

Case Study – Tourism Master Plan 2010-2020 of a state in India

The Client

A state level department of tourism in the Southern region of India.

The Business Problem

The client recently wanted Haselfrë's help in crafting a Master Plan based on the Tourism Policy and its Vision 2020 document for its tourism department which enabled a holistic approach to increasing its global presence as a tourist destination through infrastructure development. The client wanted Haselfrë's help in also enabling a realistic actionable plan to achieve its goals through identification of Short & Medium Term projects for tourism and related infrastructure.

The Solution

Haselfrë has crafted the Master Plan for the improvement and economic diversification of the State through public – private partnerships in the tourism sector.

The Outcomes

The state department had a comprehensive Master Plan which was released by the Minister of Tourism. The Master Plan supplemented by workable projects that would yield results in the short, medium and long terms. It aims at ensuring safety and security to all tourists and tourism-related infrastructures, and developing tourism destinations in such a manner that it would create approx. two Lakhs more job opportunities, right from guides to white-collared jobs. There is also a plan to set up educational institutions to train students to be employable in the sector.

The comprehensive Master Plan will attract Rs.200 billion (Rs.20,000 crore) investments in the tourism sector over the next five years to make the picturesque state a frontline destination for domestic and overseas tourists.

Haselfrë mission

Our mission is *"to promotes balance between performance and conformance"*

Contact Haselfrë

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