



PRESENTING PARTNER



# Uttarakhand Simply Heaven

21<sup>st</sup> & 22<sup>nd</sup> March 2025  
Hotel Madhuban, Dehradun

TECHNOLOGY PARTNER



EVALUATION PARTNER



## Rejuvenating Mind, Body and Soul

PHDCCI in association with UNDP presents  
Himalayan Tourism Samman and Conclave 2025



PHD Chamber of Commerce and Industry (PHDCCI), with local roots and global reach, helps businesses of all sizes to connect, succeed and grow. We champion and support our members all across India and in countries and markets around the Globe. Our unique perspective gives us unparalleled insight into Indian businesses – every sector, every size, everywhere. Business communities trust us to be their advocates, and we're passionate about helping them trade and grow. Our opinions are regularly sought by policymakers. Established in 1905, we've been helping to shape India's business agenda for more than 117 years. Together, we represent more than 150,000 businesses of all shapes and sizes, which employ over ten million people across India. We also have a powerful international Network with over 100 Chambers of Commerce and business groups located in every continent of the world. PHDCCI network sits at the heart of the local business fraternity in every part of India, helping businesses of every size and sector to thrive.

## About UNDP

UNDP has been working in India since 1951 in almost all areas of human development - from systems and institutional strengthening to inclusive growth and sustainable livelihoods, as well as sustainable energy, environment and resilience. With projects and programmes in every state and union territory in India, UNDP works with national and subnational government, and diverse development actors to deliver people-centric results, particularly for the most vulnerable and marginalized communities. As the integrator for collective action on the Sustainable Development Goals (SDGs) within the UN system, we are committed to support the Government of India's national development vision and priorities and accelerate the achievement of the SDGs for the people and the planet.

## Uttarakhand Tourism

Our vision is to create Uttarakhand as a global tourist destination that is safe, sustainable and which includes world class tourism products and services and could unleash true tourism potential of the State. Tourism in India has seen exponential growth in the recent years. India is one of the most preferred destinations for both overseas and domestic travellers. Tourism enables the international traveller to understand and experience India's cultural diversity first hand. According to official estimates the Indian tourism industry has outperformed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of revenue. Tourism in India has emerged as an instrument of income and employment generation. State of Uttarakhand is nestled in the foothills of the Himalayas and it shares international borders with Nepal and Tibet. More than 70% of the state is under forest cover, playing the critical role of green lung. The presence of almost all agro-climatic zones provides commercial opportunities for traditional as well as high value agriculture. Proximity to the national capital and abundant natural resources (including water and hydropower) have enabled the state to develop industrial parks in the plainer regions.

Tourism is unarguably one of the most important sectors to the state's economy. The tourism not only contributing for over 50% of the total GSDP from 2006-07 to 2016-17, but also providing livelihood across all parts of the state (including hinterland areas.) As the State moves on its vision to become a Green Economy, tourism sector will play an important role in realizing the State's socio-economic goals. It is imperative to recalibrate tourist perspectives and strategies in the perspective of these larger transformative initiatives and unlock the true potential of tourism sector in the state.

Presence of the Great Himalayan Ranges, Alpine forests and favourable environment makes Uttarakhand a perfect weekend's palace with the proximity to big market like Delhi NCR. Existing trekking routes like Nanda Devi, Valley of Flowers, Ropkund, Pindari Glacier, Dodital, Bedni Bugyal, Chopta-Tungnath-Deoria Taal along with Rafting and water sports in the Ganges provides a unique tourism service for adventure seekers tourists. The famous Char Dham of Uttarakhand namely Gangotri, Yamunotri, Badrinath and Kedarnath Hindus attracts lakhs of pilgrims every year to Uttarakhand. National parks and Wildlife sanctuaries of International repute (e.g. Corbett Rajaji National Park, Nanda Devi Wildlife Sanctuary) attracts the tourism. Potential to tap the emerging markets in the sector of rural tourism, MICE, health wellness. Adventure Tourism activities like Camping, Trekking, Bungee Jumping,

Bird watching, Paragliding and Water sports like rafting, kayaking etc. have a huge potential for the surrounding markets and the world.



**UTTARAKHAND HIMALAYAN TOURISM SAMMAN** will bring together Relevant Stakeholders which have successfully integrated tourism with the mountainous communities. The summit will create a platform wherein cross-pollination of ideas can take place.

The Summit will culminate with a **Gala Event of Himalayan Tourism Samman (HITS)**, wherein all the Stakeholders of the Tourism Sector across the 2500 Km Indian Himalayan Zone will converge for celebrating Excellence. PHDCCI along with Department of Tourism, Uttarakhand will recognise the efforts of the sector on Sustainability, Innovation and Operational Excellence.

## Objectives of HITS

The following are the objectives of the HITS:

- Embarking on a journey to rejuvenate Mind, Body and Soul
- To develop & strengthen the image of Uttarakhand as a safe and tourist friendly destination.
- To create and develop new tourism destinations and unique tourism products offering unmatched experience catering to various tourist segments.
- Recognize the Sustainable and Responsible Tourism Efforts of the industry and Create Torchbearer to invite investments in the State;
- Promote inclusive tourism strategies through community based tourism ensuring equitable distribution of benefits to the local communities.
- To promote and support entrepreneurship through tourism incubators, start-ups and skilling centre etc.
- To enhance ease of doing business (investor facilitation) by strengthening single window clearance process for faster approvals of tourism entities
- To ensure the involvement of other State Government Ministries/ Departments to leverage their strengths and schemes (eg. Swadesh Darshan, PRASAD, AMRUT, Swachh Bharat Mission, Wellness Centre under Ayushman Bharat Scheme, Start-Up India, Hunar Se Rozgar etc.) for improvement of tourism infrastructure in the state.

Uttarakhand International Tourism Summit recognizes and appreciates the Best Practices of the Industry and encourages their adoption. We believe that a lot of good work is being done in the industry and the same needs to be documented, analysed and appreciated.

## Invitees and Stakeholders

- Ministry of Tourism | Culture | Civil Aviation.
- Ministry of Environment, Forest and Climate change.
- Tourism Boards (States and International).
- G-20 Delegations
- Embassies in India
- Hotel Associations of Uttarakhand, Nepal and Bhutan.
- Bollywood and Producers Guild.
- Home stays, Adventure tourism, Logistic Industry like Airlines, cabs and Bus service providers etc
- OTA, GDS, Amadeus, Galileo, Sabre
- AITA , AITO, TAAI members and FHRAI
- Tour Operators
- Captains of Tourism, Aviation and Hospitality Industry.
- Institutes of Imparting Tourism Education.
- New Age Media and all other stake holders like YouTube bloggers, Explorers, Travel writers
- Yoga, Ayurveda and Naturopathy Resorts
- Spa & health resorts/ Wellness resorts
- Eco-lodges & Perennial Camps

## Program Highlights

- Uttarakhand Tourism policy for Investors
- Conferences/Seminars/Brainstorming Sessions
- B2B Meetings
- Networking opportunities with all stakeholders
- UNDP SDG based Theme.
- Camping, Caravan and Ferry Tourism.
- Pilgrimage, Wellness Tourism.
- MICE
- Entertainment, Food and Culture.
- Logistic Streamlining.
- Story Telling ( Guides training and Development)
- Mystical and Dark Tourism.
- Showcasing Water Sports, Cruise, etc.
- Buddhist, spiritual and eco/rural tourism
- Ropeways and Funicular
- Heritage Tourism

## Takeaways

- New Business Ideas
- Opportunities in Uttarakhand Tourism Industry
- Focused knowledge sessions with Industry Experts.
- Exhibition platform to showcase the tradition, art and culture.
- Network with representatives from the tourism, hospitality and aviation industry.
- New investment opportunities in the cultural and Traditional Tourism Market in Uttarakhand.
- Release of knowledge report on Uttarakhand International Tourism Summit





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