

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhavan
1, Parliament Street,
New Delhi – 110001

File No. SD-8/42/2023

Dated 29.11.2023

OFFICE MEMORANDUM

Subject: Activities to be undertaken at the level of Destination Management Committee under SD2.0.

The Ministry of Tourism with Swadesh Darshan 2.0 program aims to create a robust framework for integrated development of tourism destinations in partnership with the States/ UTs and local governments for promoting sustainable and responsible tourism in the country.

2. It may be noted that, to bring synergy in the efforts of various departments and organizations towards promotion of the tourism at the selected destination, Destination Management Committee (DMC) has been constituted under the chairmanship of District Collector/Magistrate at 55 notified destinations under Swadesh Darshan 2.0 program.

3. A tripartite agreement (MoU) has signed between Ministry of Tourism, State /UT Administration and Destination Management Committee (DMC) to work together to develop the identified tourist destination with a whole Government approach bringing synergy and convergence amongst various Central and State programme and schemes for destination planning, development and management.

4. In this regard, meetings with DMCs were held on 07.08.2023, 19.10.2023 and 10.11.2023 to sensitize DMCs on their role in destination development and management.

5. Under the Swadesh Darshan 2.0 program, two (2) Destination Personnel are stationed full-time at the destination to provide institutional and technical support to the DMCs.

6. During the above-mentioned meeting, DMCs were directed to undertake Destination Management Activities under key areas with support from PDMC in the month of **November 2023**. Details are attached in **Annexure -1**. Accordingly, DMCs

are directed to provide action taken on above activities to the Ministry latest by 06.12.2023.

7. Further, it has been noted that the destination coordinators are not working in tandem with DMC office. It is hereby requested that dedicated seating space to the two (2) Destination Personnel to be provided in the DC/DM office to ensure effective utilisation of deployed resources. DMC is also required to certify monthly deployment of resources by the PDMC and performance for each month that shall be taken into account for approval of monthly payments of the PDMC by the respective Consultancy Monitoring Committee (CMC).

8. Further, as part of DMC's role in overseeing regular Destination Management Committee work, communication, streamlining processes, and ensuring effective coordination among Primary Destination Management Committees (PDMCs) and various stakeholders, it has been decided that appointing a nodal officer at the destination is necessary.

9. It is hereby requested to expedite action on above mentioned matter.


Prashant Ranjan
(Director)

District Collectors / Magistrate,

Encl: As above.

To,

1. District Collectors/Magistrates (chairpersons of respective Destination Management Committees) for the destinations notified under SD 2.0 in the States/UTs of Andhra Pradesh, Arunachal Pradesh, Assam, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Chandigarh UT, Puducherry UT and Ladakh UT.

Annexure -1

Destination Management Activities with 5 Key Strategic Areas

1. Destination Marketing and Promotion

- (i) Launch of Destination Logo and Tagline Competition
- (ii) Create dedicated destination Social Media handles
- (iii) Post minimum 1 post per week
- (iv) Identify 1 upcoming events/festivals & promote as a unique tourist experience
- (v) Release Monthly Newsletter
- (vi) Update destination promotion content on district website
- (vii) Invite influencers/bloggers at the destination
- (viii) Collation of existing promotional content of the destination

2. Digitalization, IT and Innovation

- (i) Add destination & attraction data on NIDHI + Platform
- (ii) Promote service provider registration on NIDHI + Platform
- (iii) Promote Tourist Rating & Feedback through NIDHI + Platform
- (iv) Promote Tourist grievance collection on NIDHI+ Platform
- (v) Report data for overnight stays at the destination

3. Investment Promotion and PPP

- (i) Identification of Investment opportunities at the destination
- (ii) Create destination profile
- (iii) Upload opportunities on GTIS Portal (www.gtistourism.in)

4. Skilling, Capacity Building and Community Engagement

- (i) Start Behavioural Training for major tourist touch points
- (ii) Start Capacity Building Trainings for Tourism Service Providers under CBSP Scheme

5. Promotion of Sustainability & Travel for LiFE

- (i) DMC to sign up for TFL Certification on Nidhi + Portal
- (ii) Encourage service providers to sign up for TFL Certification on Nidhi + Portal
- (iii) Undertake at least 1 Swachhta Drive at major tourist attraction