The Mighty Himalayas

Development of Ski Resorts in the Indian Himalayas

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The Himalayas are a vast mountain system extending into seven south–Asian countries comprising of a total area of 3.3 million square kilometers.

- INDIA
- NEPAL
- BHUTAN
- CHINA
- AFGHANISTAN
- PAKISTAN
- BANGLADESH
5000 year old ancient civilization
325 spoken dialects
18 official languages
30 states
29 festivals
55 percent of the Himalayas are in India starting from the great bend of Indus in the west to the mighty Brahmaputra in the east
A country with 1.3 billion people.

A population of 51 million living in the Indian Himalayas
Incredible India

Incredible India
Traditionally most visitors to the Mountains have been from the plains of India who have been taking on to the heights to beat the heat during Summers.
Tourism a tool to:

- Generate employment and support resource.
- Stimulate profitable domestic industries e.g. Hotels, Food services, Transportation systems, Guide services.
- Generate Foreign exchange & inject new money in local economy.
Goverment Initiative for promotion of Tourism

1. Public Private Partnership
2. Grants and subsidies
3. Open Door Policy
Global Warming: Threat to Mountain Tourism

Snow pastures in the Mountains are an important source of income both during the summer and winter seasons and a key destination for tourists.

Increase in global mean temperature has had potential impact on

1) **Snow**: Financial viability of winter tourism is adversely affected and effects also seen on summer tourism.

2) **Glaciers**: Retreat of glaciers a severe loss of mountain aesthetic value.

3) **Permafrost**: Increase in melting of permafrost making mountain areas vulnerable to landslides and increasing risk in adventure activities.

4) **Changing Weather Patterns**: The recent years have seen drastic change in weather patterns with increase levels of precipitation and change in timings of seasons.

5) **Economic Disparity**: Change in the key elements of the touristic offers in winter sports and summer holidays may result in lower earnings and reinforce economic disparities between urban areas and less developed mountain regions.
Implications of Development in the Mountains

**Positives**
1. Improved Infrastructure.
2. Sustainable development.
3. Upliftment of local economy.
4. Inclusion of remote destinations into main stream.
5. Generation of employment.

**Negatives**
1. High value land transfers
3. Urban Rush to the mountains.
4. Shrinking area under Agriculture / Horticulture.
5. Soil Erosion & Geo-instability.
Dawn of Winter Sports in the Indian Himalayas
India is a developing Ski Nation & so far has 3 developed Ski destinations.

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<tr>
<th>Area</th>
<th>Ownership</th>
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<td>2. Auli</td>
<td>State Government (State of Uttarakhand)</td>
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Also has Heli Skiing operations in the state of Himachal Pradesh.
Challenges facing the Development of Ski Resorts in the Himalayas

1. Lack of Infrastructure.

2. Onslaught of property development.

3. High density of visitors in respect to the ecological footprint.

4. Excessive pressure of tourism in concentrated areas.

5. High cost of Capital.


7. Adapting to Fragile cultural heritage.
Meeting the Cross Cultural Challenge.
Zero Tolerance to Cultural Invasion

a case study
The State of Himachal Pradesh is nestled in the north-west Himalayan range.

1. Area 56,000 sq kms.
3. Key industries:
   a) Hydel power
   b) Tourism.
   c) Forestry.
4. Highest Point 6800 mts
Highest Village in the world

KIBBER at 4280 Mts
A Sustainable Tourism Project Nestled in the Rooftop of the World

SIMPLY SKI!
Ski Himalayas

The first and Only Private Ski Resort in India
Located at Manali,
In State Of Himachal Pradesh
BUILD OWN OPERATE & TRANSFER Model

- License for 40 years
- Permission granted by Government following Global Bidding.
- Evaluation of Technical Competence.
- Project awarded on maximum Revenue basis.
- State Government acts as facilitator for implementation.
Solang a Sustainable Tourism Development Project

- Total investment 11 million euros.
- Visitors to the destination 2.5 million annually.
- Local people involved in business 50,000.
- Estimated Revenue Generation in the Local Economy more than 500 million euros yearly.
Focus

- To attract discerning tourists and visitors.
- To provide opportunities to enhance livelihood of the local folks.
- To be involved in socially responsible tourism.
- To preserve and protect natural heritage and culture.
- To act as a catalyst in the social upliftment of the society.
✓ No property development activity in conjunction with the skiing facility so as to ensure that the tourism multiplier effect works in favor of the local economy.

✓ Meets the needs of the host region while protecting and enhancing opportunities for the future. Economic, social and aesthetic needs of this great Himalayan region are fulfilled.

✓ Maintaining cultural integrity, essential ecological process, biological diversity and life support systems of its inhabitants.
1. Clean renewable energy through captive hydro power generation.

2. Eco – materials for construction activity.

3. Extending the green cover through massive plantation.

4. Floral bio-diversity through multi-dimensional forest farming to generate timber, fruits and herbals.

5. Reducing vehicular emissions through mass transit shuttle.


7. Solar lighting & water heating.
Captive Small Hydro Power Generation

A Non-Fossil fuel obligation
Global Warming is a challenge for the Mountain Tourism Industry. Warmer temperatures and longer summer season are a Concern for the winter tourism as it depends on good snow conditions and is highly sensitive to snow deficient winters, but on the same hand the summer tourism has seen growth many folds and the need has risen for Developing all Season Resorts.

Tourism development projects not only need to be verified and evaluated in terms of their social and environmental compatibility but also need to be assessed from Climate – Compatibility angle.
Thank You