NAVIGATING THE FUTURE OF TOURISM IN INDIA

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Ministry of Tourism, India
AATMANIRBHAR BHARAT

• Vision
  Self-reliant India in Skills, Production and Services

• Self-Reliant Tourism
  Dekho Apna Desh: Familiarize with/See your own nation
COVID-19: OPPORTUNITY TO REIMAGINE THE FUTURE OF TOURISM IN INDIA 

NATIONAL GREEN TOURISM MISSION 

NATIONAL DIGITAL TOURISM MISSION 

TOURISM & HOSPITALITY SECTOR SKILL MISSION
DIGITAL INDIA INITIATIVE

DIGITAL INFRASTRUCTURE

GOVERNANCE AND SERVICES

DIGITAL EMPOWERMENT
TRAINING INSTITUTES UNDER MINISTRY OF TOURISM, INDIA

Institute of Hotel Management
Indian Institute of Travel and Tourism Management
Indian Culinary Institute
National Institute of Water Sports
Indian Institute of Skiing and Mountaineering
DIGITALIZATION AND UPSKILLING

- e-Governance
  - Digital identity of citizens

- Common Service Centres
  - Online trainings/courses

- Digital platform for participatory Governance
  - Online access to schemes etc.

@NIC

Prime Minister's Employment Generation Programme (PMEGP)

Common Service Centres (CSC)
KEY CHALLENGES

DIVERSITY

Lack of Funds

Low wage & no benefits

Migration for job

No flexible employment

Poor connectivity

Help desk/grievance redressal system

Online security/software bugs

Age Bar
67.49%: Aged 15-64 yrs

Human Resource

Education-driven

Digitally gifted

Socialism-Capitalism Balance

Scheme/Incentive support

Private-Public Partnership
CASE STUDY

Online registration/App based
Awareness programmes & upskilling

Criteria: Green Practices & Safe and Honourable Tourism

PPP +Incentive

Criteria: Educational Qualification

nidhi+
National Integrated Database of Hospitality Industry
THANK YOU

Namaste