



## **CO-OPERATIVE DESTINATION MANAGEMENT ORGANISATION (cDMO) PRINCIPLES**

1. to advance the Co-operative Principles in tourism by establishing an effective cDMO for the Area to put into practice the co-operative values of self-help, self-responsibility, democracy, equality, equity and solidarity and ethical values of honesty, openness, social responsibility and caring for others;
2. to support the development and promotion of a network of cDMOs in other areas of Uttarakhand, throughout India and internationally;
3. to support and assist those people who live in, work in, invest in or visit the Area to explore opportunities and enable them to achieve their aspirations for the general good of the Area community;
4. to improve the infrastructure and management services associated with tourism, recreation and other activities in the Area for the benefit of the Area community;
5. to attract, organise, promote and support events and activities that will benefit those people who live in, work in, invest in or visit the Area;
6. to stimulate active participation by the area community to identify needs, recognise constraints and implement strategies to promote sustainable economic growth and stimulate business enterprise for the general good of the Area community;
7. to promote and encourage quality and sustainability in the environment of the Area and in the standards provided by and for those people who live in, work in, invest in or visit the Area;
8. to liaise with statutory authorities and other bodies to ensure that the Area community is adequately represented in terms of strategic planning and economic development for the future wellbeing of those people who live in, work in, invest in or visit the Area;
9. to manage and commission projects and activities that will contribute to the social and economic development of the Area; and
10. to liaise with, support, fund, work with and take over the functions of other organisations in the Area having aims consistent with the Society's.