



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

# **TOURISM POTENTIAL ASSESSMENT STATE TOURISM DEVELOPMENT AGENCY, INDIA**

## **Client Description**

The client was a nodal state tourism development agency under the aegis of the Ministry of Tourism.

## **Process**

Multiple sites had been identified for development as STA. The team carried out onsite review of facilities, infrastructure and attractions, and created district level development plans within the framework of the National Policy on Tourism.

## **Issue/Need**

The client's requirements were to assess the potential for development of coastal tourism industry in centrally-designated Special Tourism Areas.

## **Deliverables**

1. Prioritization of sites as per tourism traffic potential
2. Identification of commercial feasibility of development
3. Community development needs