in Uttarakhand
- ❖ Bringing new Investment Opportunities in the State

TOPICS OF DISCUSSION

- ❖ SWOT Analysis of Caravan & Ferry Tourism
- ❖ Regulatory framework for development of Caravan & Ferry Tourism in Uttarakhand
- ❖ Benefits for local businesses
- ❖ Creating tourism infrastructure on basic amenities, accommodation, transport
- ❖ Training of local guides and skill development of youth

PARTICIPANTS PROFILE

- ❖ Ministry of Tourism | Ministry of Culture
- ❖ Ministry of Civil Aviation
- ❖ Ministry of Road Transport and Highways
- ❖ Ministry of Water Resources, River Development and Ganga Rejuvenation
- ❖ Caravan Manufacturers and Operators
- ❖ Ferry Manufacturers and Operators
- ❖ Floating Restaurant Owners
- ❖ Camps & Equipment Manufacturers
- ❖ Tour and Travel Operators
- ❖ Hotel Owners and Investors
- ❖ Destination Management Companies
- ❖ Adventure Travel Enthusiasts
- ❖ Technology Companies
- ❖ Investors Venture Capitalist
- ❖ Students from Tourism and Hospitality Management Institutes
- ❖ Media





PHD CHAMBER
OF COMMERCE AND INDUSTRY

ABOUT US PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 117 years. It is a forward looking, proactive and dynamic pan-India apex organization. As a partner in progress with industry and government, PHD Chamber with a special focus on MSMEs works at the grass roots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

"PHD Chamber of Commerce and Industry (PHDCCI) is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

PHDCCI is a National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, as total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties."



EXPLORING PARTNERSHIP OPPORTUNITIES & ENQUIRES

Vishal Kala, Resident Director, Uttarakhand  vishal.kala@phdcci.in |  +91 9897720006

Anjali Pandey  anjali.pandey@phdcci.in |  +91 7668640481

PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016