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DSC\_1820: vkt lqcg t;iqj ds lhrkiqjk esa thvkbZVhch dk nkSjk djrs gq, Hkkjr ljdkj ds i;ZVu lfpo] Jh fouksn tqR'kh] fQDdh i;ZVu lfefr dh v/;{k M‚- T;ksRluk lwjh vkSj jktLFkku ljdkj ds izeq[k 'kklu lfpo ¼i;ZVu½ Jh 'kSysUæ vxzokyA

DSC\_1828/ DSC\_1870/DSC\_1872:: t;iqj esa thvkbZVhch ds nkSjku Hkkjrh; lSylZ ds lkFk baVjsD’ku djrs gq, QkWjsu ck;lZA

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**Extra Matter for padding:**

The FICCI-MRSS paper suggests a 14-point roadmap for sustainable growth of inbound tourism in India, which is as follows:

***Formation of India Tourism Board***

It is imperative to set up Tourism Board as the Regulatory Authority of tourism in the country. This shall have focus on developing, maintaining and strengthening the backward (Intra India) and the forward (India to inbound market) linkages to make India a prominent inbound destination of the world.

***Promote concept of sustainable tourism***

To make the dream of the honourable Prime Minister true, it is recommended that the concept of sustainable tourism be adopted and practised. This will involve all stakeholders right from the community to active participants in the value chain and enable them to proactively serve and interact with the inbound tourists so that they feel more at home in India. This will enable them to return to India on a regular basis.

***Strengthen the India Tourism offices overseas***

It is understood from the feedback of the foreign tourists that they rely heavily on the India Tourism offices as well as social media. This being the order of the day, it is hereby advised that policy be drafted to strengthen the India tourism offices.

***Create a central tourism repository***

A central repository with links to the different states, destinations and product offerings may be looked into, in order to rule out ambiguity. This may be hosted in the Ministry of Tourism site itself, while the modalities may be outsourced.

***Maintain co-ordination and align with the centrally sponsored scheme***

The Swachch Bharat Abhiyan and the Make in India and Skill India initiatives needs to be well aligned with the State policies. Some States like Gujarat, Maharashtra and Madhya Pradesh has already incorporated in the State Tourism policies.

***Create a national emergency response system for the tourists***

To provide a safe and secure environment it is recommended that a national emergency no. may be created and dissemination of the same needs to be done through the social and traditional media channels.

***Create a market intelligence system to track competition***

There needs to be an intelligence system to track the product offerings by the competition states and pass on this information to the states so that they can amend/ modify/ value add their offerings in order to stay competitive amongst foreign tourists. This needs to be done on a priority basis. i.e. lets’ say Thailand is offering Nature Tourism, States of India offering nature tourism may decide to set up a competitive profiling of Thailand, information may be gathered in form of interactions, mystery shopping, a proper analysis of the same needs to be undertaken and passed on the States so that they could develop a strategy either alone or in collaboration with one another.

***Create experiences, not just tourist spots***

A visitor should go back enriched in knowledge and with a sense of a great experience. To make this happen steps can be taken to make the tour replete with tour guides, activities for the children, culinary tours, interactivity for the tourist with the culture of the place etc. New tourist destinations may be identified and further developed for offering innovative tourism products or experiences.

***Build great roads and access points***

Create better infrastructure and the last mile connectivity. Good roads and approach points to a certain tourist destination will boost the traffic flow. Tour packages, easy bus connections and safe car hire services with knowledgeable personnel combines with great highways would mean an unmatched tourist experience. Private sector investments may be encouraged for boosting infrastructure development. Seamless travel may be facilitated across integrated circuits. Improvements in highway infrastructure such as petrol pumps, clean drinking water kiosks and sanitation facilities, road signage’s etc. are a must.

***Sell Niche tourism separately***

Customized travel experiences, luxury spa sessions, rare animal sanctuaries, religious pilgrimage tours are what the foreign travellers believe in. UP tourism should focus on how it has something on offer for everyone in every category with all budgets. There is enough opportunity in India to promote medical, wellness and spiritual tourism in the state. MICE destinations should be encouraged as tourism for the purpose of Meetings, Incentives, Conferences and Exhibitions are no longer limited to big cities.

***Safety and Security***

India has recently taken a beating in this area with the various untoward cases happening in the country about safety and security. With rise in number of women travellers both in terms of domestic as well as foreign tourists, ensuring their safety has emerged as a major concern. While steps have already been initiated in this direction, there is a need for ensuring effective implementation of the policies and actions drafted to ensuring safety and security of tourists. India’s image needs to be projected as a safe and secure tourist destination for all tourists.

***Skill up gradation***

The hospitality industry should be well groomed and also be able to deliver their best while providing service to the visitors. Investing in training schools will help the young generation focus on the job and acquire adequate skills to make the experience worthwhile. Appropriate knowledge about the destination and its history is a must for the guides that take the tourists around. Procedural knowledge on visa/ passports for foreign tourists is also a job in hand. Training and skill development programmes must be introduced for not only meeting the anticipated manpower shortfall but also develop an adequately skilled workforce, across the state. Local community involvement may be encouraged for better harmony and sustainable growth of the tourism industry.

***Cross promotion and selling***

Cross selling of tourism hotspots of nearby states can help enhance larger inflow of tourists. Package deals should be worked out and engaged for the benefit of the tourists as well as the state. Discounts and offers on group travel is an area which would encourage tourists to bring their family along while on business travel as well. Participation in international events should be encouraged and customised tour packages with competitive pricing may be developed keeping in mind the wide array of visitors along with their budget and travel requirements.

***Launching new initiatives***

New initiatives should be launched more frequently and the tourists need to be informed well. Adding newer destinations in the tourist map should be a regular feature in the plan of action. While multiple tourism circuits based on diverse themes exist across the country, low level of stay durations by both domestic and international tourists indicates the need for more entertainment and leisure activities.