

Sector	Project Title
Tourism	Construction of 3-4-5 star hotels, concept hotels, etc. at land parcel in Chattarpur and Dhar

### Project Description

The significant growth in tourism between years 2002 to 2009 in India has been witnessed on two counts. The Foreign Tourist Arrivals (FTAs) increased from 2.38 million to 5.11 million during this period and the Foreign Exchange Earnings (FEEs) from tourism rose from US\$ 3460 million in 2002 to US\$ 11394 million in 2009. Further the contribution of travel and tourism to India's GDP is expected to be at 6.0% (US\$ 67.3 billion) in 2009 and 6.9% in 2010.

This rise in tourism has been driven by the immense potential for tourism and travel sector in India through:

- Pilgrim & spiritual tourism
- Cultural & heritage tourism
- Wildlife and adventure tourism
- Business tourism
- Medical tourism and other areas



Such a booming sector attracts more & more tourists (both domestic and foreign) every day and hence the augmentation of the tourism infrastructure requires significant focus. One key focus areas is increasing the number of 3-4-5 star hotels as well as concept hotels. To take the advantage of this opportunity, the proposed project envisages building of tourist facilities in the following land parcels in Madhya Pradesh:

1. Chattarpur (Bandhavgarh)
2. Chattarpur (Khajuraho)
3. Dhar (Mehendikheda)

These tourism facilities include construction of 3-4-5 star hotels, concept / theme hotels, heritage hotels, motels & lodges, etc.

### Project's Value Proposition

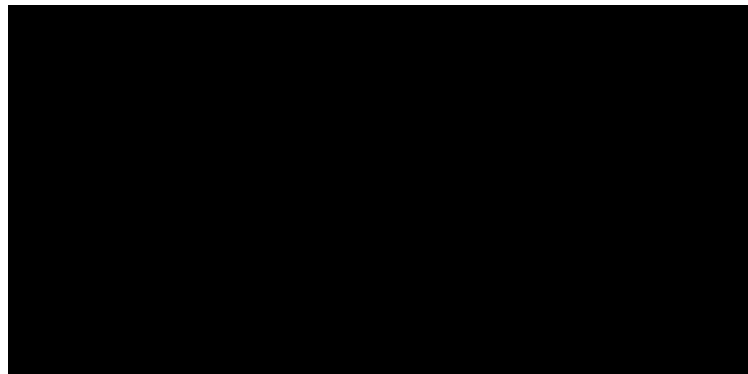
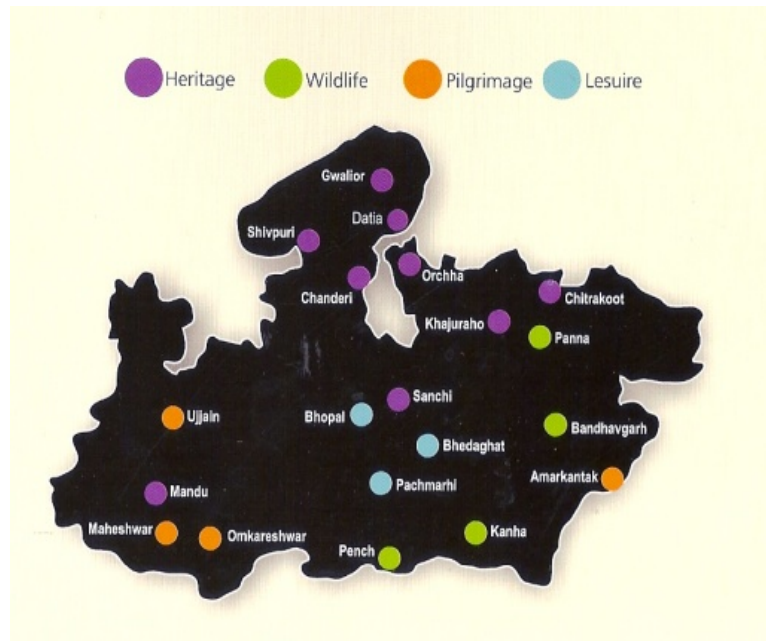
- India is a country of rich cultural heritage. It is one of major tourist attractions of the country and a favourite amongst foreign as well as domestic tourists. The number of foreign tourists arriving in India in year 2009 was more than 4 million. The proposed project is expected to take advantage of the ready market of tourists.
- India is ranked 24<sup>th</sup> as per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum for its cultural resources, with many World Heritage sites, both natural and cultural, rich fauna, and strong creative industries in the country.
- Tourism in India could contribute Rs 8500 billion to the GDP by 2020. India has the potential to become the number one tourist destination in the world with the demand growing at 10.1% per annum. India's travel & tourism is expected to achieve annualized real growth of 8.8% in total travel & tourism demand to INR 7,027.7 bn (US\$90.4 bn) in 2014. The proposed project is expected to help augment the tourism infrastructure to cater to such increasing demands.

- Capital Investment spending on Travel & Tourism is expected at US\$ 34.7 billion in 2010 which is the 10<sup>th</sup> highest for an individual country in the world. The real GDP growth for travel and tourism economy is expected to achieve an average of 7.7 % per annum over the next 10 years. Hence there exists excellent growth opportunities for such projects.
- Land area for the development of these facilities is already identified by the government and is readily available.
- Khajuraho, a world heritage site, is located at a distance of 13 kms from land parcel at Chattarpur (Bandhavgarh) and 3 km from land parcel Chattarpur (Khajuraho).
- Mandu, a cultural heritage site, is located at distance of 4 km from the identified land parcels at Dhar (Mehendikheda). Hence there exists a ready demand which needs to be serviced.
- There are a good scope for development of facilities related to cultural tourism at these places.

MP's value proposition

## Madhya Pradesh - “Hindustan ka Dil” (Heart of India)

- MP is called the “Heart of India” considering the tourism attractiveness of the state.
- Madhya Pradesh is bordered by 5 states - Gujarat, Maharashtra, Rajasthan, Uttar Pradesh and Chhattisgarh which makes it equally close to major tourist destinations from the North, South, East and West.
- Madhya Pradesh is home to extremely rich and diverse tourist attractions in Heritage, Wildlife, Pilgrimage, Leisure and Medical Tourism.
- Madhya Pradesh is home to religious / cultural heritage of Hinduism, Buddhism, Jainism and Islam
- Madhya Pradesh is endowed with natural beauty of spectacular mountain ranges, meandering rivers and miles and miles of dense forest.
- Madhya Pradesh has moderate climate, beautiful landscape, good law and order situation that add value to the attractions
- There are around nine major heritage locations in MP which are a great tourist attractions
- There is more than two fold increase in the total tourist arrivals in MP in period just 4 years. Tourism sector has consistently contributed more than 16% to the NSDP of MP for the past 5 years.
- The present size of tourism industry in MP is Rs. 197.91 billion.



### Connectivity to proposed locations

- Air Connectivity
  - Chattarpur (Bandhavgarh & Khajuraho) - Khajuraho airport is well connected to many cities in India, like Delhi, Mumbai, Varanasi, Bhopal, Indore, Allahabad and Mumbai. All air service providers have flights from Khajuraho to other cities. International travellers get connection

flights to Khajuraho from Mumbai or Delhi

- Dhar (Mehendikheda) - the nearest airport is Indore, which is connected to Delhi, Bombay, Gwalior, and Bhopal
- Road & Public transport
  - Chattarpur (Bandhavgarh & Khajuraho) – Chattarpur is well connected by public and private buses. Private tour service operators arrange deluxe AC and Non AC buses to Khajuraho from various cities including Jhansi and Delhi.
  - Dhar (Mehendikheda) - regular bus service connected with Indore, Mhow, Ratlam, Ujjain, and Bhopal.
- Rail Connectivity
  - Chattarpur (Bandhavgarh & Khajuraho) – Nearest railway station is Mahoba which is located at 63 km from Chattarpur. Harpalpur is another nearby major rail head, which is connected to most of the railhead in India. It is nearly 90 km away from Chattarpur
  - Dhar (Mehendikheda) - convenient railhead are Ratlam and Indore on the Delhi-Bombay mainline.

#### **Nearby tourist attractions**

- Chattarpur (Bandhavgarh & Khajuraho) – A historic city widely acclaimed for its lovely temples, Khajuraho in the State of Madhya Pradesh is located in the woody planes of Bundelkhand region. Apart from world famous temples other tourist attractions are:-
  - Ajaigarh & Kalinjar forts
  - Beni sagar & Gangau dams
  - Archaeological, Dhubela & Jain Museum
  - Shilpgram & State Museum of Tribal and Folk Art
- Dhar (Mehendikheda) - Glory of Dhar lives on, in its palaces and mosques, in legends and songs
  - Mandu (Darwazas, Jahaj Mahal, Hindola Mahal, Hoshang Shah's Tomb & Jami Masjid)
  - Chappan Mahal & Ashmadha (Fossil) Museum
  - Mohankheda – Jain tirth
  - Amjhera & Badnawar
  - Bagh Caves
  - Bhoj Shala, Kalica Mata Mandir (Temple), Ladh Masjid, Man-Tung-Giri (Jain Tirtha)
  - Bandichod Dargaha & Maulana Kamalludin Chisti Dargaha
  - Vijay Mandir & Bada Ganpati Mandir
  - Puratatva Sangrahalay

#### **Policy Initiatives**

Madhya Pradesh State Tourism Development Corporation Ltd. is developing a new Tourism policy with a focus on promoting investments in tourism sector in the State. The upcoming policy will have provisions for providing excellent support / incentive to the developers / investors in Madhya Pradesh.

## Project Specification

- **Facilities:** These identified land parcels are available on lease for period of 90 years for construction, operation & maintenance of tourism related facilities like:-
  - 3-4-5 star hotels
  - Concept / theme hotels
  - Heritage hotels
  - Motels & lodges
- **Location:** The size and specification of the land parcels is as under:
  - Chattarpur (Bandhavgarh) – Khasra no. 176/2/7  
Size of this land parcel: 6.475 hectares
  - Chattarpur (Khajuraho) - – Khasra no. 572/13  
Size of this land parcel: 72.943 hectares
  - Dhar (Mehendikheda) – Khasra no. 195,  
Size of this land parcel: 1.670 hectares
  - Dhar (Mehendikheda) – Khasra no. 193,  
Size of this land parcel: 5.11 hectares
- **Project Cost:** There is ample scope for creation of many such hotels, etc. Each is estimated to have an approximate project cost of around **Rs.400-500 Million**.
- **Project Returns:** Such projects are expected to yield returns in the range of 25-30%.

## Project Contacts

### **Madhya Pradesh State Tourism Development Corporation Ltd.**

Address: Paryatan Bhawan, Bhadbhada Road, Bhopal 462 003. INDIA.  
Telephone : (+91) (0755) 2778383/2774340,42,43,44  
Fax : (+91) ( 0755) 2779476/2774289  
E-mail : [info@mptourism.com](mailto:info@mptourism.com)  
URL: <http://www.mptourism.com>

### **Madhya Pradesh Eco-Tourism Development Board**

Address: Urja Bhawan, Link Road No-2, Shivaji Nagar, Bhopal. (MP)  
Telephone : (+91) (0755) 2768798  
Fax : (+91) ( 0755) 2768805  
E-mail : [mpecotourism@gmail.com](mailto:mpecotourism@gmail.com)  
URL: <http://www.mpecotourism.org>

### **Madhya Pradesh Trade and Investment Facilitation Corporation Limited**

Address: AVN Towers, Mezzanine Floor, 192 Zone -1, M.P Nagar , BHOPAL-462011  
Telephone : (+91) (0755) 2559970, 2559979, 2768058  
Fax : (+91) ( 0755) 2559971  
E-mail : [trifac@mptrifac.org](mailto:trifac@mptrifac.org); [md@mpsidc.org](mailto:md@mpsidc.org)  
URL: <http://www.mptrifac.org>

