

Draft National Tourism Policy



17th August, 2020

**Ministry of Tourism
Government of India**

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Message from Prime Minister

Message from Tourism Minister

List of Acronyms

DRAFT

Chapter 1 – Introduction

1.1. India – an Emerging Superpower of the World

1.1.1. Transformation of Indian Economy

Powered by its strong democracy, unprecedented economic growth, deep technological capabilities and young population, India is an emerging superpower of the World. The transformation of Indian economy has been fueled by a slew of reforms and measures creating competitive manufacturing environment, enhancing ease of doing business, attracting domestic and overseas investments and fostering a culture of innovation and technology.

1.1.2. Towards Aatmanirbhar Bharat

Challenged by COVID-19, India has come out with the resolve to become self-reliant. “Aatmanirbhar Bharat” is a call to become vocal for local. It rests on the five pillars of economy, infrastructure, systems, demography and demand. India’s quest for self-reliance is about creating strong enterprises in India. Enterprises that can become global forces. Self-reliance is about generating employment and empowering our people to come out and create solutions that can define the future of our country.

While promoting foreign trade and international cooperation, the Country is also focused on promoting procurement of domestically produced goods and inclusive growth through nurturing and promoting Micro, Small and Medium enterprises.

1.1.3. Increasing International Recognition

India's philosophy of 'Vasudhaiva Kutumbakam' sees the world as one family. It gives India an unwavering belief in multilateralism. India’s traditions of non-violence and pluralism, diversity and tolerance, its yoga and Ayurveda, its Bollywood and classical dances, are all well known. There is an increasing international recognition of India’s cultural and civilizational heritage. The rise of Indian diaspora to top echelons of technology industry and other professions across the world has given a great recognition to India.

1.2. Tourism – A Global Opportunity for India

1.2.1. Tourism – a major Engine of Economic Growth

Tourism is one of the largest global industries and a major engine for economic growth and employment generation. Once perceived as an activity for the affluent, today the number of travellers is growing rapidly and many international travellers are from the expanding middle class of large emerging economies. Tourism has become a way of life and millions of new travellers are looking for exceptional travel experiences, be they business or leisure, domestically, regionally or internationally.

1.2.2. India – Needs to realize its full tourism potential

As a travel destination, few other nations can offer the diversity of products and experiences found in India. However, tourism in India, though growing consistently, is yet to realize its full potential. Growth of tourism sector will impact Indian economy in terms of spreading benefits across the country including remote areas and providing employment and entrepreneurial opportunities to youth, women, marginalized sections of the society and those in the informal sector.

1.2.3. **National Prioritization of Tourism Sector – A critical pre-requisite**

National prioritisation of the sector is critical to ensuring focus, investment, alignment and competitiveness needed as precursors to maximizing the impact of the tourism sector for the benefit of India at large. Tourism sector must be accorded priority by Central Government Ministries, State Governments and Local Bodies. Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. Tourism is a global opportunity that cannot be ignored.

1.3. **Incredible India Brand**

The Government launched 'Incredible India' campaign to tap into the vast tourism potential of the country in an organised manner. An integrated communication strategy aimed at promoting India as the preferred destination for the international traveller was formulated. The campaign highlighted various facets of Indian culture and history such as yoga, spirituality, festivals and monuments. The Incredible India campaign is one of the most successful campaigns that placed India on the world tourism map.

1.4. **National Tourism Policy (NTP) 2020 – A new paradigm**

1.4.1. **NTP 2020 – A holistic framework**

The National Tourism Policy 2020 is part of the vision of New India on high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable and responsible growth of tourism sector in the country. The policy is architected around ten strategic pillars

- (i) Welcoming the Visitor,
- (ii) Seamless Connectivity and Transport Infrastructure,
- (iii) Destination Planning, Development and Management,
- (iv) Business Development and Investment Promotion,
- (v) Develop and Diversify Tourism Products,
- (vi) Skill Development,
- (vii) Market India,
- (viii) Quality Assurance and Standardization,
- (ix) Market Intelligence and Research
- (x) Institutional Capacity and Stakeholder Engagement

1.4.2. **NTP 2020 – A Tourist and Destination Centric Approach**

The Policy marks a decisive shift from department and scheme centric approach to a tourist and destination centric approach. A tourist is essentially seeking an experience when he visits any destination and the Policy aims at enhancing tourist experience throughout his journey from arrival to return. The Competition in tourism is not confined to tourism service providers, but the most decisive competition struggle takes place between the destinations. The Policy accordingly shifts focus to the planning, development and management of tourist destinations and has laid down a framework for Destination Management Organizations.

1.4.3. **NTP 2020 – A whole of Government Approach**

The Policy lays down an elaborate framework for engagement of Ministry of Tourism with other line Ministries, State Governments and Local Governments in the true spirit of cooperative and competitive federalism for development and promotion of tourism in the country. A whole of Government approach in partnership with Industry Stakeholders is critical to the success of tourism sector in the country.

1.5. **Applicability of the Policy**

The policy shall be applicable for 5 years from the date of notification unless extended further. Most of the provisions of the policy would require concurrent and coordinated action by the Central Government, State Governments and Local Governments in partnership with Industry Stakeholders. Specific roles and responsibilities of different stakeholders will further be spelt out in the detailed schemes, guidelines and action plans to be prepared for the implementation of the Policy from time to time.

1.6. **Definitions**

Tourism is a diverse sector and there is a need to define various terms being used in the tourism sector so that there is uniform, consistent and clear understanding amongst all stakeholders. A list of definitions has accordingly been given in **Annexure-I**.

Chapter 2 – Vision, Mission and Goals

2.1. Vision

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

2.2. Mission

With the overarching vision of sustainable and responsible tourism, the Policy aims to achieve the following missions:

- (i) To revive the tourism sector in the wake of COVID-19 and further accelerate growth of Inbound and domestic tourism in a sustainable and responsible manner
- (ii) To position India as a welcoming, safe, clean, hygienic and accessible destination
- (iii) To provide seamless connectivity and transport infrastructure
- (iv) To plan, develop and manage tourist destinations and circuits
- (v) To promote Startups, MSMEs and Investment in tourism sector,
- (vi) To improve ease of doing business and India’s rank in WTTI
- (vii) To develop and diversify tourism products and experiences
- (viii) To facilitate availability of skilled manpower for tourism sector
- (ix) To market India aggressively in overseas and domestic markets
- (x) To promote standardization and quality assurance in tourism sector
- (xi) To strengthen use of market intelligence and research
- (xii) To build institutional capacity and enhance institutional linkages

2.3. Goals

The Policy aims to achieve the following goals in the first five years and the goals would thereafter be revised for next five years of the Policy.

2.3.1. To Accelerate Growth of Inbound and Domestic Tourism in a sustainable manner

- (i) To increase India’s share in ITA to 33 million
- (ii) To increase FEE to 56 bn USD
- (iii) To increase Domestic Visits to 3.6 bn
- (iv) To increase the contribution to GDP to 8.5 lac Cr

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

- (i) To rank important tourist destinations periodically on cleanliness, hygiene, safety and accessibility and first such ranking for select destinations must be done within one year,
- (ii) To provide mobile application-based feedback and rating by the tourists on cleanliness, hygiene, safety and accessibility for select destinations within one year and gradually covering other destinations.

2.3.3. To provide seamless Connectivity and Transport Infrastructure

- (i) To connect 75 new tourist destinations with air connectivity
- (ii) To ensure connectivity of ASEAN region with Buddhist circuit
- (iii) To ensure one wayside amenity for every 75 Kms along State and National Highways

2.3.4. To plan, develop and manage tourist destinations and circuits

- (i) To develop 100 smart destinations
- (ii) To develop 20 iconic destinations
- (iii) To develop and implement framework for Destination Management Organizations with development of DMOs at 19 iconic sites within one year.

2.3.5. To promote Startups, MSMEs and Investment in tourism sector

- (i) To set up investment promotion cell to facilitate domestic and foreign investment
- (ii) To facilitate registration of tourism service providers as MSMEs
- (iii) To facilitate and nurture Startups in tourism sector

2.3.6. To improve ease of doing business and India's rank in WTTI

- (i) To create State Travel and Tourism Index and publish first such index within one year
- (ii) To take India into top 10 in World Travel and Tourism Index (WTTI)

2.3.7. To develop and diversify tourism products

- (i) To overcome seasonality and achieve 365 days tourism
- (ii) To prepare detailed action plans for important niche areas of tourism namely Adventure, Cruise, MICE, Rural within one year and for other areas thereafter
- (iii) To prepare detailed perspective plans for the important thematic areas of tourism

2.3.8. To facilitate availability of skilled manpower for tourism sector

- (i) To increase the employment in tourism sector to 850 mn
- (ii) To launch destination-based skilling and scale it up
- (iii) To make career in hospitality and tourism an aspirational one

2.3.9. To promote India aggressively in overseas and domestic markets

- (i) To make Incredible India digital platform for personalized and targeted online campaign
- (ii) Develop one stop shop for tourist information and services

2.3.10. To promote standardization and quality assurance in tourism sector

- (i) To set up National Database of Tourism Service Providers
- (ii) To develop a single, user friendly and online quality tourism framework

2.3.11. To strengthen use of market intelligence and research

- (i) To set up National Dashboard for Tourism Indicators and trends

2.3.12. To build institutional capacity and enhance institutional linkages

- (i) To set up a Policy Implementation Unit within six months to facilitate and support high level coordination and create synergies amongst the Central Line Ministries, State Governments and Local Governments for implementation of various aspects of the policy and monitor the progress on key performance indicators.
- (ii) To set up National Tourism Board within six months
- (iii) To upgrade NiCHMT as Institution of National Importance and Deemed University
- (iv) To restructure existing entities and set up new entities and empower them to translate the vision and mission into reality
- (v) To set up effective mechanism for talent acquisition for specialized projects, organizations and other initiatives
- (vi) To set up effective mechanism for partnering with various national and international agencies and develop effective PPP models for infrastructure, technology support, marketing, skills and other requirements of the Tourism Industry

Chapter 3 – General Provisions

3.1. **Classification of Destinations**

In order to develop and promote tourist destinations in a planned manner, tourist destinations will be classified into five categories based on their status as world heritage site, protected monuments, footfall and such other relevant factors, as may be notified from time to time.

3.2. **Directory of Tourist Circuits and Tourist Destinations**

An online directory of important tourist circuits and destinations in the country will be maintained with information about their names, unique identification, geo-coordinates, tourism theme, footfall and such other relevant information, as may be notified from time to time.

3.3. **Destination Management Organization**

Destination management organization will be set up at destination level, which will be the leading entity to coordinate with other relevant agencies and tourism service providers for strategic planning, development and marketing of the tourist destinations. A detailed framework for setting up of Destination Management Organizations and their roles and responsibilities has been given in Chapter 8 of the policy.

3.4. **Tourism Development Plans**

In order to develop tourism in a planned manner, tourism development plans will be prepared for various destinations by each State, which can then be aggregated into State, Regional and National Plans. The Ministry will provide support and necessary guidance for preparation of these plans. The plans will be prepared for a time horizon of 5-10 years. These plans will be mapped on GIS.

3.5. **Registration of Tourism Enterprises**

The Ministry has very limited set of data about tourism enterprises. The tourism enterprises are mostly micro, small and medium and quite fragmented. The Ministry will encourage online registration and gradual classification of various tourism enterprises. Such a database of tourism enterprises will help the Central and State Governments and Destination Management Organizations in supporting the tourism enterprises with skilled manpower, digital platform, mentorship, marketing and other capacity building support.

Chapter 4 – Key Strategic Pillars

4.1. **Nine Strategic Pillars and Two Cross Cutting Themes**

The Policy focuses on right set of drivers and enablers to provide a holistic support for the growth and development of tourism in the country. Nine key strategic pillars have been identified in the Policy for the growth and promotion of tourism. While each strategic pillar addresses specific areas, they also support each other towards our vision of transforming our destinations to create world class visitor experience. The nine key strategic pillars are supported by two cross cutting themes:

Overarching Theme

- (i) Sustainable and Responsible Tourism

Nine Key Strategic Pillars

- (i) Welcoming the Visitor,
- (ii) Seamless Connectivity and Transport Infrastructure,
- (iii) Destination Planning, Development and Management,
- (iv) Business Development and Investment Promotion,
- (v) Develop and Diversify Tourism Products,
- (vi) Skill Development,
- (vii) Market India,
- (viii) Quality Assurance and Standardization,
- (ix) Market Intelligence and Research

Cross cutting Support

- (i) Governance, Institutional linkages and Stakeholder Engagement

4.2. **Sustainable and Responsible Tourism**

The overarching theme of the Policy is to promote sustainable and responsible tourism, which will cut across all the strategic pillars to achieve the vision of the policy to make India a top most destination for sustainable and responsible tourism. Sustainable Tourism is all about minimizing the negative impact of tourism on social, environmental and economic aspects and maximizing the positive impact. Responsible Tourism is about taking responsibility by all Stakeholders for achieving sustainable tourism, and to create better places for people to live in and for people to visit.

4.3. **Welcoming the Visitor**

It is the endeavor of the Policy that the country is seen, felt, and experienced as warm, welcoming, safe, secure and easy to explore. The success of a tourist destination lies in how welcoming it is to its visitors and eliminate hustling, cheating, harassment by touts etc. It is a pre-requisite for the tourism sector to be able to realize its aspiration of being the driver

of our nation's identity, economic advancement, and wellbeing. The policy will aim to create a world class visitor experience for tourists.

4.4. Seamless Connectivity & Transport Infrastructure

Tourism rides on the existing core infrastructure like roads, rail, aviation and waterways. Managed effectively, transport and tourism synergies will improve visitor mobility to and within destinations, enhance visitor satisfaction, and help to secure the economic viability of local transport systems and services by servicing both residents and tourists. Ensuring that the medium- to long-term needs of the tourism industry are considered as part of transport access and infrastructure planning, which will help to maximize and spread the socio-economic benefits of tourism more widely and manage visitor impacts over time.

4.5. Destination Planning, Development and Management

Destinations hold key to the tourism promotion. Tourism development plans will be prepared for all the tourist destinations in a phased manner. A strategic framework for destination planning will include carrying capacity, access, basic infrastructure and core tourism infrastructure, which needs to be developed as part of public infrastructure. Destination Development will be an ongoing exercise but the key components have to be completed before tourist arrival and revenue generation, which will fuel further investment in the destination. Destination Management Organization will be set up as a leading entity to coordinate the efforts of other agencies and industry towards a common goal of sustainable and competitive destination.

4.6. Business Development and Investment Promotion

Effective investment promotion is crucial to attract domestic and foreign investors, which can play an important role in the development of tourism industry. An enabling framework for attracting domestic and foreign investment for various segments of industry such as accommodation, resorts, convention centres, theme parks etc. has been laid down in the policy. Ease of doing business reforms in tourism sector will be pursued and State tourism index will be institutionalized to encourage the State to undertake reforms. The policy supports different needs of startups, MSMEs and large units.

4.7. Develop and Diversify Tourism Products

India is a rich tapestry of varied product and experience offerings across the nation's innate strengths of culture, heritage, nature, beaches, mountains, wild life, wellness, cuisine and other unique assets spread across different landscapes, communities and climatic zones. Our bouquet of products must be customized to attract travellers from specific markets, both as geographic entities and interest groups. It should create compelling reasons for visitation that tap into lead motivations of travellers, ensuring exceptional experience delivery, whilst at the same time also exposing other opportunities for discovery.

4.8. Skill Development

Tourism is an employment intensive sector. Keeping in view that it is driven by visitor experience, the people serving in the industry have to be well trained. In order to meet the requirement of the industry and to exploit the demographic dividend, skill development initiatives will have to be driven by Speed, Scale and Standardization. Destination based skilling initiatives to meet the skill gap will be implemented apart from various other initiatives. Training large number of existing workers in soft skills and other tourism related skills will be a priority area.

4.9. **Market India**

In order to promote India as a destination, the Policy advocates aggressive marketing of India overseas as well as in domestic market jointly with the States and Industry Stakeholders. The Strategy will focus on key established markets along with identified emerging markets that can push our growth and insulate us from market risks. All markets are not similar and hence a specific brand campaign and media strategy will be adopted. The policy champions a drastic shift to Digital marketing. Destination Management Organizations will also plan destination specific marketing.

4.10. **Quality Assurance and Standardization**

There will be renewed focus on standardization of tourism products and services across all segments such as accommodation providers, tour operators, adventure tour operators, service providers like spa and wellness, guides, restaurants etc. An effective classification system based on self-certification and fully digitized processes will be designed in consultation with the industry. Since the industry has a spectrum of players of different sizes and price points, a graded approach, which classifies them into different categories will be followed.

4.11. **Market intelligence and research**

The Ministry will develop a robust market intelligent system for collection, analysis and compilation of data, which will be available to both Government and Industry. It will provide up-to-date analysis of recent trends and insights on key performance indicators for inbound and domestic tourism at the National, State and Destination level. It is important to further refine statistical methodology to reflect the purpose of visit e.g. business, leisure etc. Real time information will be provided to the trade and industry in areas like market trends, assessment of source markets etc. to help them make informed decisions.

4.12. **Governance, Institutional Linkages and Stakeholder Management**

In order to achieve a common vision, aspiration, set a cogent agenda and address issues that affect the tourism sector, there is a need for laying down the governance mechanism and stakeholder engagement. The Governance will include all the three levels namely the Centre or Apex, State level and Destination level. An elaborate framework has been put in place for creating synergy amongst different Ministries at the Central Government, State Governments, Local Governments and Industry Stakeholders to promote tourism in the Country.

Chapter 5 – Sustainable and Responsible Tourism

5.1. Sustainable and Responsible Tourism – The Overarching theme of the Policy

The overarching theme of the Policy is to promote sustainable and responsible tourism, which will cut across all the strategic pillars to achieve the vision of the policy to make India a top most destination for sustainable and responsible tourism.

5.2. Tourism and UN Sustainable Development Goals 2030

India is committed to UN Sustainable Development Goals 2030. Goal 8 is related to sustainable tourism, which reads as “by 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products”. Goal 12 further provides for “develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and product”.

5.3. Key Principles of Sustainable Tourism

In order to minimise the negative impact of tourism on social, environmental and economic aspects and maximise positive impact, the policy will promote the following basic principles in its various initiatives and schemes:

(i) **Using resources sustainably**

The conservation and sustainable use of resources- natural, social and cultural – is crucial and makes long-term business sense.

(ii) **Reducing over-consumption and waste**

Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.

(iii) **Maintaining biodiversity**

Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism and creates a resilient base for the industry.

(iv) **Integrating tourism into planning**

Tourism development which is integrated into a national and local strategic planning framework and which undertake environmental impact assessments increases the long-term viability of tourism.

(v) **Supporting local economies**

Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects these economies and avoids environmental damage.

(vi) **Involving local communities**

The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.

(vii) **Consulting stakeholders and the public**

Consulting between the tourism industry and local communities, organizations and institutions are essential if they are to work alongside each other and resolve potential conflicts of interest.

(viii) **Training staff**

Staff training which integrates sustainable tourism into work practices, along with recruitment of personnel at all levels, improves the quality of the tourism product.

(ix) **Marketing tourism responsibly**

Marketing that provides tourists with the full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.

(x) **Undertaking research**

Ongoing research and monitoring by the industry using effective data collection and analysis are essential to help solve problems and to bring benefits to destinations, the industry, and consumers.

5.4. **Responsible Tourism**

5.4.1. Responsible Tourism is about taking responsibility by all Stakeholders for achieving sustainable tourism, and to create better places for people to live in and for people to visit. The Policy recognise that responsible tourism takes many forms, that different destinations and stakeholders will have different priorities, and that local policies and guidelines will need to be developed through multi-stakeholder processes to develop responsible tourism in destinations.

5.4.2. It is primarily in the destinations, the places that tourists visit, where tourism enterprises conduct their business and where local communities and tourists and the tourism industry interact, that the economic, social and environmental impacts of tourism need to be managed responsibly, to maximise positive impacts and minimise negative ones.

5.4.3. The Policy will promote responsible tourism by all stakeholders to achieve the following:

- (i) Minimise negative economic, environmental, and social impacts;

- (ii) Generate greater economic benefits for local people and enhance the well-being of host communities, improve working conditions and access to the industry;
- (iii) Involve local people in decisions that affect their lives and life chances;
- (iv) Make positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- (v) Provide more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- (vi) Provide access for physically challenged people;
- (vii) To be culturally sensitive, respect between tourists and hosts, and build local pride and confidence.

5.5. **Key Action Points**

In order to achieve the sustainable development goals and promote inclusive community development through responsible tourism, the policy will support:

- (i) Assessment of carrying capacity of the destinations and prevent overtourism
- (ii) Sensitization of tourists travelling to ecologically and culturally fragile areas to respect environment and behave responsibly
- (iii) Encouraging local communities to become champions for biodiversity conservation, environmental protection and cultural preservation,
- (iv) Encourage renewable energies, eco-materials and eco-friendly travel and transport to
- (v) Capacity building among local communities in particular youth and women for jobs and opportunities,
- (vi) Promoting the role of women in communities especially the issues of women's employment in the sector and women's local participation in tourism planning and management,
- (vii) The local communities and their representatives will be involved in the processes of planning, developing and managing the 'destination'.
- (viii) Promoting tourism by developing accessible environments, infrastructure and services,
- (ix) Fostering Innovation and Entrepreneurship to empower communities, provide them competitive advantages and access to the markets and their inclusion into the tourism value chain,

- (x) Align incentives to compliance of the sustainable and responsible tourism framework

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Chapter 6 – Welcoming the Visitor

6.1. **Atithi Devo Bhava – the Guest is God**

6.1.1. It is the endeavour of the Policy that the country is seen, felt, and experienced as warm, welcoming, safe, secure and easy to explore. The success of a tourist destination lies in how welcoming it is to its visitors and the focus will be to eliminate hustling, cheating, harassment by touts etc. It is a pre-requisite for the tourism sector to be able to realize its aspiration of being the driver of our nation's identity, economic advancement, and wellbeing.

6.1.2. There is a strong need to inculcate values of old Indian tradition "Atithi Devo Bhava – Guest is God" in our people. Social Awareness Campaigns under the brand line "Atithi devo bhava" shall be launched in the print, television, radio, online and outdoor media to sensitise stakeholders and general public about the importance of tourism and the need for good behaviour towards tourists with following sub-themes:

- (i) Welcoming tourists,
- (ii) Ensuring Cleanliness,
- (iii) Ensuring Hygiene,
- (iv) Enhancing Safety,
- (v) Improving Accessibility,
- (vi) Acting Responsibly

6.2. **Facilitating Entry to the Country**

6.2.1. **Revamp the VISA, Immigration and Customs Processes**

The e-Tourist Visa is a landmark development that has ushered in ease and convenience in travelling to India. Wide publicity of e-VISA will be given. The VISA, immigration and customs processes will further be revamped to gain a greater share of the tourism market. Immigration processes will be streamlined especially for the cruise tourists to reduce the time for administrative procedures. Immigration and other procedures at airport shall be facilitated for medical tourists.

6.2.2. **Expansion of E-Tourist Visa**

The facility of E-Tourist Visa needs to be expanded to other international airports, seaports, border entry points in a phased manner. Permits for visiting restricted and protected Areas will also be reviewed from time to time and be given for longer period along with the E-Tourist Visa. Keeping in view growth of medical tourism, further liberalization will be carried out and facilitating their entry.

6.3. **Facilitating and welcome at the Arrival**

The tourists shall be welcomed at main points of arrival by air, rail or road at various destinations. Tourist facilitation centres will be set up at all such important locations under

the overall management of Destination Management Organizations. These centres will facilitate and guide the tourists.

6.4. Ensuring Cleanliness

6.4.1. Large scale campaign for cleanliness

Extending the mission of Swachh Bharat, large scale awareness campaigns will be launched at important tourist destinations under “Atithi Devo Bhava” to make them clean and hygienic. Destination Management Organizations will coordinate with all relevant agencies and run the campaign involving Schools & Colleges, Institutes of Hotel Management, Stakeholders and with community participation. All the tourism stakeholders should contribute and participate in maintaining the cleanliness and hygiene.

6.4.2. Clean Toilet Facilities and clean drinking water

Clean toilet facilities, including ‘pay and use’ facilities and facilities for clean drinking water will be ensured at all tourist sites. Such facilities will be mapped on Incredible India Mobile App so that tourist can easily locate them. Rating of the services will also be enabled through the mobile app.

6.4.3. Wayside Amenities

Provision of adequate, clean and hygienic wayside amenities for travellers including fuel stations-cum-public conveniences, restaurants, etc. will be made on all National Highways and State Highways at reasonable distances. An action plan involving NHAI, States and other agencies will be worked out for ensuring that these facilities are set up and operated efficiently at appropriate locations on National and State Highways on priority and then other roads to be covered.

6.4.4. Provide for Cleanliness support in all Projects by the Ministry

Waste management and disposal practices will be part of all infrastructure projects sanctioned to States / UTs with Central Financial Assistance. Benchmark standards for cleanliness and hygiene should be followed in all projects and activities of the tourism sector.

6.5. Ensuring Hygiene

The initiative “Swachh Bharat Swachh Pakwan” will further be scaled up in partnership with the State Governments and Local Governments and in collaboration with Food Safety Standards Authority of India (FSSI) towards increased enforcement of food safety standards in the country. The support of the vendors and their associations such as the National Association of Street Food Vendors (NASVI) will be sought for quality upgradation.

6.6. Tourist Safety

It is essential to create a safe, secure, and inviting environment for tourists, including women tourists. Issues of safety also pertain to hustling, cheating, harassment by touts etc. Public

awareness and support for tourist safety will be one of the key themes under the overarching 'Atithi Deva Bhava' campaign. Following measures will be taken:

(i) **Tourist Police**

All States will be encouraged to set up dedicated tourist police force to improve tourist safety on ground.

(ii) **Deploy Ex-servicemen**

Keeping in view the training and discipline of ex-servicemen and their availability, they will be deployed at important tourist sites, monuments, etc. to facilitate tourists. A detailed scheme will be drawn up to operationalise deployment of such ex-servicemen.

(iii) **Tourist Friendly Badge**

In order to bring behavioural change, regular tourism orientation programmes will be organised for stakeholders including officials at the airport dealing with Custom and Immigration, transport service providers including taxi / rickshaw drivers, coolies and porters etc. All such trained personnel to be given "Tourist Friendly" badges.

(iv) **Illumination of destinations**

Dark spots at the destinations or general lack of illumination provides an opportunity to the miscreants. It will be ensured that all destinations are suitably illuminated and CCTVs will also be set up for surveillance at destinations/ attractions with high tourist foot falls.

(v) **Deployment of Technology**

Technology is one of the key enablers against such acts. Destination Management Organizations will ensure to use CCTV, mobile apps, online booking of tickets, video recording of important events and such other usage, which will drive tourist safety.

(vi) **Code of Conduct for Safe Tourism**

Code of Conduct for Safe and Honourable Tourism to be more effectively implemented and regular workshops to be held to sensitise tourism service providers.

(vii) **Crisis Management Plan**

In order to ensure adequate safety for tourists, in case of disasters or natural calamities, adequate contingent plan for disaster management will be put in place by Destination Management Organization with the support of various agencies.

6.7. **Accessibility**

6.7.1. **Promoting barrier free destinations**

As part of responsible tourism, persons with disabilities and differently abled persons will be facilitated at various tourist destinations. Most differently abled persons will get excluded unless adequate arrangements are made to enable them to enjoy their visit. Every tourist destination and project should be designed to become a barrier free tourism destination.

6.7.2. **Measures to be taken**

Following measures will be taken to ensure accessibility of the destinations and attractions:

- (i) Accessibility to be made an inherent part of planning.
- (ii) Encourage States / UTs to transform existing destinations to become barrier free.
- (iii) Accessibility to form part of all certification criteria.
- (iv) Specially designed walkways, ramps, elevators, braille signages to be made available at tourist centres /monuments /transport, etc.
- (v) Information on facilities available for the differently abled at tourist destinations and sites to be made easily available.

6.8. **Use of Digital Technologies – Incredible India Mobile App**

Incredible India mobile app will provide local information about points of interests such as the nearest toilets, police stations, medical facility and other local information and users will be encouraged to rate these facilities, which will provide important feedback to improve the same. Startups and Entrepreneurs will be encouraged to build technology based solutions for making India a welcoming, safe and clean destination.

6.9. **Audit and ranking of destinations**

In order to make destinations and the States compete to achieve the objectives of cleanliness, hygiene and safety, the Ministry will prepare a robust framework to audit various destinations and attractions and take remedial measures to remove the deficiencies. The Ministry will also rank the destinations and States on these parameters, which will motivate the States to do better to improve the rank.

Chapter 7 – Seamless Connectivity and Transport Infrastructure

7.1. Synergy in Transport and Tourism – To enhance visitor experience

7.1.1. Managing transport and tourism synergies

Seamless connectivity to the tourist destinations and transport infrastructure can greatly enhance visitor experience. Tourism rides on the existing core infrastructure like roads, rail, aviation and waterways. Managed effectively, transport and tourism synergies can improve visitor mobility to and within destinations, and help to secure the economic viability of local transport systems and services by servicing both residents and tourists.

7.1.2. Factoring tourism demands in transport planning

Medium- to long-term needs of the tourism sector will be considered as part of transport access and infrastructure planning to maximise and spread the socio-economic benefits of tourism more widely and manage visitor impacts over time. Transport planners will be sensitized to take into account the economic importance of tourism including the travel demands and fare revenues generated by tourists and tourism industry employees. The factors that affect tourist travel demand including the latent demand will be taken into account.

7.1.3. Coordinated Action

Keeping in view that the rail, road, cruise and aviation policies are developed by separate line Ministries, a coordination mechanism has been laid down in the policy for effective planning and seamless operation of multimodal transport systems. Providing seamless transport between cities or across borders requires co-ordinated responses to technical, institutional and financial issues from a variety of stakeholders.

7.1.4. Information and Signage

Systems will be developed and maintained for timely and accurate information and way-finding (e.g. signs, maps, websites, apps, available in multiple languages) to help tourists confidently navigate a city or region.

7.1.5. Feedback regarding Travel Experience

Critical evaluation of the total transport experience, including the quality of connections between travel modes, the convenience, comfort and attractiveness of transport hubs, and solicit feedback from tourists will be taken to better understand the problems they encounter and potential ways to enhance their experience.

7.2. Connectivity to the Destinations

Connectivity to tourism destinations is key to develop the destination. Multimodal seamless transportation should form part of the product development and destination planning covering:

- (i) Roadways
- (ii) Railways
- (iii) Air Connectivity
- (iv) Waterways

7.3. Roadways

The Ministry will work with Ministry of Road Transport and Highways, National Highways Authority of India and State Governments to achieve seamless travel through signal free and fast-moving corridors connecting tourist destinations, allowing tourists more time to experience the destination. In order to provide visitors a good travel experience, following measures will be taken.

7.3.1. Last mile connectivity

Last mile connectivity to the tourist destinations will be ensured in co-ordination with State and District authorities.

7.3.2. Wayside amenities

Provision of adequate, clean and hygienic wayside amenities for travellers including fuel stations-cum-public conveniences, restaurants, etc. will be made on all National Highways and State Highways at reasonable distances. An action plan involving NHA, States and other agencies will be worked out for ensuring that these facilities are set up and operated efficiently at appropriate locations on National and State Highways on priority and then other roads to be covered.

7.3.3. Interstate barriers

In order to provide ease of road travel, efforts will be made to have a single point interstate road taxes system. streamlining The toll tax collection will also be streamlined for hassle free travel.

7.3.4. Eco friendly transport

The use of eco-friendly vehicles will be encouraged within destinations. All tourism infrastructure projects will have provision for eco friendly transport.

7.3.5. Separate series of numbers

A separate transport vehicle series for tourist vehicles with one time annual payment of taxes will be explored for better security and safety of tourists.

7.3.6. Encroachments

State authorities will be encouraged to decongesting illegal encroachment on and along National / State Highways and other roads leading to tourist destinations.

7.4. Railways

Most of the tourist destinations in the country are connected by rail. However, a railway system adapted to the needs of the tourists would be a game changer. In order to improve the services and experience of the tourists, following measures will be taken.

7.4.1. Improving Basic Services

The basic services during the journey and at the railway stations will be improved on priority:

- (i) Cleanliness and hygienic conditions on trains, railway stations / platforms
- (ii) Safety and security measures, including implementation of CCTV surveillance
- (iii) Implementation of appropriate waste management systems and bio-toilets
- (iv) De-congestion of railway stations, along the lines of airports

7.4.2. Creating Enhanced Visitor Experience

In addition to the basic services, the visitor experience will be enhanced by providing clean waiting rooms with amenities including wi-fi connectivity, ATMs, train toilets with ticket bar coded access, creating better F&B experiences and Dispensaries with mobile ambulance facilities etc.

7.4.3. Establish dedicated tourist coaches

The possibility of dedicated tourist coaches will be explored.

7.4.4. Enhancing the existing luxury tourism products

The existing tourism products such as Nilgiri Mountain Railway, Palace on Wheels etc. will be enhance and their numbers will also be increased. Haulage charges will be rationalised to make luxury trains viable.

7.4.5. Establishing Budget Hotels at Railway Stations

Establishing quality budget hotels and operating these hotels on long-lease under suitable PPP models at railway stations and in the surplus land available with Railways will be explored.

7.5. Air Transport

Air transport is an integral part of the tourism industry. Air transport is now able to reach areas that have been previously seen to be inaccessible or remote. The cost of air transport has a direct influence on the cost of tourism products and indeed on the consumer's choice of destination. In order to improve connectivity and affordability of air travel to various destinations, following actions will be taken.

7.5.1. Direct Connectivity with major overseas markets

Keeping in view that India is a long-haul destination for most of the primary source markets, direct connectivity shall be undertaken with major overseas source markets and augmenting seat capacity on important existing routes.

7.5.2. Dispersal of Foreign tourists to other airports/ destinations

Currently 70% of FTAs are funnelled through the 5 international airports in metro cities. In order to provide convenience to the visitors and improve viability of the tourist destinations, this traffic will be dispersed to other destinations/ airports.

7.5.3. Dispersal of Domestic Tourists to other Tier 2 and Tier 3 cities

Domestic aviation traffic is also concentrated around the metro cities and dispersal to other tier 2 and tier 3 cities will create a robust connectivity to tourist destinations. Air connectivity between tourist destinations in the country, particularly destinations that form part of tourism circuits.

7.5.4. Last mile connectivity and measures to improve connectivity

Last mile connectivity to emerging destinations and other measures to improve the air connectivity will be taken covering the following:

- (i) Last mile connectivity can be provided through non- scheduled operators with the support of the State Governments, helicopter services, charter services etc.
- (ii) Activating non-functional airstrips in hill states, military and dormant Government air strips in smaller towns and remote areas.
- (iii) Use of helicopter services to facilitate travel to destinations without air connectivity as well as for activities such as mountain viewing.
- (iv) States to be encouraged to explore Non-Schedule Operators and set up a Seat Underwriting Fund to cover incremental costs on new sectors
- (v) Up-gradation of airports in tourist destinations

7.5.5. Airports to be used as hubs for Conventions, Shopping, Entertainment etc.

7.5.6. Experiential products like seaplanes can give a boost to tourist destinations

7.5.7. Making Air Travel Competitive

Rationalizing fares, taxes like the ATF and airport charges will be considered to give fillip to the tourism industry as reduction in cost of air tickets causes direct increase in tourist arrivals.

7.6. Waterways

With its long coastline of over 7500 km. and significant network of rivers, lakes and backwaters, India has tremendous unrealized potential for water transportation.

7.6.1. **Cruise Passenger Traffic**

In order to increase the Cruise passenger traffic, various initiatives for strengthening infrastructure and improving the processes will be taken:

Infrastructure

- (i) Build world class experiential infrastructure at the receiving ports,
- (ii) Develop basic tourist facilities and amenities at terminals, jetties, riverfronts etc.
- (iii) Provide adequate berthing facilities to enhance passenger convenience.
- (iv) Encourage Cruise passenger services along India's coastline, as this can form both a means of transport as well as a tourist attraction.
- (v) Develop a chain of small ports along the coast of India to promote cruise tourism and provide direct access to tourist sites along the coastline.

Cost Effectiveness

- (vi) Rationalizing port charges and taxes,
- (vii) Providing incentives in the short term to encourage cruise operators to choose a port of call/ home port in India.

Ease of Travel

- (viii) Streamlining Customs and Immigration processes and

7.6.2. **Inland Water Cruises**

Inland water cruises, water taxis will be encouraged by providing adequate berthing facilities, tourist amenities, navigation facilities and incentives to promote the segment. The potential of India's mighty rivers, especially the Ganges and the Brahmaputra will be harnessed as a means of transport as well as unique tourism products offering a complete experience of the local habitat along the rivers.

Chapter 8 – Destination Planning, Development and Management

8.1. Tourist Destination – A basic unit of analysis of tourism

A tourist destination is defined as “a physical space having planning or administrative boundaries in which a visitor can spend an overnight. It is the cluster of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism”. A destination incorporates various stakeholders and can network to form larger destinations.

8.2. Setting up of Destination Management Organization (DMO)

8.2.1. DMO – the lead organization for destination management

A Destination Management Organization (DMO) is “the leading organizational entity which may encompass various authorities, stakeholders and professionals and facilitates partnerships towards a collective destination vision”.

8.2.2. DMO – Coordinated action to achieve common goal

DMOs are required to achieve an optimal management of the destination which ensures that the various authorities, all relevant stakeholders and professionals are coordinated by a leading entity under a coherent strategy and a collective vision pursuing a common goal: the competitiveness and sustainability of the destination. DMO will also engage the residents and the local community in the tourism policy and decision-making process and its implementation in a truly Public (P) – Private (P) – Community (C) approach.

8.2.3. Objectives of DMOs

Common objectives for every DMO are to maximize visitor’s value and quality perception while ensuring the competitiveness and sustainability of the destination, as well as the preservation of its natural and cultural assets in the long run, and catalyse the benefits for the local economy and the residents.

8.2.4. Key Functions of DMOs

It is not envisaged that “one-fits-for-all” model can be applied and each destination needs to adapt the nature and functions of its DMO based on the characteristics, priorities and level of development of the destination to ensure a seamless management of the destination. Some of the key functions of the DMOs will be:

- (i) Strategic planning,
- (ii) Market intelligence
- (iii) Tourism product and business development,
- (iv) Digitalization and innovation,
- (v) Monitoring,
- (vi) Crisis management,

8.3. DMO as a Special Purpose Vehicle (SPV)

8.3.1. SPV to be registered as a Company

DMO will be a Special Purpose Vehicle (SPV) to be incorporated as a limited company under the Companies Act, 2013 in which the State/UT, Local Government will have majority shareholding and the Industry Stakeholders or financial institutions could also be considered for taking equity stake.

8.3.2. Chairperson of the SPV

The Chairperson of the SPV will be the Divisional Commissioner/ Collector as may be decided by the State Government. In case of metropolitan cities of Delhi, Mumbai, Chennai and Kolkata, the Administrative Secretaries in-charge Tourism Department may be appointed as Chairman of the SPV by the State Government.

8.3.3. Board and the functions of the SPV

The Board will have nominees of Central Government (in case of important destinations), State Government and Local Government apart from representation from the Industry. The detailed structure and functions of the SPV and the model Articles of Association will be as notified by the Ministry from time to time.

8.3.4. Chief Executive Officer of the SPV

Each SPV will have a full time CEO. The CEO will be appointed for a fixed term of three years. The functions of the CEO will include:

- (i) Overseeing and managing the general conduct of the day-to-day operations of the SPV subject to the supervision and control of the Board.
- (ii) Entering into contracts or arrangements for and on behalf of the Company in all matters within the ordinary course of the Company's business.
- (iii) To formulate and submit to the Board of Directors for approval a Human Resource Policy that will lay down procedures for creation of staff positions, qualifications of staff, recruitment procedures, compensation and termination procedures.
- (iv) Recruitment and removal of the senior management of the Company and the creation of new positions in accordance with the Company's approved budget and the recruitment or increase of employees in accordance with the Human Resource Policy laid down by the Board.
- (v) Supervising the work of all employees and managers of the Company and the determination of their duties, responsibilities and authority;

8.3.5. Funds for the SPV

Following sources of funds have been identified for the SPV:

- (i) Dedicated revenue stream from the sale of tickets of different attractions at the destination will be made available to the SPV.
- (ii) The SPV may also be authorised to collect user charges from some of the facilities created at the destination.
- (iii) Contributions from Industry Stakeholders as may be agreed from time to time.
- (iv) Tied or untied grants from Central Government and State Government from time to time.

8.3.6. **Common DMO for small destinations in a district**

In case of smaller destinations, a common DMO may be set up for all the smaller destinations in the district.

8.4. **Smart Tourist Destinations**

A smart tourism destination is defined as a destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based tools. It is a healthy social and cultural environment, which can be found through a focus on the city's social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness. The salient features of smart destinations are:

(i) **Accessibility of the destination**

Smart tourism destinations need to be accessible – physically and digitally – by all travellers or visitors regardless of age, cultural background, or any physical disability.

(ii) **Combating or adapting to climate change**

Climate change is an issue every destination should address. Strategies often include a reduction of greenhouse gas emissions, higher use of renewable energies or creating smart infrastructure.

(iii) **Preserving and enhancing the natural environment**

Working with, not against, nature can ensure smart and sustainable future development of tourism destinations that guarantees responsible consumption and care for the environment.

(iv) **Spreading the flow of tourists**

Knowing the capacities of the destination and regulating the tourist flows is important to avoid over-tourism and to create a concept that is attractive and beneficial for the locals as well as tourists.

(v) **Facilitating information for specific target groups**

Digitalisation is an important method for making information accessible for visitors from other countries and cultures, as well as in multiple languages. With the variety of social networks and travel apps these days, a destination should identify their target groups and the best ways to reach them.

(vi) **Collecting information for smarter management**

Digitalisation offers various tools that can help tourism destinations understand their visitors better and, thus, offer better services.

(vii) **Physical and virtual accessibility through innovation**

Integrating innovative solutions into the tourism planning allows visitors to see and experience a destination in a new way.

(viii) **Reviving traditions and cultural heritage sustainably**

Protecting and capitalising on the local heritage as well as cultural and creative assets should be done in a way that benefits the destination, the industry, and visitors.

(ix) **Community infrastructures**

Creating free and open recreational spaces is valued by locals and tourists as places to relax, connect and use public goods. Examples could be:

(x) **Usage of cultural heritage for new creativity**

History and cultural heritage are reasons for many tourists to visit a destination. Combining these aspects with new, creative ideas makes them continuously attractive, also for younger generations.

8.5. **Destination Planning**

8.5.1. Destination planning is essential for long term sustainable success of any tourist destination. A master plan of the destination will be prepared with the help of professional agencies. The DMO will coordinate the preparation of master plans. The Master Plan will include the carrying capacity, access, basic infrastructure and core tourism infrastructure, which needs to be developed as part of public infrastructure. The Plan will also identify infrastructure and services to be developed by private sector such as accommodation units, restaurants, banquet and convention centres, theme/ entertainment parks etc.

8.5.2. Destination planning will involve participation of multiple stakeholders and community participation at the local level and consultation with the State and Central Governments. The DMOs will organise planning workshops to seek ideas and feedback at various stages of preparation of Master Plan for the destination.

8.6. **Destination Development**

8.6.1. **Destination Development – Primarily State Responsibility**

Destination Development will be an ongoing exercise but the key components have to be completed before tourist arrival and revenue generation, which will fuel further investment in the destination. The States will prepare a Tourism Development Plan for the State and priorities destinations to be taken up in different phases. Destination development will primarily be the responsibility of the State Government. The Central Government will continue to support the destination development under various initiatives as described below.

8.6.2. **Five Mega Tourism Circuits and Five Mega Destination**

Further, to achieve the vision of creating world-class infrastructure in the country and to showcase to the world the full potential of wide range of unique products that India has, the Ministry would identify and develop **five mega tourism circuits** and **five mega destinations** in the country.

8.6.3. **Iconic Destinations**

Some of the iconic sites, which have large footfall and attract international tourists will be developed into iconic sites with substantive investment from the Central Government.

8.6.4. **Theme based Development of Tourist Circuits**

The Government will support development of theme based tourist circuits covering both greenfield and brownfield destinations. The projects would have to be as per the guidelines of the Scheme as notified from time to time.

8.6.5. **Buddhist Circuit**

Special focus on development and promotion of the Buddhist Circuit by the State Governments and with assistance from international bodies including the World Bank, JICA, International Finance Corporation, Asian Development Bank, etc.

8.6.6. **Priority Areas of NE and J&K**

Focused development and promotion of the North East Region and the state of Jammu & Kashmir as priority areas for the Government. Inclusion of Buddhist sites in the North East Region / J&K in the Buddhist Circuit.

8.6.7. **Special Tourism Zones**

Special tourism zones will be considered on the lines of Special Economic Zones.

8.7. Promoting PPP

Promotion of PPP will go a long way in bringing investment as well as management at various destinations. The Government is investing substantial funds in creating core tourism infrastructure and there is need to promote robust PPP policies and frameworks for promoting PPP models in partnership with States. The Large Revenue Generating (LRG) Scheme of the Ministry needs to be suitably recast to efficiently augment investment in the sector particularly for viability gap for PPP projects.

8.8. Use of Critical and evolving technologies

Critical and evolving technologies like Space Technology will be used for (i) updating and dissemination of information (ii) fast response mechanism for addressing distress calls and (iii) optimal planning for development of tourism infrastructure. GIS and Space technologies will be explored for both development and promotion of destinations. Space Technology will also be utilised in activities such as conservation, preservation and integrated development of areas around World Heritage Sites and other important archaeological monuments, beaches, etc.

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Chapter 9 – Investment Promotion and Business Development

9.1. Promoting Investment in Tourism Sector

9.1.1. Effective investment promotion is crucial to attract domestic and foreign investors, which can play an important role in the development of tourism industry. Specific strategies will be chalked out to promote investments into various segments of tourism sector such as accommodation, travel agents, tour operators, adventure tour operators, cruise, MICE and other such related areas.

9.1.2. Some of the segments are capital intensive such as those providing accommodation units, convention centres, theme and entertainment parks etc. Apart from the current and emerging opportunities in some of niche areas of tourism, the hotels and restaurants segment has significant untapped potential driven by the increasing domestic and international visitors in the country.

9.2. Creating enabling conditions for tourism investments

In order to attract domestic and foreign investment in tourism sector, following enabling conditions will be strengthened:

9.2.1. Infrastructure – A pre-requisite

Quality infrastructure is a pre-requisite for growth and development of a tourist destination and attract domestic and foreign investment. Following steps will be taken to accelerate the development of quality infrastructure:

(i) Public Investment in quality tourism infrastructure

Public investment in physical infrastructure (airports and roads etc.), information and communications technologies (ICT) and tourism infrastructure (attractions, heritage sites etc.) will be accelerated as detailed out in Chapter 6 – Seamless Connectivity and Transport Infrastructure and Chapter 7 – Destination Planning, Development and Management.

(ii) PPP opportunities

Public Private Partnerships will be used to upgrade tourist sites or to open up new regions to tourism. Efforts to improve infrastructure will include marketing PPP opportunities to investors. The Large Revenue Generating (LRG) Scheme of the Ministry will be suitably recast to efficiently augment investment in the infrastructure by promoting PPP.

(iii) Special Tourism Zones

In order to stimulate large-scale investments, Special Tourism Zones will be set up. A special package of incentives will be worked out for such large-scale infrastructure development projects promoting tourism as the principal economic activity. These

activities could be convention & exhibition destinations, accommodation centres, amusement/ theme parks, wellness centres, tourism sports destination, spiritual tourism destination, tourist attractions etc. The trunk infrastructure support such as water supply, electricity and telecommunications to be provisioned.

9.2.2. **Land**

Land suitable for development is another factor fundamental to the growth of the tourism sector. There must be a mechanism to facilitate the prospective investor to acquire suitable land with a clear title and with the required land use permissions. There is need to increase the availability of Government approved land parcels at reasonable rates to make the project viable and competitive.

9.2.3. **Human resources**

The availability of qualified and employable human resources is an important pre-condition for many tourism projects. Skill training initiatives as stated in Chapter 11 – Skill development will strengthen the availability of skilled and trained manpower to meet the demand of the prospective investors in tourism industry.

9.2.4. **Investment incentives**

Incentives are important to attract investors, as they make a destination competitive. Appropriate set of incentives by Central Government and State Governments will be provided to attract investment in tourism sector.

Following measures will be pursued for making investment in tourism sector viable and competitive:

- (i) Infrastructure status to hospitality projects by Central Government
- (ii) Industry status to the hospitality projects under respective Industrial policies of the States
- (iii) Rationalization of taxation
- (iv) GST paid by foreign tourists to be refunded when they leave the country
- (v) Reduction/ exemption on import duties on adventure tourism equipment & accessories
- (vi) Extension of Input Tax credit on the tourism components of travel intermediaries.

9.2.5. **Ease of Doing Business**

It is the overall business environment and investment climate, which matters the most for prospective investors. In order to enhance ease of doing business in tourism sector, the Ministry will work with other line Ministries and State Governments to further streamline the regulations and their implementation with focus on deploying digital technologies and self-certifications.

9.2.6. **Investor Facilitation Cell**

Investor Facilitation Cell will be set up to facilitate investments and handhold the investors. Information on areas open for investment and incentives available to be widely disseminated through websites of the Centre, States and Indian Missions overseas as well as by organizing Investment Meets, etc.

9.3. Facilitating Startups and Innovation in Tourism Sector

9.3.1. Building a Strong Eco-System for Startups and Innovation

Innovation and entrepreneurship are crucial for sustainable economic growth and social development. Under the overall Startup India initiative, Startups in travel, hospitality and tourism will be facilitated and nurtured by:

- (i) Promoting networking between entrepreneurs and entrepreneurship support organizations and other actors
- (ii) Convergence and synergy in various Central and State programs promoting innovation, entrepreneurship and Startups in the Sector
- (iii) Promoting networking of various reputed academic institutions carrying out research and innovation and other organizations running incubators and accelerators.
- (iv) Connect Research with entrepreneurs and global network of venture capital, angel funds and mentors
- (v) University and College Incubators
- (vi) Incubation Centres by other Government Organizations
- (vii) Private Incubators and Accelerators

9.3.2. Areas for innovation

While there are unlimited opportunities for innovation in the travel, hospitality and tourism sector, some of the key areas where Startups can work and provide new innovative solutions are as follows:

- (i) Personalization of the travel and hospitality experience
- (ii) Better security for travelers and their transactions
- (iii) Multimodal transportation planning and booking
- (iv) Regional connectivity between destinations
- (v) Better payment models throughout the travel value chain (B2C and B2B)
- (vi) Facilities, asset, and inventory management for hotels and resorts
- (vii) Reduced environmental impact
- (viii) Enhanced customer experiences in travel and hospitality
- (ix) Automation in hotels and resorts
- (x) Improved conversions for booking platforms
- (xi) Solutions for overdevelopment and “overtourism”

9.3.3. Inclusive entrepreneurship

Special focus on women entrepreneurship and weaker section

9.4. Facilitating MSMEs in Tourism Sector

9.4.1. Encourage MSMEs to register under MSMED Act

MSMEs constitute a substantial percentage of enterprises in tourism industry. However, these are largely in informal sector and no data is available with the Ministry. Registration of MSMEs under MSMED Act will ensure that they are able to avail various benefits being made available by the Central and State Governments. The Ministry of Tourism will work with Ministry of MSME and State Governments in identifying and getting the units registered in the databank.

9.4.2. Supporting varied needs of MSMEs

MSMEs have varied needs for their growth and sustainability. MSMEs will be provided support for following needs:

- (i) Capital
- (ii) Credit facilities
- (iii) Marketing support
- (iv) Research and development
- (v) Infrastructure facilities
- (vi) Technology
- (vii) Skilled manpower

9.5. Benchmarking State Policies

The Ministry will analyze the State Policies for granting incentives for tourism sector and synergize with Central incentives to attract the investment. Further, the State policies will also be benchmarked and best practices will be advocated to other States.

9.6. Promoting Different Industry Segments

- (i) Accommodation
- (ii) Convention Centre
- (iii) Theme/ Entertainment
- (iv) Eco-Tourism
- (v) Adventure
- (vi) Cruise

9.7. E-market place for Guides

Chapter 10 – Develop and Diversify Tourism Products

10.1. Need for Customized and Market Specific Products

10.1.1. As a destination that seeks to achieve exponential growth, focus is required to leverage growth levers, creating compelling reasons for visitation that tap into lead motivations of travellers, ensuring exceptional experience delivery, whilst at the same time also exposing other opportunities for discovery.

10.1.2. Our bouquet of products must be customized to attract travellers from specific markets, both as geographic entities and interest groups. In addition, packaging of the tourism products for their effective promotion in the domestic and international markets also needs to be given due importance.

10.2. Key Strategic Objectives

Key strategic objectives for developing and diversifying tourism products are:

- (i) Year-round visitation,
- (ii) Dispersion across the destination,
- (iii) Increasing length of stay, spend, and
- (iv) Propensity for repeat visitation

10.3. Guiding principles for product development

10.3.1. It is important to fully understand the scope of our offerings to enable the sector to position and promote them in such a way that:

- (i) Astutely takes advantage of global market opportunities
- (ii) Creatively innovates offerings for visitor experience delivery, serving the needs of travellers be they travelling independently, on tour packages, or through charters
- (iii) Maximizes synergies between leisure and business travel
- (iv) Ensures that key strategic imperatives are realized: year-round visitation, dispersion across the destination, increasing length of stay, spend, and propensity for repeat visitation
- (v) Strengthens opportunities for public-private partnerships
- (vi) Maximizes community participation as a precursor to SME development and job creation, and
- (vii) Allows for sustained, equitable growth and development.

10.3.2. Product development must, therefore, take into careful consideration traveller's core interests, familiarity with the destination (i.e. first visit or repeat), duration of stay, time of

year and ideal diversity of exposure, thus ensuring immense traveller satisfaction, yet seeding the desire to return and to experience India again. Importantly, product development must ensure that the momentum of tourism experience creation and delivery is established to allow for:

- (i) 365-day visitation
- (ii) Gateway city visitation and into the second and third tier cities
- (iii) Leverage of non-weather sensitive niches
- (iv) Maximization of opportunities for repeat visitation
- (v) Complementing traditional offerings with innovation
- (vi) Embedding destination India advocacy to leverage credibility and influence of word of mouth awareness building
- (vii) Maximizing ROI (return on investment) on destination promotion

10.4. **State Specific Products**

Each State has its unique offerings and efforts will be made to develop state specific products exploiting the competitive advantage.

10.5. **Product Specific Roadmaps**

Product specific broad roadmaps have been given in Annexure-2. Detailed action plans will be developed for each identified tourism product during the course of implementation of the policy.

- (i) Heritage & Culture
- (ii) Spirituality
- (iii) Yoga
- (iv) Ayurveda / Wellness
- (v) Medical Tourism
- (vi) MICE
- (vii) Rural / Farm or Agri-tourism
- (viii) Beaches
- (ix) Cruises – Coastal & Inland
- (x) Golf
- (xi) Cuisine
- (xii) Fairs & Festivals
- (xiii) Cinematic Tourism
- (xiv) Destination Weddings
- (xv) Interpretation / Heritage Walks

Chapter 11 – Skill Development

11.1. Tourism – A key sector for employment

Tourism sector provides huge employment opportunities in a range of segments including hotels, tourism transport, eco and adventure tourism, travel agents and tour operators, cruise services, food and beverages, tourist guides and other related areas. Keeping in view that it is driven by visitor experience, the people serving in the industry have to be well trained to deliver a positive experience to the visitor. In order to meet the requirement of the industry and to exploit the demographic dividend, skill development initiatives will have to be driven by Speed, Scale and Standardization.

11.2. Strengthening skill training in tourism sector

11.2.1. Making a career in travel, hospitality and tourism aspirational

Massive awareness will be created about careers in travel, hospitality and tourism to make young students aware and also increase social acceptability. Role models and champions will be promoted to make it aspirational for young students.

11.2.2. Adoption of National Skills Qualification Framework (NSQF)

National Skill Qualification Framework (NSQF) will be adopted for various skill courses. Such a framework will allow competency-based skill assessment and a pathway for higher skills and career progression. All the courses being offered currently will be migrated to NSQF.

11.2.3. Synergy with National Skill Development Mission

Synergy with Ministry of Skills, National Skill Development Corporation and Hospitality Sector Skill Council will be forged in developing the curricula, capacity building of institutions and training partners and assessment and certification of skills.

11.2.4. Training of Trainers

Facilitate training programmes / skill development for trainers in the tourism and hospitality sectors.

11.3. Re-training and recognition of prior learning

Re-training and RPL programs will be undertaken for the current service providers like taxi drivers, boat operators, guides, restaurants, dhabas etc. on a regular basis in partnership with State Governments, Destination Management Organizations and Industry.

11.4. Destination based skilling programs

In order to develop the Tourist Destinations in a holistic manner, short term skilling programs will be organized at the destination to bridge the skill gap by providing skilled and employable manpower.

11.5. **Vocations Skills and Complementary community workforce support**

Apart from hotels, restaurants and tour operations, there are many areas like souvenirs, farming, activities like traditional fishing, toddy tapping, handloom weaving, tea plucking, etc. which can become important magnets for experiential tourism. People working in such areas, specially women, can be trained to open the doors of opportunity in the tourism sector.

A diverse workforce of retirees, housewives, ex-servicemen, street vendors etc. can be absorbed in areas like cultural interpretation, conducted tours, taxi drivers, etc. Skill development programmes will be expanded and deepened to cover ancillary activities of tourism like souvenirs, farming, fishing, handloom weaving etc. which can provide a unique experience to the tourists.

11.6. **Create Enabling Framework for Private Institutes**

In order to facilitate skill training of a large number of youths, private sector participation is crucial. An enabling framework for private institutes in this sector will accordingly be laid down with strict quality guidelines.

11.7. **Thought Leadership – Setting up a National University**

A full-fledged university, Deemed University or a Centre of Excellence, which will not only act as the regulator for courses and but also emerge as the fulcrum for professional education, research, consultancy and advocacy. The efforts of the university can be extended by setting up centres of excellence in different geographies with the participation of State Governments and the industry. The university can also offer “distance education” as a platform to harvest such talent.

11.8. **Facilitating placement of skilled workers**

In partnership with other relevant public and private agencies, efforts will be made to set up a digital platform to facilitate match making between the skilled worker seeking a job and industry seeking a worker.

11.9. **Incredible India Tourist Facilitator (IITF) Certification Program**

Incredible India Tourist Facilitator (IITF) Certification Programme is an online programme where one can learn about tourism at their own time, space, path and pace. The successful completion of this programme would enable the learner to become a Certified Tourist Facilitator of Ministry of Tourism. The program will be scaled up and many advance modules will be added over a period of time.

Chapter 12 – Market India

12.1. Marketing Strategy

A tourist's journey of destination interest, search, researching, decision making and final booking process is an ever evolving one. While marketing strategy has to be dynamic and adaptive to the emerging challenges, the Strategy will follow the following broad principles:

- (i) Digital Marketing - Online and social media platforms
- (ii) Overseas Marketing - Integrated Global Media 'Incredible India 2.0' campaign
- (iii) Domestic Marketing - Integrated 'Dekho Apna Desh' campaign
- (iv) Social Awareness 'Atithi Deva Bhavo' campaign in the domestic market
- (v) Marketing campaigns to have synergy with events
- (vi) Partnership with States and Industry Stakeholders

12.2. Digital Marketing - Online and Social Media Platforms

12.2.1. Focus to shift to Online platforms

Tourists are increasingly being influenced by online and social media platforms. Focus will accordingly shift from traditional media like print and television and greater emphasis to be placed on outdoor branding, online campaigns, interactive / social media and other modern and innovative technology spheres. Print advertising, when undertaken to focus on advertorials. Online platforms allow us the opportunity to target specific communities across geographies and interest groups on a diverse range of subjects in a cost-effective way.

12.2.2. Incorporating User Generated Content in marketing strategy

User generated content on social media and other online platforms will be used to expand the reach. UGC could come from a variety of sources such as testimonials and reviews, social media posts and engagements, blog posts, case studies, product reviews etc. UGC will be incorporated into marketing strategy making people feel like they are part of a community. It will increase the reach and engagement on social media and provide other customers readymade insights.

12.2.3. Incorporating insights from Social Media Listening

Social listening is the monitoring of the brand's social media channels for any customer feedback and direct mentions of the brand or discussions regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities. Social Media Listening will be actively utilised for marketing strategy and promotion.

12.2.4. Strengthening Incredible India Digital Platform

Incredible India Digital Platform comprising of web portal, mobile application and social media handles will be strengthened as one stop information and services gateway for tourists and launch of digital promotional campaigns. The platform will provide relevant, contextual,

personalized, interactive, immersive and engaging experience for all visitors landing across multiple digital touch points Incredible India website, mobile app, social media channels and other digital channels. It will provide complete details on destinations and enabling end to end planning. Digital Platform shall deploy technologies like virtual reality, interactive maps, interpretation, profiling tourists for market research purposes, e-payments are to be actively pursued.

12.2.5. Use of Personalization and Analytics

Each individual's digital journey on Incredible India platform will be measured and analyzed both intent and behaviour of the visitors through appropriate aggregation and thereby discovering high-value tourist segments, to judiciously target their campaigns and identify the preferred engagement touch-points across all digital assets

12.2.6. Publicity Material – Digital by default

Publicity material and collaterals will be primarily produced in digital form for convenience and to reaffirm our commitment to the environment. The information is to be made available in different languages to connect across communities. Develop theme based mobile applications to connect with the ever-growing community of mobile users. Build an audience community with an e-newsletter. Develop e-brochure on various themes and tourist destinations in India.

12.2.7. Centralized repository of all digital assets

There will be a centralized repository of all the digital assets and media such as print creatives, tv commercials, documentaries, images, videos and other assets. The central repository could be shared with States and Industry Stakeholders.

12.3. Overseas Marketing - Integrated Global Media 'Incredible India 2.0' campaign

12.3.1. Global Media Campaign

In overseas market, the focus will be to engage with established source markets as well as emerging and potential markets, which are contributing significantly to global tourist traffic. Apart from generic elements of global media strategy, customized promotion strategy for various markets projecting specific core messages, invitations and offerings, which are of interest in that market and specific for various segments. Following are the generic elements, which will be followed in overseas marketing:

- (i) Global Media Campaign will be launched annually
- (ii) Big brand awareness and gravitas – will be best achieved through reputable television networks
- (iii) Audience engagement – will be best achieved through online advertising including social media platforms

- (iv) Search and conversion – online, especially tourism websites
- (v) World-class publicity material and collaterals need to be produced in tandem to ensure that the brand is carried through all media platforms.
- (vi) Our participation and presence in international fairs and road shows needs to be impactful and meaningful, enabling preference as a prelude to destination choice.
- (vii) Niche tourism products of the country like Heritage Tourism, Adventure Tourism, Rural Tourism, Wedding / Honey Moon Tourism, Wellness and Medical Tourism, MICE Tourism, Golf, Polo, etc. to be promoted through the Campaigns.

12.3.2. **Coordination with Indian Missions**

The campaigns will be launched in coordination with the Indian Missions abroad.

12.3.3. **Global travel mart**

India will host a high-profile global travel mart in India in partnership with highly reputable organisations, thus achieving reach, profile and gravitas.

12.3.4. **Mega Fam tours**

Mega Familiarisation Tours to be hosted inviting tour operators, travel partners and famous travel writers / journalists to India to obtain first-hand knowledge of Indian tourism products.

12.3.5. **Appointing India Tourism Representative**

The overseas offices of the Ministry of Tourism will act as the nucleus with most of the commercial and market-oriented functions outsourced to specialized agencies. India Tourism Representatives will be appointed in markets where we do not have a presence and would focus on conversion of interest into booking.

12.3.6. **Connecting with Indian Diaspora**

The Indian Diaspora forms a significant and influential group in their respective country of residence. The Indian Diaspora can be encouraged and incentivised to visit India for special events such as the Kumbh Mela and other major events. The Overseas Indian community can, in fact, be the real Ambassadors for Indian Tourism and can contribute significantly to promoting the visit of an increasing number of tourists to the country. NRIs and PIOs to be targeted and encouraged to “rediscover their roots”

12.3.7. **Shooting films in India**

Publicity boosters like shooting of foreign films in India will be actively solicited, with strong PR support to maximize awareness.

12.3.8. **High Impact participation in Travel fairs and exhibition**

High impact participation in the important international travel fairs and exhibitions. India to participate as partner country in travel fairs / exhibitions in at least one event every year. India Pavilions being set up at international travel fairs and exhibitions to be more vibrant with activities.

12.3.9. **Focussed Roadshows**

Focused Road Shows to be organized in collaboration with stakeholders in important and potential source markets overseas. Such Road Shows to also be organized on specific themes like Medical & Wellness Tourism etc.

12.3.10. **Online training programs**

Online training programmes for overseas tour operators to create groups of “India Specialists” who could promote and sell India packages.

12.3.11. **Crisis management**

It is also necessary to have in place effective crisis management systems to counter and contain negative impacts of disasters, calamities, epidemics or any untoward incidents. This would involve disaster management on the ground as well as effective communication through media and PR activities.

12.4. **Domestic Marketing - Integrated ‘Dekho Apna Desh’ campaign**

12.4.1. **Dekho Apna Desh Campaign**

Similar to Global Media Campaign for overseas marketing, a “Dekho Apna Desh” media campaign for promoting domestic tourism will be launched annually. While some of the ideas, publicity material and other elements of global media campaign will be relevant for domestic promotion also but it would require a different approach and must be prepared keeping in view the target audience. The campaign may have the following generic elements:

- (i) Promotional campaigns for the special regions of North East, J&K and Ladakh
- (ii) Popularization of some of the lesser-known destinations across the States including newly developed destinations and circuits under Swadesh and PRASHAD schemes.
- (iii) Linking with Ek Bharat Shreshtha Bharat for pairing of the States
- (iv) Selection of a few destinations every year for focussed promotions amongst all segments, including schools and colleges would help in building critical mass / developing these destinations.
- (v) Further, state specific packages for families to visit and explore various facets of the state and special packages for senior citizens can also be developed and promoted.

12.4.2. **District Tourism Maps**

District tourism maps showcasing / highlighting their speciality can be created to create a strong branding proposition and a sense of pride amongst its populations.

12.4.3. Divert Outbound to domestic tourism

Currently outbound tourists from India exceed Inbound tourists, a robust domestic tourism would mean lesser outbound tourists, which would help retain foreign exchange and bolster our economy. It would also be a valuable driver of tourism dispersion across the country, and flattening of the seasonality curve.

12.4.4. Excursions by Schools/ Colleges to select destinations

Encourage Schools and Colleges to organise excursions to various destinations both within the State where they are located and outside.

12.4.5. Promotion of Fairs and Festivals

Promotion of important Fairs and Festivals and support to important tourism related events and major Travel Marts & Exhibitions organized in the country for promotion of domestic tourism.

12.5. International Co-operation in Tourism – a vehicle for soft power

12.5.1. The significance of International Co-operation in the field of tourism lies in building partnerships, learning from experiences of countries that have developed strong tourism sectors and collaborating for mutual benefit.

12.5.2. Tourism is also an excellent vehicle for projecting soft power. India needs to articulate the interests of emerging/ developing nations and champion the causes of sustainability, responsibility and the poverty alleviating and employment generating aspects of tourism.

12.5.3. Concrete action plans in pursuance of the MOUs signed with different Countries for mutual cooperation in the field of Tourism shall be finalized and implementation mechanism and review will be put in place.

12.6. Engagement with multilateral forums

12.6.1. India will actively engage in multilateral forums like the United Nations World Tourism Organisation (UNWTO), South Asian Association for Regional Cooperation (SAARC), Bangladesh, Bhutan, India and Nepal Sub-regional Grouping (BIBN), Association of Southeast Asian Nations (ASEAN), IBSA (India, Brazil, South Africa) Dialogue Forum, BRICS (Brazil, Russia, India, China, South Africa), etc.

12.6.2. India will also engage with international industry bodies like the World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA) etc. to collaborate with the tourism players across geographies, market intelligence, communicate with the global industry on key issues and harness their expertise for the benefit of our industry.

12.6.3. Partnerships will be explored with SAARC and ASEAN countries to develop and promote common packages on themes that link the countries such as the Buddhist circuit, Ramayana circuit, Himalayan circuit, Heritage circuit that would yield excellent dividends to all participating nations.

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Chapter 13 – Quality Assurance and Standardization

13.1. Trust is the Cornerstone

Trust is the cornerstone on which all businesses are built. Buyers need to be reassured that what they buy is what they get. All stakeholders within the tourism industry, whether product or service providers need to deliver quality traveller experience.

13.2. Quality Tourism Framework

13.2.1. A robust framework for certification and accreditation of products and services across all segments like accommodation providers, tour operators, adventure tour operators, service providers like spa and wellness, entertainment, guides, restaurants etc. will be laid down. Clear certification and accreditation guidelines will be created based on self-certification and deployment of digital technologies for all service providers across different categories.

13.2.2. Since the industry has a spectrum of players of different sizes and price points a graded approach, which classifies them in to different categories is necessary. Certified and accredited players need to be incentivized to attract a wider subscription. Similarly, strategic measures to goad the reluctant to seek certification and accreditation need to be pursued.

13.2.3. The Quality Tourism Framework will be a single, user-friendly online tool to develop businesses and grow their market, paired with modern branding to promote Quality Tourism Accredited Businesses.

13.2.4. The Quality Tourism Framework will enable entrepreneurs to develop a business from start-up through to niche markets and international standards, in order to develop a sustainable tourism business that can compete and prosper. A Quality Tourism accredited business will imply:

- (i) Quality
- (ii) Reliability
- (iii) Professional customer service
- (iv) Accuracy in advertising
- (v) Sound environmental practices
- (vi) An appropriately licenced and qualified operator
- (vii) Adherence to a Code of Ethics

13.3. Maximizing Coverage

Currently, there are a very limited number of tourism service providers, which are listed and recognised by the Central Government or the State Government. There is a need to lay Following measures will be taken to maximise coverage of the Industry

- (i) Run a campaign with trade and industry bodies to promote certification and accreditation.

- (ii) Create incentives like limiting participation in the India pavilion in trade fairs and road shows to accredited operators.
- (iii) Use the Incredible India website and social media to establish credentials and promote certified and accredited players.

13.4. **National Databases of Tourism Service Providers**

The Ministry will create a National Database of Tourism Service Providers. Availability of such a national database is crucial for quality assurance and standardization, framing various policies and strategies for promotion and development of tourism as a whole. The COVID19 pandemic also highlighted the urgent need for creation of a comprehensive national database to disseminate information about preventive measures. Such a national database of tourism service providers will help to promote quality and standardization by supporting the tourism service providers with:

- (i). Better planning for various segments of tourism industry
- (ii). Framing industry friendly policies and guidelines
- (iii). Research and development of insights
- (iv). Capacity building of the service providers
- (v). To promote service providers through digital platform
- (vi). To facilitate in skill development
- (vii). To disseminate information about preventive measures in case of a crisis

Chapter 14 – Market Intelligence and Research

14.1. Robust Market intelligence System

A robust market intelligence system will be developed for collection, analysis and compilation of data regarding domestic and international visitors, which will be available to both Government and Industry. It will provide up-to-date analysis of recent trends and insights on key performance indicators for inbound and domestic tourism at the National, State and Destination level. The statistical methodology will further be refined to reflect the purpose of visit e.g. business, leisure etc. Real time information will be provided to the trade and industry in areas like market trends, assessment of source markets etc. to help them make informed decisions.

14.2. Setting up of National Dashboard for Tourism

The Ministry will set up a Dashboard for showing the trends, progress and status of various tourism related performance indicators. Progressively, the data will be captured at the source and made available in real time for analysis, trends and insights. The Dashboard will be available for both Central Government and State Governments and Destination Management Organizations to help them take necessary measure for promotion and development of tourism under their respective jurisdictions.

14.3. Forecasts and Sector Insights

Annual and Quarterly forecasts and sector insights:

- (i) Annual market intelligence reports to exploit our top source markets which would form the basis for Government and industry activities.
- (ii) Forecasts/ Sector Insights/ Consumer Demands on a quarterly basis to the Indian Tourism Sector.

14.4. Visitor Data and Feedback Surveys

Following visitor data collection and feedback surveys will be carried out:

- (i) Implement International Visitor Feedback Survey for International Passengers.
- (ii) Implement a similar Domestic Visitor Feedback Survey at Airports, key destinations
- (iii) Tabulate data related to visits of NRIs with regard to their destinations, objective of visit, interests, etc., so as to have specially designed packages for the Indian Diaspora.
- (iv) A system to be devised to gather tourist arrival data on a daily basis from Bureau of Immigration at all international airports, seaports and border crossings to provide relevant reports

- (v) Technical / advisory group for prescribing standard methodologies for baseline surveys comprising of experts from reputed research institutes and Ministry of Statistics to be constituted.
- (vi) Data collection to be disaggregated by sex and analysis (qualitative and quantitative) of the same to be accurate to engage in effective planning and development of the tourism sector.

14.5. Surveys to ascertain manpower requirements

Surveys to ascertain manpower requirement in hospitality sector, hotel room assessment, baseline surveys for tourist visits, etc may be considered as the required baseline surveys. There is a need for developing and standardizing methodologies for baseline surveys and providing technical and financial assistance to States / UTs for uniform adoption. Capacity Building and skill enhancement of State / UT officials in this field is needed.

14.6. Studies on various aspects of tourism development

- (i) Study on potential of some of the Niche Products for development and promotion to be undertaken.
- (ii) Develop a mechanism for tabulating data relating to various tourism products including Medical Tourism, MICE Tourism, etc.
- (iii) Undertake a detailed study on the impact of taxation on the tourism sector.
- (iv) Market research should not only use the primary research and statistical sources but also collate and cross-reference it with the work done by organizations like UNWTO, WTTC, PATA etc.

Chapter 15 – Governance, Institutional linkages and Stakeholder Engagement

15.1. Tourism, A complex domain – Need for effective Governance

15.1.1. Tourism is a complex domain covering a wide range of activities spread across several Ministries and involving the State Governments, Local Governments and Industry. While tourism is led by private sector, the Government has a crucial role in enabling tourism as most of the cultural and natural resources are under the Government control apart from physical and social infrastructure, which is a pre-requisite for tourism to grow.

15.1.2. In order to achieve a common vision, aspiration, set a cogent agenda and address issues that affect the tourism sector, there is a need for laying down the governance mechanism and stakeholder engagement. The Governance will include all the three levels namely the Centre or Apex, State level and Destination level.

15.2. Apex Level Coordination

At the apex level of Central Government, following Institutional set up will guide the implementation of the Policy.

15.2.1. National Tourism Advisory Board

A National Tourism Advisory Board (NTAB) will be set up to provide overall vision, guidance and direction to the Development of Tourism Sector in the country. The Governing Council of the Board will be chaired by the Union Minister for Tourism and will comprise of all the Tourism Ministers of the States and Industry Stakeholder. The Board would have a dedicated secretariat and a corpus of funds to undertake its activities and to provide a robust follow up mechanism.

15.2.2. Inter-Ministerial Coordination Committee on Tourism (IMCCT)

In order to promote convergence, create synergy and resolve inter-ministerial coordination issued, an Inter-Ministerial Coordination Committee on Tourism (IMCCT) will be set up under the chairmanship of the Cabinet Secretary with representation from all relevant ministries.

15.2.3. Task Forces

In order to prepare Action Plans, Operational Guidelines and other initiatives under the Policy, Task Forces will be set up under the Chairmanship of Secretary, Tourism and representation from the relevant Central Ministries and select States and Industry.

15.2.4. Execution Support – National Tourism Authority

Tourism is a market-oriented sector that requires a swift and flexible approach from the tourism authorities to capitalize on market opportunities. Most competing destinations have separated the policy-making functions from the executing functions. However, in India the Ministry of Tourism functions as both the policy making and executing arm of the Ministry of Tourism. A separate National Tourism Authority (NTA) would be established for executing

and operationalizing various tourism related initiatives. Simple, flexible and elegant processes can be laid down to allow for nimbleness.

15.3. **State Level Coordination**

15.3.1. **State Tourism Board**

The States may set up State Tourism Board (STB) under respective Chief Ministers to provide overall vision, guidance and direction to the development of Tourism Sector in the State. The Board will be chaired by the Chief Minister and will comprise of other relevant Ministers, Officers and Industry Stakeholders. The Board would may have a dedicated secretariat and a corpus of funds to undertake its activities.

15.3.2. **Inter Departmental Coordination Committee on Tourism**

In order to promote convergence, create synergy and resolve inter departmental issues, an Inter-Departmental Coordination Committee on Tourism (IDCCT) will be set up under the chairmanship of the Chief Secretary with representation from all relevant departments.

15.3.3. **State Task Forces**

State Task Forces under Department of Tourism for specific tasks.

15.4. **Destination Level Coordination**

Destination level coordination and management by Destination Management Organization.

15.5. **Stakeholder Engagement**

15.5.1. Tourism development and promotion requires engagement with a very diverse set of stakeholders. The Stakeholder engagement will be essential for the success of the Policy. Following are the key Stakeholders in the implementation of the Policy:

- (i) Central Government Ministries
- (ii) State Governments
- (iii) Destination Management Organizations
- (iv) Key Tourism Industry leaders
- (v) Industry Associations in Travel and Tourism
- (vi) Private Sector Players in Travel and Tourism
- (vii) Reputed Government or other Institutions in any area of Tourism Development
- (viii) Academic Institutions
- (ix) Development Agencies
- (x) Civil Society

15.5.2. The Stakeholders will be involved in the roll out and implementation of the policy in the following manner:

- (i) Updating all the stakeholders about the policy provisions, guidelines and action plans and amendments from time to time
- (ii) Updating all the stakeholders about the progress on implementation
- (iii) Involve key stakeholders in the apex review and monitoring mechanism
- (iv) Involve key stakeholders at the State in the State level review and monitoring mechanism
- (v) Specific Partnerships on various initiatives and events
- (vi) Specific Partnerships on projects
- (vii) A detailed Stakeholder engagement plan will be prepared identifying the key stakeholders and their involvement in achieving the objectives of the policy.

15.6. **Implementation Plan and Performance Indicators**

15.6.1. A detailed action plan and performance indicators in line with the vision, mission and goals of the Policy and various strategic pillars will be prepared. The Plan and performance indicators will be finalized within stipulated time and will create a baseline for measurement of performance for the implementation of the Policy.

15.6.2. In order to effectively implement the policy, a Policy Implementation Unit (PIU) will be set up cutting across all the strategic pillars and product specific roadmaps. The key activities of PIU shall be:

- (i) To create awareness about the policy amongst the stakeholders
- (ii) To prepare a detailed policy implementation/ action plan with clearly defined timelines and responsibilities for each of the strategic pillars and product development.
- (iii) To assist in restructuring institutional support for the implementation of the policy and build capacity of the institutions for investment promotion and business development.
- (iv) To prepare concept note, pre -feasibility and other relevant reports for implementation of the policy.
- (v) To assist in the selection of various project specific agencies for implementation, wherever required.
- (vi) To assist in review of the implementation of the policy as per the governance mechanism
- (vii) Develop a comprehensive dashboard to track policy implementation
- (viii) To assist in adoption of best practices at national and international level.
- (ix) To carry out impact analysis of the Policy on economic growth, job creation and other important economic indicators in order to maximise results of public investments of Govt. of Punjab for industrial and business development in the State and make forecasts for resources required.
- (x) PIU will be supported by Knowledge Partners, Experts and Professional Consultants as may be required for smooth implementation of the Policy.

Annexure 1 – Definitions

Definitions [TBD]

1. Tourism Enterprises
2. Visitor
3. Tourist
4. Inbound
5. Outbound
6. Domestic
7. ITA
8. ITR
9. Destination
10. Attraction
11. Accreditation

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Annexure 2 – Product Specific Roadmaps

Product specific broad roadmaps have been given below, which will be further refined and developed during the course of implementation of the Policy:

1. Heritage and Culture

Often referred to as a living museum, India is blessed with a rich history and a vibrant heritage and culture. There are Museums which are rich repositories of the country's culture and heritage over a period of time. Tourism is one of the most effective instruments to give a new lease of life to our rich legacy inherited and celebrated by us.

A strong public - private - people partnership to restore and adapt our historical and cultural assets into tourism products would go a long way in preserving not just our built heritage but also our intangible assets like folk arts, dance forms, theatre, etc. Creating experiences around our Heritage sites and monuments with Interpretation facilities, souvenir shops, eateries and other conveniences, would enhance the overall visitor experience.

2. Spirituality

India has from time immemorial been a destination that has drawn and welcomed seekers from afar in search of enlightenment. Tourism in India has traditionally thrived upon travellers visiting places of spiritual interest. As the birthplace of four great religions, Hinduism, Buddhism, Jainism and Sikhism, India can attract significant number of visitors. Up gradation of infrastructure at pilgrim centres to offer a serene and spiritual experience to the travellers is critical. Proactively promoting tour packages including charters in to these destinations and encouraging large format pilgrimage tourism, can help build a sizeable market within a short period.

3. Yoga

As a science that seeks to keep the body, mind and soul in concert, Yoga is India's gift to the world. Properly marketed, Yoga has the potential to draw in significant number of long stay travellers. It is however necessary to inventory existing yoga imparting institutions and connect them to the tourism market by adapting them suitably in terms of language orientation, physical infrastructure and ability to handle visitors.

India has the potential to establish itself as the land of Yoga, leveraging the growing global interest and the United Nations' declaration of 21st of June as World Yoga Day.

4. Ayurveda / Holistic Health Systems / Wellness

The ancient science of Ayurveda seeks to maintain a balance amongst the different elements in the body to maintain good health. Entirely holistic in its approach, it has emerged as the answer to lifestyle issues that ail modern living through its detoxification and maintenance regimens. There is increasing consumer demand for wellness services and products the world over. *Wellness also brings in high yield tourists and significantly increases the average duration of stay.*

A distinct opportunity exists for India to identify Ayurvedic centres, create a talent pool of practitioners and standardize the products, processes and infrastructure to build a robust product offering. Other indigenous holistic health care systems need to be similarly promoted.

5. Medical Tourism

India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually. India is placed among the top three medical tourism destinations in Asia (with Thailand and Singapore), mainly due to the low cost of treatment, quality healthcare infrastructure and availability of highly skilled doctors.

India is home to some of the finest hospital facilities and well-trained manpower. Most medical procedures offer world-class expertise and facilities at extremely competitive prices. Quality accreditation of hospitals, insurance coverage and a focused campaign in identified markets can yield handsome dividends.

6. Meetings, Incentives, Conferences & Exhibitions (MICE)

This segment is one of the fastest growing, high yield segments of the tourism sector and can act as an excellent instrument to tide over the seasonality of the industry. Globally, the MICE segment has overtaken the traditional business trips segment. Large conventions and conferences bring significant number of high spending tourists, which boost the local economy.

India's efforts in attracting big conventions need to be re-imagined, moving from the current model of supporting individual operators to generate business to a more result-oriented framework. In addition, pre/post leisure activity needs to be leveraged as a way of increasing the value of MICE tourism.

7. Rural / Village / Farm or Agritourism / Plantation:

It is rightly said that India lives in its villages. Indian villages are imbued with natural beauty, charm, and a simple way of life and offer unique experiences for the traveller. Tourism can act as a powerful tool for revitalizing the rural economy. Developing strong public private peoples partnership within a responsible tourism framework can create a win-win situation for the tourist, entrepreneur and the community and emerge as an alternate engine of growth for the rural areas.

Unique Village Life Experience packages can revive our traditional activities in the villages. Farm and plantation tourism can augment the income from agricultural activities and de-risk farmers to some extent. Villages with core strength in handlooms, handicrafts, etc. and which are in proximity to existing destinations, can be developed as tourism destinations.

8. Beaches & Islands

Globally, Beach holidays have grown by 18% over the last five years and remain the most important segment of leisure travel. With over 7500 Km. of coastline and a tropical climate, India has the potential to create a vibrant beach tourism economy.

Challenges like haphazard and unscientific development of beaches, lack of proper upkeep, non-involvement of the community and regulatory obstacles have hampered progress. Legislative / regulatory changes which are sensitive to the needs of development without compromising upon the principles of sustainability and right to livelihoods will enable growth. Similarly, islands and coastal areas rich in marine life and light houses can emerge as attractive destinations with the potential to attract tourists in large numbers.

9. Rivers / Backwaters / Dams

River cruising has become a valuable niche for destinations across the globe, offering a more exclusive, intimate experience of a place.

India is well irrigated by its rivers, which flow along the length and breadth of the country. Rivers also offer an alternate mode of transportation and recreational opportunities. Similarly,

Backwaters are a unique ecosystem, which offer experiential holidays. Dams are typically built in pristine environments with reasonable connectivity. Land is also available near the dams for developing accommodation centres, gardens, mounting water sport activities and other such activities. Planned development ensuring anti-pollution measures and in tune with the environment can readily yield new tourism destinations.

10. Cruises - Ocean

The Cruise sector is a fast growing component of the leisure industry, worldwide. Experience in the Caribbean, Latin American and South-East Asian countries indicate that a huge amount of foreign exchange can be earned and sizeable direct & indirect employment can be generated onshore by providing the right policy environment and infrastructure for the growth of cruise shipping.

It is estimated that on an average a cruise tourist spends about USD 200-300 and a cruise staff/officer spends about US\$ 100-150 per port visit.

India has several advantages like along coastline and strong port positioning which imparts a natural advantage to the country to attract international cruise lines and India's positioning in South Asia and its proximity to already popular cruise destinations would enable strong cruise circuits to be created over a period of time.

India's share of cruise tourism has, however, been slipping in the recent past. It is therefore necessary to explore the creation of dedicated cruise berthing/ facilitation services in important ports, ease visa and immigration processes, introduce time efficient operations, moderate port charges and incentivize cruise operators to call on India.

Similarly, coastal cruises connecting various Indian ports and river cruises need to be incentivized in the short term to add experiential products to our portfolio.

11. Adventure

With its diverse geographical zones India has immense potential for adventure activities and expeditions throughout the year.

73% of the Himalayas are situated in India and along with the other mountain ranges can host a variety of activities like skiing, trekking, rock climbing, para-gliding etc.

Caravan Parks and Camping Sites can add yet another facet to the tourism product.

Our coast, rivers and backwaters can support a variety of water based sporting activities like surfing, deep sea diving, kayaking, white water rafting etc.

It is important to unleash the potential of the sector by providing access to suitable places, providing facilities and infrastructure for mounting various activities, while at the same time establishing clear protocols and safety norms and accrediting operators with the right experience and credentials to ensure safety and assure quality in line with responsible tourism principles.

12. Wild Life/ Eco Tourism

India has ecological hotspots, which are rich in flora and fauna. While uncontrolled tourism can harm these areas, a calibrated and meaningful approach can help in preserving these areas with the visitors acting as a check against illegal activities.

A proactive, responsible approach providing controlled access to these areas after carefully ascertaining carrying capacity within an eco-friendly framework can augment incomes in the poorest parts of the country and also help the cause of preserving wild life and plant life.

13. Sports

Large format sporting events, like Cricket / Football World Cups, Formula 1 Racing, etc. have tremendous potential to bring significant numbers of high spending tourists into the host destinations. Such events can be leveraged and promoted for increasing inbound tourism.

14. Golf

Over the past few years some world-class golf courses have been developed in India. Golf tourism brings in high spending tourists for a relatively longer duration of stay. Focused marketing of this niche product will help in supporting the economy of those regions, add to the viability of the golf courses and popularize the sport in India.

15. Cuisine

Getting a taste of local cuisine has become an essential part of the travelling experience. India's strongest calling card to the world is its cuisine, with our USP being Vegetarianism which today is of great interest worldwide.

As the primary producer of spices and the melting pot of various cultures, India offers an interesting and diverse array of culinary experiences.

International interest in Indian cuisine should be leveraged to draw travellers to explore our culinary trails with their myriad traditions and ingredients.

Interactive culinary offerings should also be developed to allow travellers to enjoy hands-on instruction round Indian cooking techniques, furthering their immersion into the culture and hospitality of India.

16. Shopping

India is a veritable shopper's paradise especially for the high skill handcrafted products and retail trade, providing enormous forward and backward linkages throughout the economy.

Shopping is an integral part of the tourism experience and a valuable contributor to revenues. The development of dedicated shopping centres for traditional crafts needs to be encouraged and the "Make in India" brand should be promoted.

Shopping should be made a part of the itinerary of tourists.

17. Fairs & Festivals

Fairs & festivals in India are colourful commemorations of religious or historical events or celebrations of the change of seasons. They reflect the vigour and life-style of its people and provide unique experience to visitors. Vibrant colours, music and festivities make the country come alive throughout the year.

Fairs and festivals should be assertively utilized to drive year-round, cross-country travel. Creating planning tools such as annual calendars of fairs & festivals and publicising them well in advance will enable tourists to include these in their itineraries.

18. Cinematic Tourism

The medium of 'Cinema' is a powerful tool for popularizing destinations. Not only do shooting films help the tourism industry and boost the local economy significantly, some destinations have proven that films can be a cost effective method to market a destination.

Creating an inventory of shooting locations, enabling film shootings by simplifying processes and issuing time bound clearances and incentivizing film makers will help tap in to the opportunity.

19. Destination Weddings

India is known for its vibrant and colourful weddings and its spectacular palaces and rituals can form an attractive proposition for destination weddings.

The opportunity exists to elevate this niche segment by linking together various locations and experience creators (i.e. wedding planners, tour operators, and hoteliers etc.) to create attractive offerings.

Building on the above, Honeymoon is another attractive segment that can be targeted through innovative product development and promotion.

20. Interpretation / Heritage Walks

Experiential tourism is all about storytelling to make the facts come alive and make the visitor relive the experience.

A concerted effort should be made to establish high quality interpretation centres, provide well-trained guides, hop-on hop-off city bus tours, sound and light shows, aids like apps, audio guides to enhance the visitor experience.

Similarly, activities like heritage walks help the visitor experience the living history and can be a powerful tool to interpret the past and the present and instil a sense of pride in our surroundings.

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