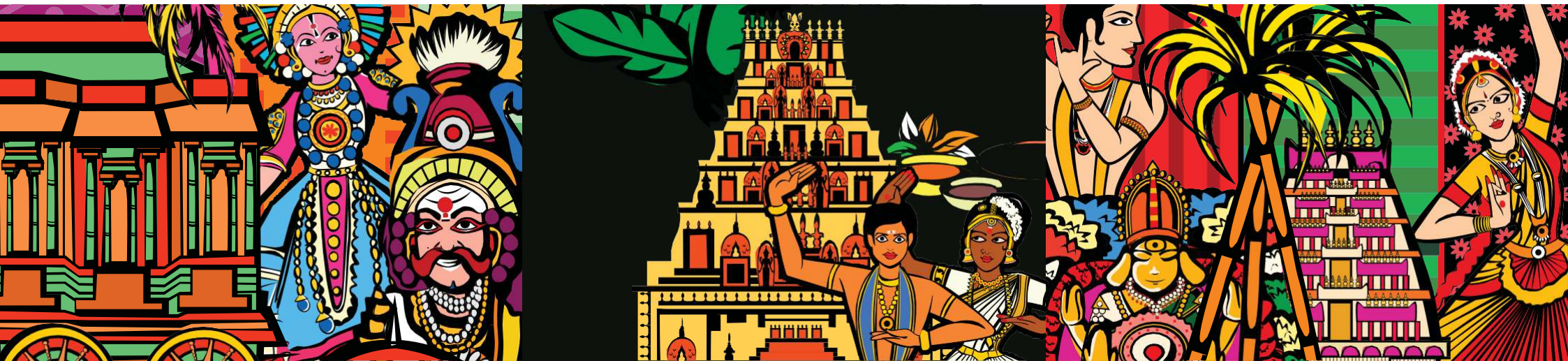


अतुल्य! भारत
Incredible! India

75
आज़ादी का
अमृत महोत्सव

Innovation and the Future of Domestic Tourism

Building Opportunity
for Growth and Development



Tourism in India

One in every four Indian is directly or indirectly engaged in tourism related manufacturing or services activity.

An increase in domestic tourism will provide the much needed thrust to keep these activities alive and enable the value chain to stay employed, leading to economic activity and economic benefits, while sustaining livelihoods.

Celebrating Diversity

A **5000-year-old** civilization

Home to over **19,500**

languages and dialects

1.38 billion people. **705** tribes

and ethnicities

47,000 species of plants and

over **90,000** species

of animals

Amtanirbar Bharat

Revival of domestic tourism will play an important part in boosting the economy after the impact of the pandemic.

Measures are being taken to revive domestic tourism while ensuring that the health and hygiene protocols are followed at all tourist destinations and hospitality units.



Prime Minister's message to 1.3 billion Indians

To visit at least 15 places by 2022
Azadi trails to promote destinations
related to India's freedom struggle
Promotion of pilgrimage
101 Webinars on lesser-known
tourism destinations with more than
230,000 people from the industry in
attendance



Dekho Apna Desh

See your Country

A concerted drive to promote local places,
local sites, local tourism heritage

Rediscover and explore:

- Local sites of historical and tourist importance
- Local traditions, heritage and culture



Vocal for Local

Emphasising on a self-reliant, or 'aatmanirbhar', India, focus is not just on products to be made in India, but also on the promotion of local brands, manufacturing and supply chain.



Vocal for Local

5 Ways To Promote Be Vocal for Local

Be a hero for the locals
Explore your own backyard
Traditional is Exceptional
Embracing Indian Brands
Daily Execution
Spreading the Word



Toy Tourism

The world wants to learn about India's capabilities, art, culture and society .

Toys play a big role in showcasing the Indian culture and capabilities.

The traditional toy industry employs millions of craftspeople and artisans providing livelihoods to many while sustaining and producing culture.



Toy Tourism

About 80 per cent of the toys were being imported by India with crores of rupees going abroad and asserted that it was very important to change this situation.

India's share is only about 1.5 billion dollars in the global toy market of approximately 100 billion dollars



Toy Tourism

Improving the country's standing in 'Toyconomy' or the economic aspects of the toys and gaming industry will benefit innumerable craftsmen, artisans and also entrepreneurs in the digital gaming space.

The prime minister referred to fast growing internet connectivity and inexpensive data and called for exploration of possibilities in virtual, digital and online gaming in India.



Sustainable Tourism

Encouraging sustainable tourism in India since it supports travel that is ecologically maintainable in the long term, promotes indigenous cultures and works with locals to see that the tourism industry benefits their villages and towns directly.

- Village Home Stays
- Wildlife Ecotourism
- Tribal & Cultural Tourism



Home Stays in Tribal Heartland - Bastar



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Building Capacity

Incredible India
Tourist Facilitator

अतुल्य ! भारत
पर्यटक सहयोगी

Custom design flexible training programmes for employable youth to build capacity for the tourism sector.

Learn from anywhere and at anytime at your own pace.

Encourage youth from aspirational districts to enroll in Incredible India Tourist Facilitators Course by providing necessary incentives



Job Creation and Talent

Over 9000 students have enrolled for the Tourist Certification Facilitator Programme

The tourism industry alone has created 14.62 million jobs in India over the last 4 years.

Job creation on the rise again. Employment is expected to be back to pre-pandemic levels soon.

Layoffs are being reversed

Increasing Connectivity

UDAN – The regional connectivity scheme will be applicable on route length between 200 to 800 km with no lower limit set for hilly, remote, island and security sensitive regions.

The Central government will provide concessions to the tune of 2 per cent excise on Value Added Tax (VAT) and Service Tax at 1/10th the rate and liberal code sharing for regional connectivity scheme airports.

A Regional Connectivity Fund (RCF) is being created to fund the scheme via a levy on certain flights. States are expected to contribute 20 per cent to the fund.

Increasing Connectivity

For balanced regional growth, allocations will be spread equitably across 5 regions - North, West, South, East and North East with a cap of 25 percent.

Market-based reverse bidding mechanism to determine least VGF to select the airline operator with the right to match to the initial proposer.

VGF will be reduced if passenger load factor remains high and will be discontinued after 3 years when the route becomes self sustainable.

Domestic Tourism Roadmap

Strategy..... Emphasis on Domestic Tourism

Domestic Tourism

*Ghoomo
Bharat
-“Dekho
Apna Desh”*

tool to eliminate
local poverty,
generate
employment and
economic
growth, upgrade
infrastructure



Policy Interventions



**Policy focused on increasing low cost
connectivity, cheaper / family
accommodation, direct incentives,
expanding the demand through boosting
purchasing power and activity
organization & promotion at regional level**



**Excellent shock-
absorber: Post COVID
19**

Post Pandemic
effective way to
reinvigorate
tourism

Increased
revenues for the
states & other
stakeholders to
sustain through
lean global
tourism

Confidence
booster for the
global
community to
visit India

Domestic Tourism Roadmap

Strategy...

Outline and guiding principles of Roadmap

Short Term promotion	Medium Term promotion	Long Term promotion
For 01 year	01 to 05 years	Beyond 05 year
<ul style="list-style-type: none">• Preparatory or 'Building Stage'• Sensitize the stakeholders regarding safety standards• Devise implementation mechanism for entry/ exit points, destinations and to all the touch points of tourist's footprint• Encourage to plan holidays Swasth Bharat Atulya Bharat'• New creatives and promotional films (for changed mind set)• Carrying capacity assessment for tourist destinations/ sites for safe distancing	<ul style="list-style-type: none">• Increase in tourist movement may be witnessed• Time to introduce new normal norms and address behavioral issues of domestic tourists• Diversion of outbound tourist to the domestic destinations. Time to witness increase in per capita spend of domestic tourists.• Need to chalk out aggressive domestic tourism campaign (Road shows, FAM Trips, big and bold advertisement, festivals and incentives in MICE)• Introduce newly added tourism facilitators	<ul style="list-style-type: none">• Stage of achievement and to decide the way forward to the tourism sector for coming 10 to 15 years• Diverting from pricing of destinations in response to the demand and supply, with focus on service delivery and maintaining quality experience• Bring back the trust from competition countries• Focus on FIT and MICE

Domestic Tourism Roadmap

Strategy...

Outline and guiding principles of Roadmap

Short Term promotion (1/2)

Policy

- **Compliance to the MoHFW** Guidelines
- **Social distancing** maintained strictly by the local administration.
- **Carrying capacity** of a destination may be restricted to **50%**, (include all hotels, restaurants, monuments, sites of tourist attraction, transportation)
- Sanitization/ disinfection of all the sites and public areas

Product

- Stress to **shift trend** from **mass tourism to FIT and Special Interest tour**

Medium Term promotion

Rigorous checks in entry points (Airports, Railway/ bus Stations and other port of entries)

Infrastructure Development

- **Journey/ travel** is imperative part of tourism
- Considering **current situation** most of the trips in **near future** would be through **Road and in personalized/ private transport** mode
- **Wayside amenity** would be immediate need

Connectivity

- Boost tourism in tier I and II cities- UDAAN
- Incentives for Airlines and Operators

Long Term promotion

Connectivity (cont..)

- This model has already helped South East Asian Tourist Spots
- This model may continue for medium term and reviewed in long-term plan
- Special Tourist trains- luxury, safety and experience (targeting the outbound segment)

Publicity and Events

- Inspiring the confidence for safer destinations
- Identification of Images (Creative)- Stress on Hindi and Other regional language for wider reach
- Media Plan
- '*Swasth Bharat Atulya Bharat*' in collaboration with '*Dekho Apana Desh*'

Domestic Tourism Roadmap

Strategy...

Outline and guiding principles of Roadmap

Short Term promotion (2/2)

Publicity and Events (Contd..)

- Webinar is great success even during the Lockdown days
- Persuasive add campaign needs to adopted through various mediums (News Paper/ Radio/ Advertorial, and Digital Advertisements) followed by Story Telling
- Other conventional ways of Publicity

Safety of the tourist and the local host community

Training and sensitization

Two quarters may be identified as the building stage

Training on safety standards & hygiene

Medium Term promotion

- Webinars, online trainings and workshops involving experts from disaster management, health and, Hotel and Hospitality Management
- The trainings shall cover all the touch points

Human Resource Management

- workforce of tourism sector has been affected the most
- destinations (Less affected or better recovered) which will create larger demand and will require quality service delivery
- **Data driven accessible portal** can boost the human resource development (tourozgar.gov.in)

Long Term promotion

- Features of the employment portal
- Classification
- Rating System
- Governance Structure
- Rationale

Domestic Tourism Roadmap

Strategy...

Outline and guiding principles of Roadmap

Short Term promotion

Policy

- State of wide spread of tourism footprint (Innovation and progression stage)

Product

- Diversification of Tourism Product
- Considering per capita expenditure on Leisure, Eco Tourism, Shopping trips as per TSA, new tourism products shall

Infrastructure

- Large Scale Tourism Infrastructure projects (along with Destination and Circuit based development)

Medium Term promotion (1/1)

Infrastructure (Contd..)

Theme/ entertainment parks of International scale (Special Tourism Zones)
Marinas (Water front development, NWW/ National Water way No 1)

Publicity and Events

Apart from events. Market may normal as earlier in this phase. New age MICE offerings will be considered during this phase
large events like '**Bharat Parv**' and '**Paryatan Parv**' may be organized in all major source markets.
Tour Operators, Travel Journalists and Opinion Makers who may bring real

Long Term promotion

changes in the tourist movement in years to come

Training and Sensitization

Strict regulations with Statutory backing shall be enforced for carrying capacity of destinations. Awareness and rating systems of destinations. (Similar to Blue certification)
Promotion of sustainable and responsive tourism practices and destinations

Domestic Tourism Roadmap

Strategy...

Outline and guiding principles of Roadmap

Short Term promotion

Policy

- Carrying capacity ceiling
- Ensuring tourism experience through price regulation. Incentivize the Airlines, operators and Hoteliers
- Ensuring local community participation

Product

- MICE tourism to gain momentum after the initial recovery from set back

Infrastructure

- Planning better amenities with sustainable tourism goal
- Eco- resorts, Eco & Luxury Transport
- Necessary fiscal incentives for

Medium Term promotion

Publicity and events

India is a country of events, festivals
Experiential tourism to different region would be niche experience.
Unique features of particular festival/ region/ culture would be considered for development of tourism products
Explore the unexplored

Human Resource/ Training

Hunar Se Rozgar Tak, Paryatak Mitra may be revisited and popularized in target destinations for skill development of tourism work force
Student exchange
Culinary institutes

Long Term promotion (1/1)

Market Development

Assistance to the carrier of Choice
Change in reimbursement policy
Agile policies



Thank You

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अमृत महोत्सव