

# **TOURISM IN NOIDA**

In the Existing Scenario we should AIM for the following:

1. Creation of an **ICON FOR THE CITY**

Eg: Petronas Tower or Burj-al-Arab

2. Creation of **WORLD CLASS FACILITIES** for -

***a) Recreation b) Sports c) Entertainment***

3. **SAFE AND FACILITATED ENVIRONMENT** for

Tourists

**ICON OF THE CITY**

# CITY ICON

## NOIDA



## **CHARACTERISTICS OF A CITY ICON :**

- a) Aesthetically Beautiful
- b) Interactive
- c) Citizen Centric
- d) Identity Of The City
- e) Capable Of Being A Cultural Heritage
- f) Good Quality Finishes



# CITY ICON

## DUBAI, UAE





# CITY ICON

## KAULA LUMPUR, MALAYSIA





# CITY ICON

## LONDON, ENGLAND





## PARIS, FRANCE



## SYDNEY, AUSTRALIA





# CITY ICON

## SINGAPORE





# CITY ICON

## NEW YORK, USA





## RIO DE JENARIO, BRAZIL



## NEW DELHI, INDIA







**TOURISM:** Travel for Leisure

- a) Tourists
- b) Business Visitors
- c) People daily coming to NOIDA for work
- d) Residents of NOIDA
- e) People Visiting Agra (Agra Circuit) / People Coming for F1, Night Safari and other such things.

# DEFINITION

**Tourism** is travel for recreation, leisure, religious, family or business purposes, usually for a **limited duration**.

The **World Tourism Organization** defines **tourists** as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".



# TYPES

✓ **ADVENTURE AND EXTREME**

✓ **BUSINESS**

✓ **CULTURE AND THE ARTS**

✓ Extralegal

✓ **FOOD AND DRINK**

✓ Historical

✓ Low-impact

✓ Medical and dental

✓ Miscellaneous

✓ Nature and rural

✓ **NIGHTLIFE AND PARTY**

✓ Religious

✓ Voyeuristic

✓ **WATER-RELATED**

## DEFINITION

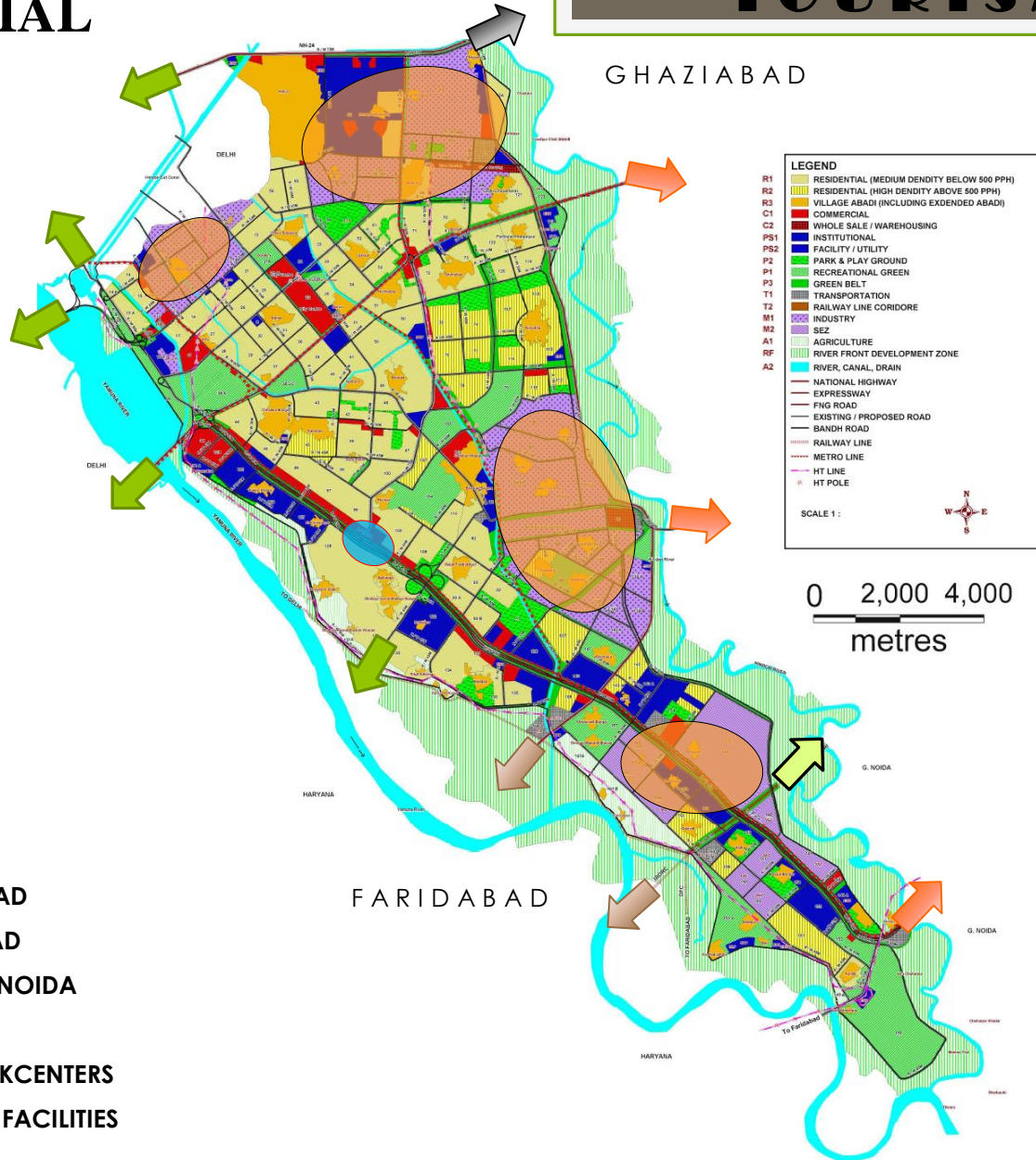
During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home. Primary business tourism activities include **meetings, and attending conferences and exhibitions.**

# BUSINESS TOURISM

## POTENTIAL

HAZIABAD

DELHI



**LEGEND**

- R1 RESIDENTIAL (MEDIUM DENSITY BELOW 500 PPH)
- R2 RESIDENTIAL (HIGH DENSITY ABOVE 500 PPH)
- R3 VILLAGE ABADI (INCLUDING EXTENDED ABADI)
- C1 COMMERCIAL
- C2 WHOLE SALE / WAREHOUSING
- PS1 INSTITUTIONAL
- PS2 FACILITY / UTILITY
- P2 PARK & PLAY GROUND
- P1 RECREATIONAL GREEN
- P3 GREEN BELT
- T1 TRANSPORTATION
- T2 RAILWAY LINE CORIDORE
- M1 INDUSTRY
- M2 SEZ
- A1 AGRICULTURE
- RF RIVER FRONT DEVELOPMENT ZONE
- A2 RIVER, CANAL, DRAIN

— NATIONAL HIGHWAY  
 — EXPRESSWAY  
 — FNG ROAD  
 — EXISTING / PROPOSED ROAD  
 — BANDH ROAD  
 — RAILWAY LINE  
 - - - METRO LINE  
 — HT LINE  
 \* HT POLE

SCALE 1 :



- TO DELHI
- TO GHAZIABAD
- TO FARIDABAD
- TO GREATER NOIDA
- TO DADRI
- MAJOR WORKCENTERS
- RECREATION FACILITIES

FARIDABAD

GREATER NOIDA

**BUSINESS  
TOURISM**

**NOIDA**



# CYBER HUB, GURGAON

# BUSINESS TOURISM



**INTERNATIONAL EXAMPLES**

## **DEFINITION**

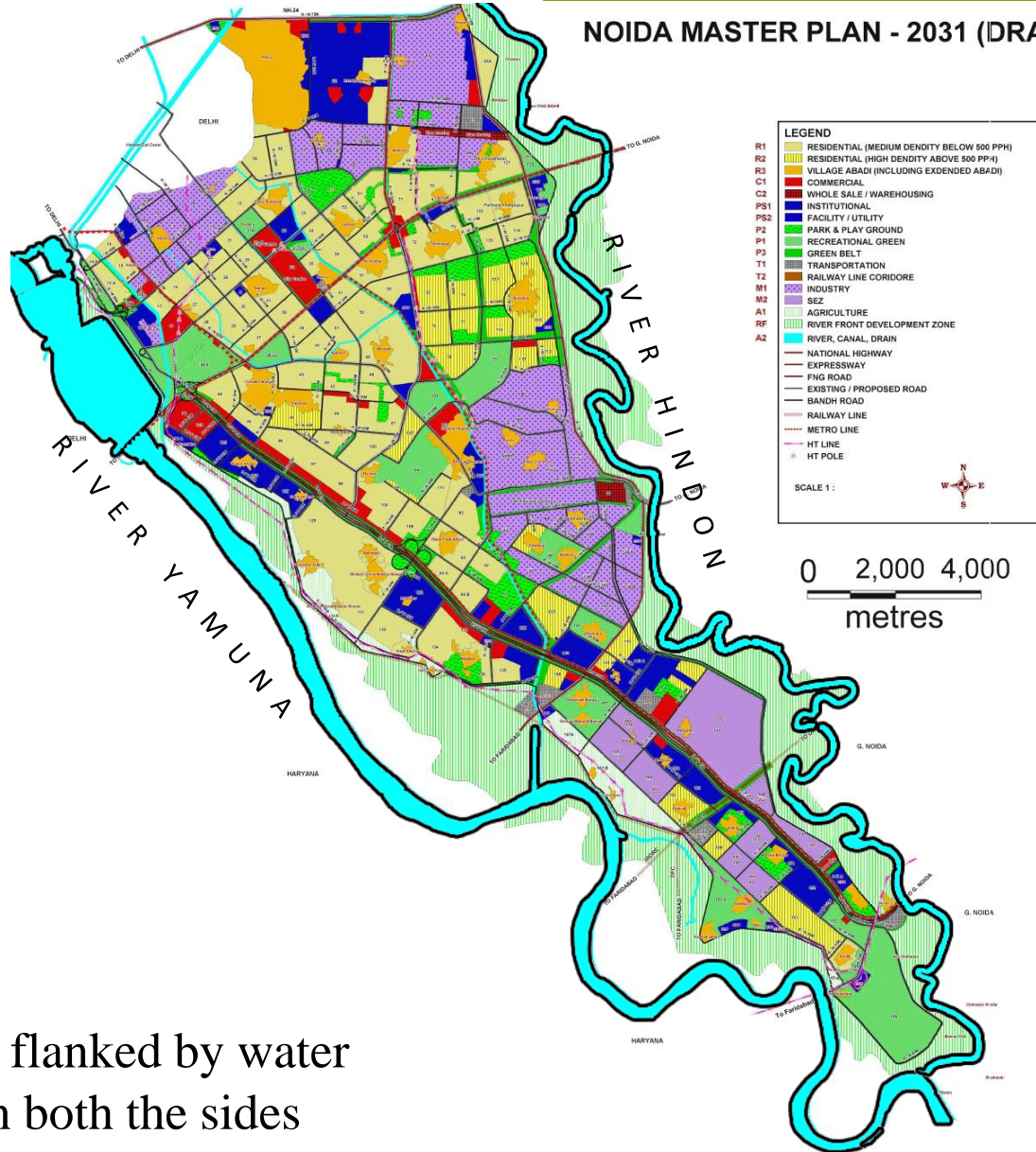
Water has a powerful attraction for people. When people decide to plan vacations and travel for recreation, instruction, and pleasure, many have a strong tendency to head to the water.



# WATER RELATED TOURISM

## POTENTIAL

### NOIDA MASTER PLAN - 2031 (DRAFT)



**NOIDA** is flanked by water bodies on both the sides

# WATER RELATED TOURISM

## RIVER YAMUNA



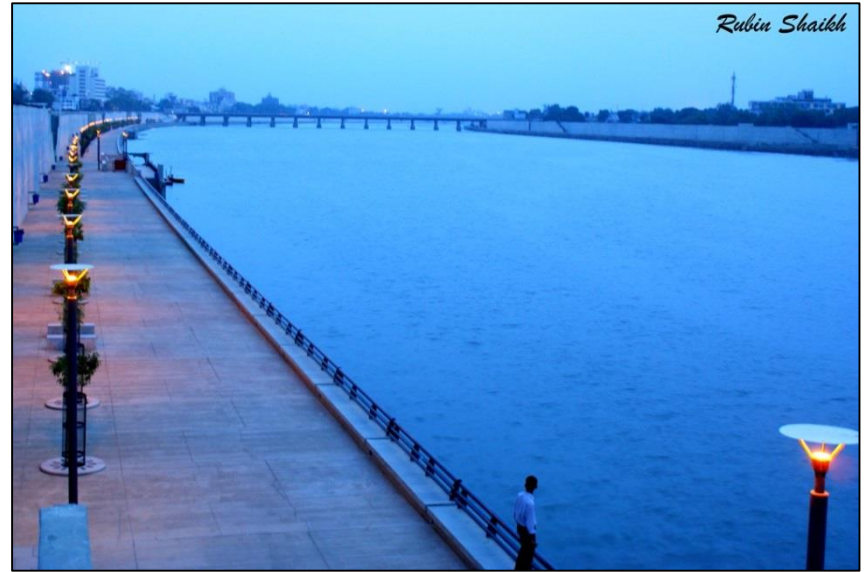
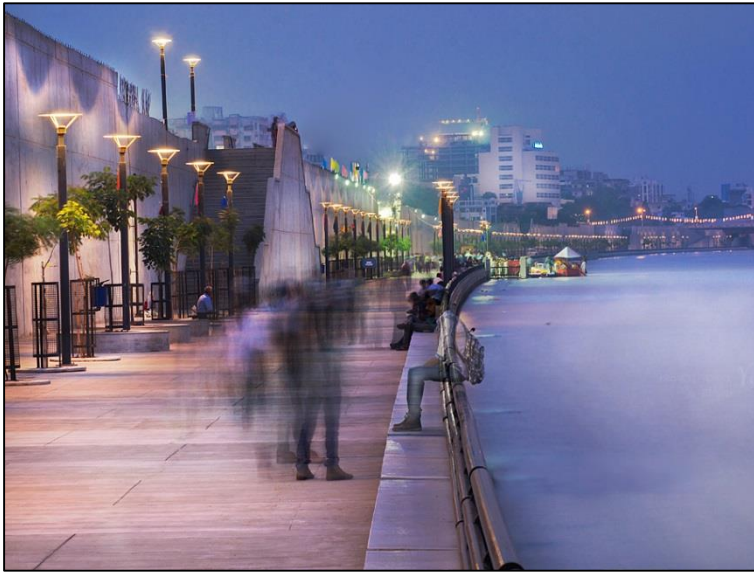
© AFP

Amma S



# SABARMATI RIVERFRONT, AHMEDABAD

## WATER RELATED TOURISM



*Rubin Shaikh*





# WATER RELATED TOURISM

## RIVER HINDON





# WATER RELATED TOURISM

## RIVER RESTORATION PROJECT, SEOUL





# WATER RELATED TOURISM

## RIVER RESTORATION PROJECT, SEOUL





# WATER RELATED TOURISM

## RIVER RESTORATION PROJECT, SEOUL





# WATER RELATED TOURISM

## JALDHARA, JAIPUR

