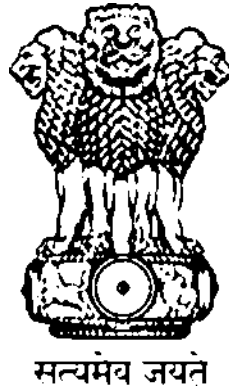


Draft National Tourism Policy



August 17, 2020

**Ministry of Tourism
Government of India**

Draft National Tourism Policy

Building Blocks

1

**Draft New
Tourism
Policy 2015
edited 2017**

2

**NITI Aayog
Report
SGOS Report
UNWTO**

3

**Prime Minister
Speeches on
various
occasions**

4

**Existing
Schemes and
initiatives of
the Ministry of
Tourism**

Draft National Tourism Policy

Building Blocks

आत्मनिर्भर भारत

PM's Five Pillars for a Self Reliant India

1

Economy

2

Infrastructure

3

Systems

4

Demography

5

Demand

Policy Framework

Vision and Mission

Goals

Key Strategic Pillars

Sustainable and Responsible Tourism

1

**Welcome
the
Visitor**

2

**Seamless
Connectivity
and
Transport
Infrastructure**

3

**Destination
Planning,
Development
and
Management**

4

**Investment
Promotion
and
Business
Development**

5

**Develop
and
Diversify
Tourism
Products**

6

**Market
India**

7

**Quality
Assurance
and
Standards**

8

**Market
Research**

9

Skills

Governance, Institutional Linkages and Stakeholder Management

Draft National Tourism Policy

Vision

“To transform our tourist destinations to provide world class visitor experience making India one of the topmost destinations for sustainable and responsible tourism”

Mission

- 1 Post COVID – To accelerate growth of Inbound and domestic tourism in a sustainable and responsible manner**

- 2 To position India as a welcoming, safe, clean, hygienic and accessible destination**

- 3 To provide seamless connectivity and transport infrastructure**

- 4 To plan, develop and manage tourist destinations and circuits**

- 5 To promote Startups, MSMEs and Investment in tourism sector**

- 6 To improve ease of doing business and India's rank in WTTI**

- 7 To develop and diversify tourism products**

Mission

- 8** To facilitate availability of skilled manpower for tourism sector

- 9** To market India aggressively in overseas and domestic markets

- 10** To promote standardization and quality assurance in tourism sector

- 11** To strengthen use of market intelligence and research

- 12** To build institutional capacity and enhance institutional linkages

Goals

1	Post COVID – To accelerate growth of Inbound and Domestic tourism	To increase India's share in ITA to 33 million
		To increase FEE to 56 billion USD
		To increase the contribution to GDP to INR 8.5 lac Crore
		To increase Domestic Visits to 3.6 Bn
2	To facilitate availability of skilled manpower for tourism sector	To increase the employment of tourism sector to 125 million

Goals

3	To provide seamless Connectivity and Transport Infrastructure	To connect 75 new tourist destinations with air connectivity
		To ensure connectivity of ASEAN region with Buddhist circuit
		To ensure one wayside amenity for average [75] Kms along State and National Highways
4	To plan, develop and manage tourist destinations and circuits	To develop 100 smart destinations
		To develop 20 iconic destinations
		To develop DMOs at 19 destinations within one year

Please refer to the Draft Policy for remaining goals

Pillar 1

Welcoming the Visitor

To position India as a welcoming, safe, clean, hygienic and accessible destination

Strategic Sub Pillars

Atithi Devo Bhava – the Guest is God

1

Facilitating
Entry to the
Country

2

Facilitating
and Welcome
at the Arrival

3

Ensuring
Cleanliness

4

Ensuring
Hygiene

5

Tourist Safety

6

Accessibility

Use of Digital Technologies, Audit and Ranking of Destinations

Pillar 2

Seamless Connectivity and Transport Infrastructure

To promote synergy in Transport and Tourism – Enhancing visitor experience

Strategic Sub Pillars

Multimodal connectivity to the Destinations

Roadways

1. Last mile connectivity
2. Wayside amenities
3. Interstate barriers
4. Eco-friendly transport

Railways

1. Basic Services
2. Enhanced Experience
3. Dedicated tourist coaches
4. Luxury tourism products
5. Budget Hotels at RS

Air Transport

1. Direct Connectivity
2. Dispersal of traffic
3. Last Mile Connectivity & Measures to improve connectivity
4. Making Air travel competitive

Water Ways

1. Cruise Passenger Traffic
2. Inland Water Cruise

Pillar 3

Destination Planning, Development and Management

To ensure Competitiveness and Sustainability – Destination Management Organizations to encourage Public, Private and Community partnership

Destination Planning

1. Master Planning
2. Community Participation in Planning
3. Smart Destinations
4. Digital and IT

Destination Development

1. Theme based circuits
2. Iconic Destinations
3. Buddhist Circuit
4. Priority of NE, J&K
5. Special Tourism Zones

Destination Management

1. DMO as SPV
2. Functions of DMO
3. Structure of DMO

Promoting PPP

1. Enabling Conditions
2. Robust Framework

Use of Critical and Evolving Technologies

Pillar 4

Investment Promotion and Business Development

To attract Domestic and Foreign Investments and nurturing Startups and MSMEs is crucial for the growth of Tourism

Attracting Investments	Supporting MSMEs	Nurturing Startups	Promoting PPP
<ol style="list-style-type: none">1. Enabling conditions of Infrastructure, Land, Incentives2. Ease of Doing Business3. Investment Facilitation4. Benchmarking State Policies	<ol style="list-style-type: none">1. Capital and Credit facilities2. Marketing support3. Infrastructure facilities4. Technology5. Skilled manpower	<ol style="list-style-type: none">1. Networking2. Mentorship3. Incubation Space4. Synergy in Central and State Policies5. Universities and other organizations	<ol style="list-style-type: none">1. Enabling Conditions2. Robust Framework

Ease of Doing Business and promoting healthy competition amongst the States

Pillar 5

Develop and Diversify Tourism Products

To customize our bouquet of products to attract visitors from specific markets, both as geographic entities and interest groups

Key Strategic Objectives	Guiding Principles	Product Specific Roadmaps	
<ol style="list-style-type: none">1. Year-round visitation,2. Dispersion across the destinations,3. Increasing length of stay, spend, and4. Propensity for repeat visitation	<ol style="list-style-type: none">1. Market opportunities2. Innovate offerings3. Synergize leisure and business travel4. Ensure key strategic imperatives5. Public-private partnerships6. Community participation7. Sustained and equitable growth	<ol style="list-style-type: none">1. Heritage & Culture2. Spirituality3. Yoga/ Ayurveda / Wellness4. Medical Tourism5. MICE6. Adventure7. Rural / Farm/ Agri8. Beaches	<ol style="list-style-type: none">9. Cruises10. Eco Tourism11. Cuisine12. Fairs & Festivals13. Cinematic Tourism14. Destination Weddings15. Interpretation/ Heritage Walks

Pillar 6

Skill Development

To benefit from the employment generating potential of Tourism, facilitating skills and employability of youth, women and local communities will be the key

Strengthening Skill Training	Destination based Skilling	Other Initiatives	IITF Certification Program
<ol style="list-style-type: none">1. Making Skill Aspirational2. Moving towards NSQF3. Synergy with NSDC4. Training of Trainers5. Recognition of Prior Learning	<ol style="list-style-type: none">1. Short term skilling programs at destinations2. Local Community to benefit3. Bridge the skill gap at the destination	<ol style="list-style-type: none">1. Community workforce support program2. Enabling framework for private institutes3. Facilitating placement	<ol style="list-style-type: none">1. Online program2. Certified Facilitator3. Advance Modules to be added to scale up the program

Skill Development initiatives will be driven by Speed, Scale and Standardization

Pillar 7

Market India

To pursue a marketing strategy in synch with tourist's journey of destination interest, search, research, decision making and booking process

Digital and Online Marketing	Overseas Marketing	Domestic Campaign	Social Awareness Campaign
<ol style="list-style-type: none">1. Shift to Online platforms2. User Generated Content3. Social Media Listening4. Personalization & Analytics5. Publicity Material – Digital6. Centralized repository of all digital assets	<ol style="list-style-type: none">1. Global Media Campaign2. Role of Indian Missions3. Global travel mart4. Mega Fam tours5. India Tourism Representative6. Indian Diaspora7. Shooting films in India	<ol style="list-style-type: none">1. Dekho Apna Desh Campaign2. District Tourism Maps3. Divert Outbound to domestic tourism4. Excursions by Schools/ Colleges5. Promotion of Fairs and Festivals	<ol style="list-style-type: none">1. Atithi Devo Bhava2. Cleanliness3. Hygiene4. Women Safety5. Responsible

Pillar 8

Quality Assurance and Standardization

Trust is the Cornerstone – A robust accreditation and standardization system to promote quality of service and development of enterprises

Quality Tourism Framework

1. A Quality Tourism accredited business will imply:
2. Quality & Reliability
3. Professional customer service
4. Accuracy in advertising
5. Sound environmental practices
6. An appropriately licensed and qualified operator
7. Adherence to a Code of Ethics

Accreditation to promote Growth

1. A single, user friendly and online platform
2. To allow entrepreneurs to grow their enterprises from Startups to niche markets to international standards
3. Modern branding to promote accredited businesses
4. Graded approach to maximize coverage

Database of Tourism Service Providers

1. Need for a comprehensive National Database of Tourism Service Providers
2. Will be available to Central and State Governments for capacity building, skill training, COVID-19 safety and hygiene etc.
3. Not limited to accredited units

Pillar 9

Market Intelligence and Research

To build a robust market intelligence system to provide timely forecasts and insights to the Government, Trade and Industry for informed decisions

National Dashboard for Tourism

A National Dashboard for showing the trends, progress and status of various tourism related performance indicators at National, Regional and State level.

Visitor Data and Feedback Surveys

1. International Visitor Feedback Survey
2. Domestic Visitor Feedback
3. Data regarding NRI visits
4. Tourist arrival data on a daily basis from BOI
5. Technical / advisory group
6. Gender wise data

Surveys for baseline data

There is a need for developing and standardizing methodologies for baseline surveys and providing assistance to States/ UTs for uniform adoption

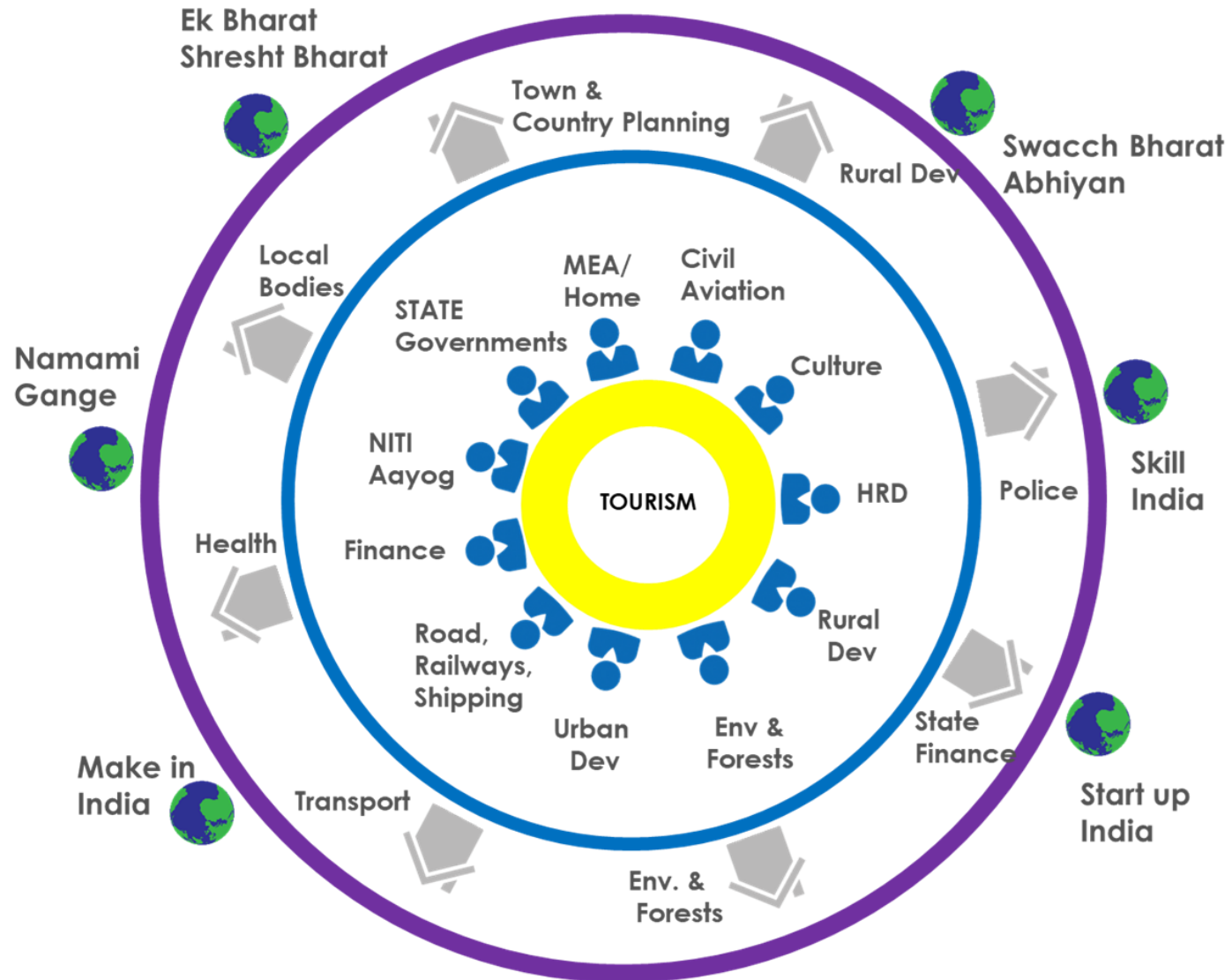
Research and Studies

1. Potential of various Niche products
2. Study of various source markets
3. Collate and cross reference data from research by PATA, UNWTO, WTTC etc.

Harnessing the power of digital technologies, big data, analytics and artificial intelligence

Pillar 10

Governance and Institutional Linkages



Pillar 10

Governance and Institutional Linkages



Apex Level

State Level

State Level

State Level

Destination

Destination

Destination

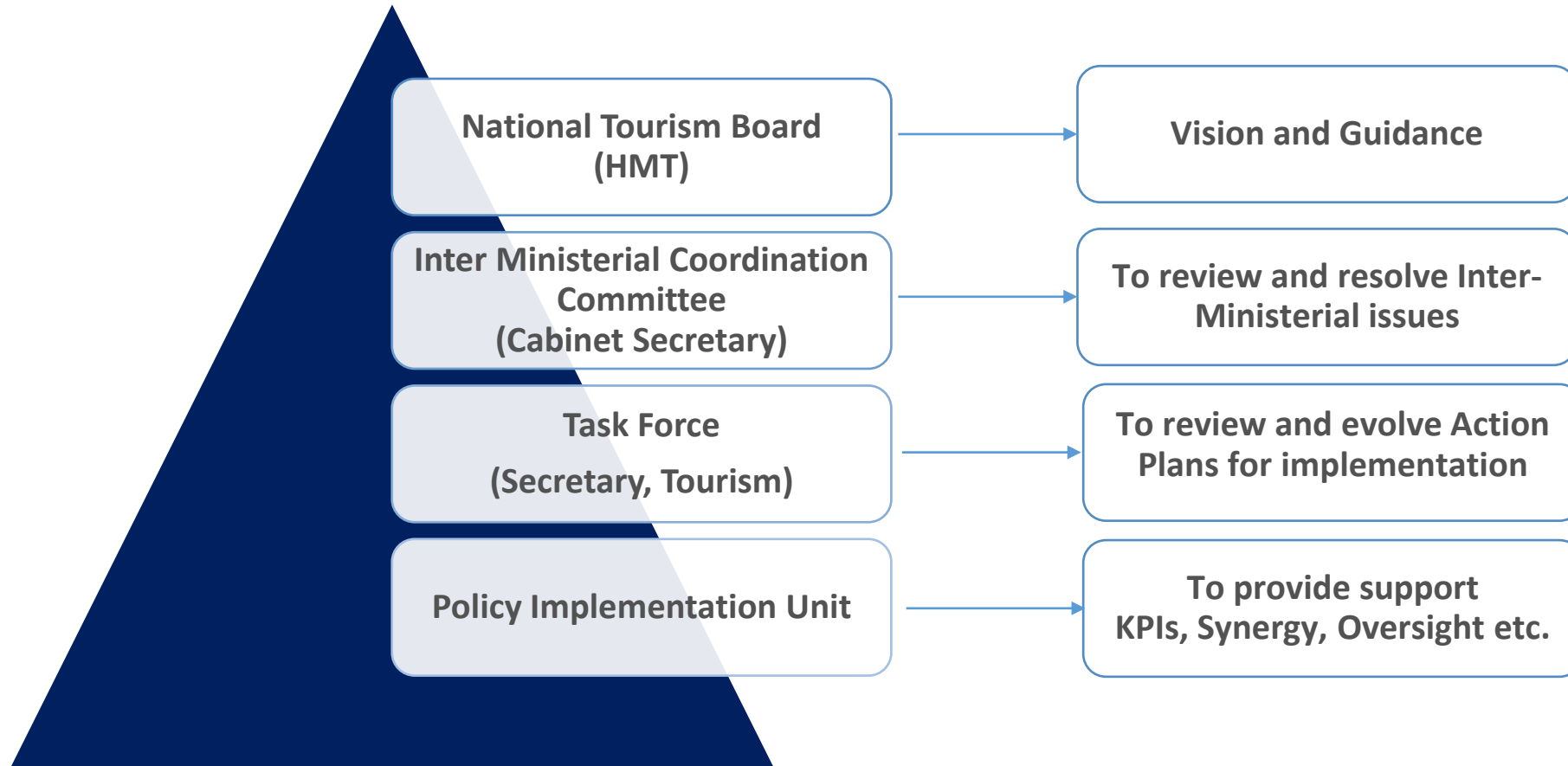
Destination

Destination

Pillar 10

Governance and Institutional Linkages

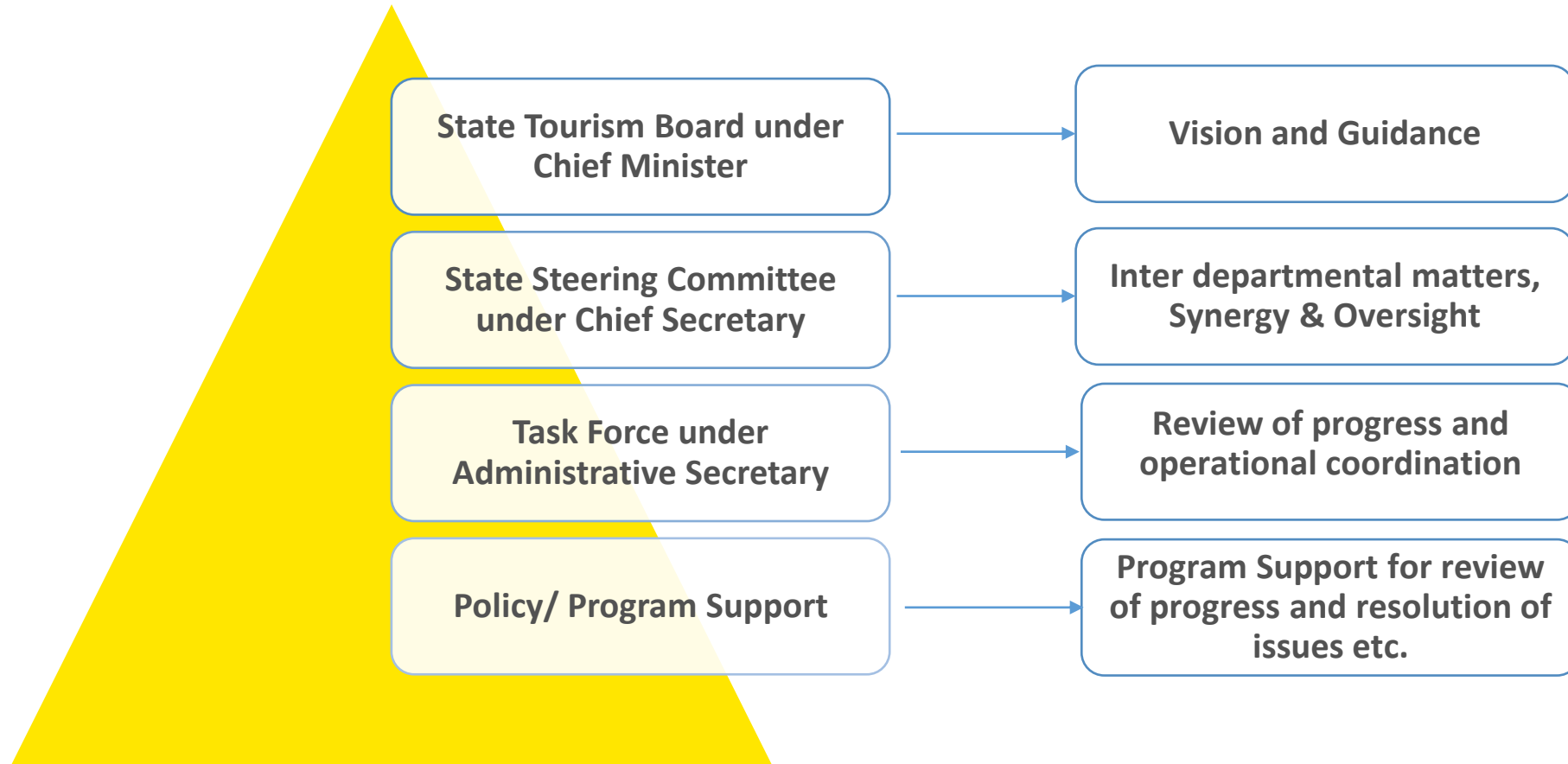
Apex Level Governance



Pillar 10

Governance and Institutional Linkages

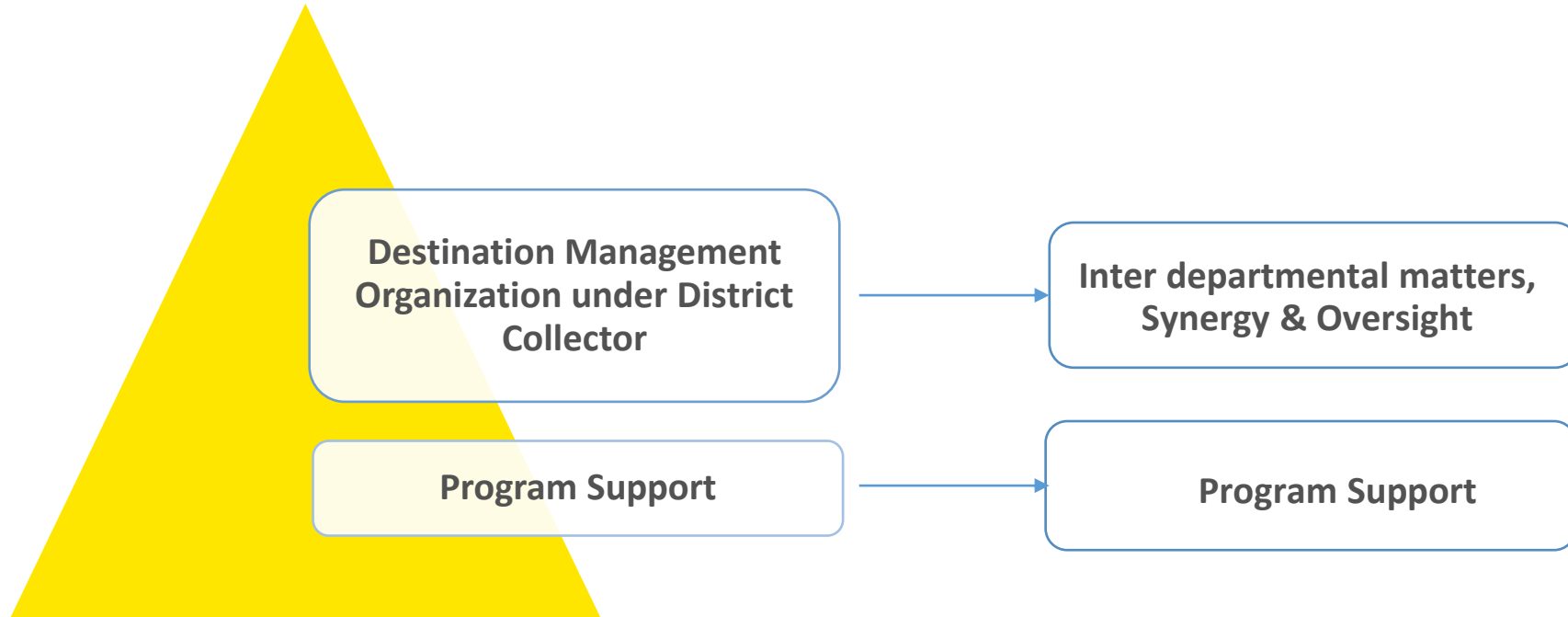
State Level Governance



Pillar 10

Governance and Institutional Linkages

Destination Level Governance



Thank You