

**Government of India
Ministry of Tourism
(Swadesh Darshan Division)**

Transport Bhawan,
1, Parliament Street,
New Delhi

File no. SD-8/25/2023-SD

Dated : 19.01.2024

Office Memorandum

Please find enclosed herewith SOP for Destination Management Activities at the destinations under SD2.0 Scheme.

2. You are requested to go through the attached SOP for DMO and share your suggestions or feedback on the same to Swadesh Darshan Division, Ministry of Tourism by 31st January 2024. The feedback / suggestions submitted will be taken up for discussion in the next meeting of Mission Directorate.


(Manjiri Kamalapurkar)
Assistant Director

Encl. : As above

To,

1. Addl.CS/Principal Secretaries/Secretaries, Department of Tourism,
State Government / Union Territory Administration SD 2.0
2. District Collectors / DMC Nodal Officers under SD 2.0
2. The Regional Director, India Tourism Delhi/ Chennai/ Kolkata / Mumbai
Guwahati to follow up with SG/UT
3. MoT Nodal Officers/Assistant Nodal Officers
4. PDMC under SD2.0
4. NPMU Swadesh Darshan Division, Ministry of Tourism

SOP
for
Destination Management Activities



सत्यमेव जयते

January, 2024

Ministry of Tourism
Government of India

SOP for Destination Management Activities

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Chapter 1 – Destination Management Organization

1.1. Tourism Destination – the definition

Ministry of Tourism has adopted the definition of tourist destination 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”.

While a tourism destination will usually be the city or town having tourism ecosystem and attractions, it may also be a national park, wildlife sanctuary or rural tourism village which have facilities for overnight stay of the tourists.

1.2. Destination Management – essential to address the complexity of tourism sector

Destination management has become essential in an increasingly complex tourism sector – with new actors breaking into the scene, rising competition among destinations, technological transformation, new business models, rapidly changing consumer patterns and trends, raising awareness on the need to ensure sustainable tourism, the need to preserve the welfare of the residents and local communities and ensure a harmonious interaction with the tourist and visitor etc.

1.3. Setting up DMOs – the key objectives

1.3.1. DMO to promote destination centric approach

The Competition in tourism is not confined to tourism service providers, but the most decisive competition struggle takes place between the destinations. There is need to move from a department centric and scheme centric approach to a destination centric approach for tourism development. In order to create synergy and convergence in the efforts of various public and private agencies, Destination Management Organizations need to be set up urgently.

1.3.2. DMO to be the lead organizational entity

Destination Management Organization (DMO), will be the lead organizational entity for promotion and development of tourism at the destination. The DMO will bring together all relevant stakeholders in the destination, as well as local communities, and develop a coherent tourism strategy in pursuit of a common goal: ultimately, the sustainability and competitiveness of the destination.

1.3.3. DMO to establish a competitive edge for destinations

DMO will provide comprehensive management approach creating synergy and convergence in the efforts of various public and private agencies to meet the two critical requirements for destinations to be competitive:

- (i). Establishing a strong and unique positioning by developing the destination's attractions and resources in a way that highlights its authenticity and unique characteristics; and
- (ii). Delivering excellent quality experiences and superior value for money, by ensuring that all aspects of the visitor experience are of the highest standard and effectively coordinated.

1.3.4. DMO to ensure sustainable tourism development

DMO will ensure proper planning and management for sustainable tourism development so that the destination maintains its economic viability and its environmental, social and cultural integrity, as well as the authenticity, resources and character of the destination. Good planning and management also help to avoid social and cultural conflicts and prevent tourism from affecting negatively local lifestyles, traditions and values.

1.3.5. DMO to strengthen institutional governance

The establishment of a DMO means in itself the materialization of a reinforced institutional governance in the destination. The ability of a destination to align efforts and bring together all stakeholders under the leadership of an organizational entity contributes to improve the institutional governance of the destination – both horizontally and vertically – and to facilitate the dialogue and the decision-making process towards a collective destination vision.

1.3.6. DMO to Spread the benefits of tourism to local businesses and communities

DMOs are in a unique position to create a favorable framework towards an inclusive tourism growth that benefits both the local businesses and the communities/residents in the destination. Tourism income and consequent benefits will be spread for instance by supporting the development of community-based products and experiences, advancing rural and experiential tourism, creating decent jobs, promoting small and medium sized enterprises (SMEs) or exploring the potential of local arts and crafts within the tourism value chain, among others.

1.3.7. DMO to build a tourism culture in the destination

DMOs make local communities aware of the socioeconomic contributions of the tourism sector and engage local communities and closely monitor the attitudes of

residents in regards to tourism development. No tourism destination can be sustainable and competitive in the long term without hearing the local communities and residents' voice in its tourism planning and management.

1.3.8. DMO to improve tourism yield per visitor

DMOs undertake focused, coordinated tourism development and targeted marketing, to increase the average visitor length of stay, increase per capita visitor expenditure, reduce seasonality, measure carrying capacity, disperse tourism flows and manage congestion; all contributing to an improved and diversified return on investment and yield per visitor, and to maximize its distribution among stakeholders.

1.4. Detailed functions of the DMOs

The Destination Management Organization would lead and coordinate activities under a coherent strategy in pursuit of the common goal of sustainability and competitiveness of the destination. Some of the key functions of the DMOs will be:

- (i). To carry out strategic planning and action plan for the destination
- (ii). To promote sustainable tourism - economic, sociocultural and environmental
- (iii). To promote a tourism culture in the destination and its community.
- (iv). To regulate the tourism sector
- (v). To develop tourism human resources development in the destination
- (vi). To ensure tourism quality in the destination
- (vii). Market intelligence,
- (viii). Tourism product and business development,
- (ix). To promote and facilitate the destination tourism offer enhancement and competitive capacity
- (x). To promote investment in tourism sector, entrepreneurship and innovation
- (xi). Digitalization and innovation,
- (xii). Monitoring,
- (xiii). Crisis management,

(xiv). Promotion, Marketing and Branding

(xv). To provide information services to visitors

“One-fits-for-all” model cannot 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.

1.5. Structure of DMOs

1.5.1. DMOs to be a public private partnership

Destination Management Organizations will be set up as a partnership between public and private sector. Public sector agencies involved in destination planning, development and maintenance and local associations representing travel, tourism and hospitality industry will be part of the organization.

1.5.2. DMOs to be SPV

DMO will be a Special Purpose Vehicle (SPV) preferably to be incorporated as a not-for-profit company under the Companies Act, 2013 by the State Governments under the Administrative Department looking after tourism.

1.5.3. Chairperson and Vice Chairperson of SPV

In order to ensure effective participation of public sector agencies across multiple departments, 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 of State Tourism Department may be appointed as Chairman of the SPV by the State Government. Vice Chairperson of the SPV will be from the Tourism and Hospitality Industry.

1.5.4. Chief Executive Officer and other key staff

DMO will have a full time CEO, who will be a professional having requisite experience in tourism sector and recruited from the market. The CEO will be appointed for a fixed term of three years. The functions of the CEO will be responsible for overseeing and managing the general conduct of the day-to-day operations of the DMO subject to the supervision and control of the Board. The CEO will be supported by key staff members looking after various functions of the DMO. He will exercise supervision over employees and staff.

1.5.5. **Funds for the SPV**

The Central Government and State Governments may provide the following sources of funds to the SPV:

- (i). Share from the sale of tickets of different attractions at the destination.
- (ii). Share of 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 or State Government from time to time.
- (v). Other resources, which may be raised by SPV.

1.5.6. **Common DMO for smaller destinations in a district**

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

1.5.7. **Model Articles of Association**

The Ministry of Tourism will issue model Articles of Association for guidance of the State Governments.

1.6. **Destination Management under Swadesh Darshan 2.0**

- 1.6.1. Swadesh Darshan 2.0 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.
- 1.6.2. As a first step towards setting up of Destination Management Organizations, at the selected destinations, Destination Management Committee (DMC) has been constituted under the chairmanship of District Collector at 55 notified destinations under Swadesh Darshan 2.0 program.
- 1.6.3. It may be noted that under Swadesh Darshan 2.0, Project Development Management Consultants (PDMCs) have been engaged at 46 destinations for supporting Destination Management Committee.
- 1.6.4. A tripartite agreement (MoU) has been 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.

1.6.5. Under the Swadesh Darshan 2.0 program, two Destination Personnel from PDMCs are deployed full-time at the destination to provide support to the DMCs in undertaking various destination management activities:

- (i). Destination Marketing & Promotion
- (ii). Digitization, IT and Innovation
- (iii). Investment Promotion and PPP
- (iv). Skilling, Capacity Building and Community Engagement
- (v). Promotion of Sustainability & Travel for LiFE

1.6.6. This SOP contains guidance notes on above destination management activities that shall be undertaken at the destination notified under SD 2.0 on regular basis.

1.7. **Proposal for capacity building of DMOs under SD 2.0**

1.7.1. The States/ UTs can prepare projects for strengthening of institutional governance at the Destination by setting up of Destination Management Organizations in accordance with the SOP and seek capacity building support under SD 2.0.

1.7.2. The capacity building support may include one time institutional set up and professional support for three years. Thereafter DMOs have to be self-sustainable or supported by the State. The State Governments will have to provide clear mandate to the DMOs for discharge of their functions.

Chapter 2 – Destination Marketing & Promotion

2.1. Key activities

One of the key functions of the DMOs is to promote and market the destination. Some of the marketing and promotion activities are:

- (i) Logo/ Tagline for the destination
- (ii) Setting up of Social Media handles
- (iii) Monthly Newsletter
- (iv) Update district website tourism page or dedicated destination website
- (v) Influencer collaboration for destination promotion
- (vi) Promotion of Events/ Festivals
- (vii) Collation of existing promotional content
- (viii) Development of itineraries

2.2. Logo and Tagline Competition

Every destination has to adopt a logo and tagline, which can establish a unique brand identity for the destination. The DMO has to take following steps for launching the competition:

Pre-launch activities

- (i) Terms and conditions of the competition
- (ii) Prize money/ participation certificate
- (iii) Platform where the competition will be launched – State/ Destination website
- (iv) Design a flyer to be used for outreach – it shall contain the details of the competition like stages, timeline, registration link with QR, prize money

Launch and post launch activities

- (i) Hold a press conference and issue press release
- (ii) Promotion about the contest on State Tourism website in addition to the District website
- (iii) Regular outreach on SM handles for traction- At least one post per week
- (iv) Collaboration posts with India Tourism Offices and State Tourism handles
- (v) Outreach to art and design institutions
- (vi) Reach out to institutions in the district for youth participation (Collaboration with Yuva Tourism Clubs)

- (vii) Promotion about the contest by local social media influencers / Government officials/ community leaders / local offline and online media to increase visibility and popularize the competition
- (viii) Registration and submission of entries

Evaluation and announcement of winning entries

- (i) Announcement of shortlisted entries and winners
- (ii) Finalisation of Logo and Tagline for the destination

2.3. Promotion on Social Media handles

DMO should set up destination handle on leading social media platforms for outreach, information dissemination and publicity, which can establish a unique brand identity for the destination. The DMO has to take following steps in this regard:

- (i) Creation of a social media handle on Twitter, Facebook and Instagram as Visit_(destination name)
- (ii) Formulate social media strategy/ calendar for promoting the destination as well as regular updates on destination management activities.
- (iii) Links of Social media handles to be published on district website and State Tourism Website
- (iv) Bio of the social media handle created shall include links of the District website, Logo competition and the Newsletter section for quick reference and ease of access.
- (v) Bio / Description of the social media handles to ensure standardization and uniformity
- (vi) DMOs to ensure appropriate usage of logos, especially while reporting activities related to schemes and campaigns of Ministry of Tourism. While reporting DM activities, social media accounts of State Tourism Department, District handles, related Government officials, MoT/ CNAs handles may be added as collaborator (on Instagram), as applicable.
- (vii) Display of QR codes of the social media handles at attractions covered under the scheme to get User Generated Content for destination and its attractions
- (viii) Enhance reach through cross promotions with State Tourism handles, India Tourism handles and SD 2.0 handle on a regular basis
- (ix) Cross promotion of content on different social media platforms of the destination

2.4. Monthly Newsletter

- 2.4.1. The DMO should publish the newsletter on monthly basis on various platforms like district website, social media handles, blog pages (if created or already existing) and

any other relevant platforms and email to all stakeholders and subscribers of newsletter.

- 2.4.2. The monthly newsletter for a destination plays a pivotal role by serving as an informative platform. It fosters engagement and communication by providing valuable insights, travel tips, and guides, building a sense of connection with the subscribers about upcoming events, attractions, and festivals.
- 2.4.3. It serves as a marketing tool, showcasing the destination's unique culture, attractions, and offerings, contributing to positive brand building. It aids in community building among travellers and enthusiasts, creating a loyal audience base. Newsletters often include exclusive deals and discounts, encouraging subscribers to plan visits and take advantage of special promotions.
- 2.4.4. A separate section may be created on the district website for publishing all issues of the Newsletter launched by PDMC. Social media handles shall include the link of the newsletter section in the bio.
- 2.4.5. The newsletter may be circulated to the email database of potential tourists/ government departments/ tourism development related organizations/ YTCs.
- 2.4.6. Highlights from the newsletter may be promoted on social media platforms as a collaboration post with India Tourism handles of the respective region/ State Tourism Departments/ SD 2.0 handle.
- 2.4.7. The structure of the newsletter may be followed as:

- (i). **Introduction and Welcome note**

A brief welcoming message introducing the newsletter's theme or focus for the month. This could be from the District Collector -cum-Chairperson, Destination Management Organization.

- (ii). **Destination Highlights**

- (a). It shall feature the unique offering (must visit tourist attraction) at the destination for the upcoming month with description and supporting photographs.

- (b). It shall contain at least 3 tourism experiences that destination can offer to the tourists for the respective month.

- (c). Each experience listed shall have **description** containing significance of the experience, historical value (if any), activities that can be explored, and other relevant information.
- (d). The section may feature **one unexplored tourist attraction** at the destination with description and supporting photographs that require more attention of the tourists.
- (e). The section shall feature aspects of **local culture, tradition, customs, art, cuisine or history**.
- (f). **Travel tips and guide:** The section shall offer practical travel advice (“how to reach”), basic, itinerary, location of the featured tourist attraction(s), and other relevant information.

(iii). **Upcoming Festival/Fair**

- (a). It shall contain upcoming festival/ fairs that can be experienced by tourists
- (b). Each festival/ fair shall be described with supporting photographs and the location.

(iv). **Previous month highlights**

This section shall feature highlights (brief description and photographs) of the activities undertaken at the destination during the previous month. Like successfully conducted fair/festival.

2.5. **Itineraries**

DMO should prepare itineraries for the destination:

- (i) National/ Regional in which destination can be incorporated
- (ii) Local itineraries at the destination - one day, two day, three day etc. incorporating the activities and experiences for the tourists
- (iii) These itineraries should be widely published on websites/ social media and with travel trade

2.6. **Tourist guide for the destination**

A comprehensive tourist guide both in digital format and physical format may also be prepared for the destination. The digital guide should also be available on the website.

2.7. Update destination information on district/ state/ incredible India website

DMOs need to carry out the following activities:

- (i). DMOs should identify gaps in the tourism related content published on the district/ state/ incredible India website and update the content while addressing any discrepancies. The content should be updated regularly.
- (ii). Incredible India website has the content management system in place for updating the information and the same should be utilised.
- (iii). Usage of maps on district website to make it more tourist friendly thereby enhancing the Trip Planning experience may also be considered.
- (iv). Cross promotion of Incredible India destination page on the district website may be done
- (v). Destination management activities undertaken at the destination may also be published on the district website.
- (vi). Information on TFL certified tourism stakeholders may also be displayed on the district website.

2.8. Influencer collaboration for destination promotion

DMOs shall identify Focus areas (themes) of collaborative promotion to ensure effective marketing and promotion of the destination. Profiling of influencers aligned to tourism assets of the destination might help in shortlisting fruitful collaboration and enhancing the follower base. TFL campaign may also be promoted through influencer collaborations to promote the concept of responsible tourism.

2.9. Promotion of Festivals as Tourism products and other tourism events

DMOs need to undertake the following activities in this regard

- (i). Identify events/ fairs/ festivals having potential to boost tourism at the destination.
- (ii). Identified event/ fair/ festival to be actively promoted on SM platforms.
- (iii). Campaign may be launched to promote the identified Tourism Festivals through collaboration with Utsav Portal/ India Tourism handle/ Incredible India
- (iv). Concept Note (1 Pager) to be submitted on the identified Festival/Event with photos

2.10. Collation of promotional content

A digital repository may be created to have all promotional content about the destination for future usage and ready reference.

Chapter 3 – Digitization, IT and Innovation

3.1. Key Activities

DMO's have to promote Digitalization, IT and Innovation measures at tourist destinations towards developing their respective destinations and making them more competitive. The activities may include:

- (i). Digitization on NIDHI plus platform
- (ii). Use of IT for other destination management activities such as visitor management, tourism data collection and adoption of IT by tourism units at the destination

3.2. Digitization on NIDHI Plus Platform

3.2.1. National Integrated Database of Hospitality Industry or NIDHI is an initiative towards Aatmanirbhar Bharat to use technology to empower businesses in Hospitality and tourism sector. The platform is envisaged to cover various tourism stakeholders at the tourist destination including Accommodation Units, Travel Agents, Tour Operators, Independent Restaurants etc.

3.2.2. The DMOs have been provided with login credentials for the NIDHI Plus platform (<https://www.nidhi.tourism.gov.in>) to enable the digitization of destination information and registration of all service providers on the platform.

3.3. Destination and Attraction Creation/ Updation

The DMO can create/ update destination from their dashboard which includes basic description of the destination, how to reach and photograph of the destination. DMOs can create/ edit tourist attractions under respective destinations within the designated district from the dashboard which includes description of the attraction, basic information and photographs.

3.4. Information about events on NIDHI platform

DMOs can also showcase any upcoming significant events in the destination by creating events through the dashboard which includes information about the event, relevant photographs and the point of contact for any queries.

3.5. Promote Tourist Rating and Feedback

Tourists can provide ratings and share their feedback covering major aspects of Travel experience at the destination through NIDHI plus platform which will be visible on the DMO dashboard. This feedback and ratings by the tourist will provide the

DMO a chance to understand the tourist's perspective better, offer insights into areas of improvement and thus assist in creating a more personalized and improved visitor experience at the destination.

DMO to publicise and promote QR code for rating and feedback by tourists at the attractions, at major tourist touchpoints and through social media handles.

3.6. Tourist Grievance Redressal

Addressing tourist grievances is an essential component for maintaining satisfactory customer service and promoting a positive image of the destination. Tourists can report any grievance faced during their stay at the destination through the Grievance form on NIDHI plus portal. The DMO can view and take action to resolve the issue through their dashboard.

DMO to publicise and promote tourist grievance redressal feature at the attractions, transport terminals and through social media handles.

3.7. Registration and Accreditation of Tourism Service Providers

The Accommodation units and tourism service providers will be able to register themselves on the platform and avail electronic delivery of various services and benefits through a Unique NIDHI ID (NID) allocated as part of the registration service. NIDHI plus also has integration with major OTAs such as MakeMyTrip, Yatra, etc. which display the Certification Badges by Ministry of Tourism.

DMO to hold workshops and sensitize the Accommodation units and tourism service providers to encourage them to register themselves on NIDHI plus and showcase their units. They should also get the accreditation on the platform. The showcased and accredited units will also be showcased on incredible India website.

3.8. Festivals to be updated on Utsav Portal

Information about various festivals at the destination are to be updated on Utsav portal for wide publicity.

3.9. Innovations

DMO to reach out to the Start-up Community / Institutions in identification of solutions to the destination problems and identifying innovative products and experiences.

Chapter 4 – Skilling, Capacity Building and Community Engagement

4.1. Convergence and synergy in various skill training programs

Skill development and capacity building of the tourism service providers is on the crucial activities at the destination. There are many skill development schemes of Central and State Government, which need to be converged for skill training in tourism and hospitality sector.

4.2. Implementation of Schemes of Ministry of Tourism

4.2.1. Following training programs under CBSP Scheme of Ministry to be undertaken at the destination

- (i). Tourism Awareness Program
- (ii). Skill Testing Certification
- (iii). Linguistic Training Programs for guides

4.2.2. These programs are to be executed through the institutions of CIHMs/ SIHMs/ FCI/ State Tourism Departments and the Ministry of Tourism has already written to the principals of these institutions.

4.2.3. DMOs should contact these institutions and prepare the list of stakeholders/ trainees for these programs. Once the stakeholders are identified, respective institutions to organize training programs at the destination.

4.2.4. For the destinations where the institutions like IHMs/SIHMs/FCIs are not located at that destination, trainers from such institutions to travel to the destinations for conducting training programs.

4.2.5. For linguistic training of the guides, IITMs may be contacted for training.

4.2.6. Incredible India Tourist Facilitator (IITF) program

Apart from mobilizing the existing IITFC facilitators at the destination, DMOs should encourage youth to undergo IITFC course and join the tourism sector.

4.3. Convergence with other GOI/ State schemes

DMOs need to converge with other State and Central Government Skill development and other schemes for skills and capacity building and use them for workforce in tourism and hospitality sector. Some of the schemes include:

- (i). **Eat Right India** – The Food Safety and Standards Authority of India (FSSAI) is leading a national movement called Eat Right India to ensure safe, healthy, and sustainable food for all Indians. Standardization of food safety measures for food businesses particularly street food joints/restaurants/ food trucks/food kiosk by providing capacity building training to waiters/chefs/cook.
- (ii). **Pradhan Mantri Vishwakarma Scheme** – This scheme provides end-to-end support to artisans and craftspeople who work with their hands and tools. Artisan and Craftspeople such as Sculptor, Basket/Mat/Broom Maker/Coir Weaver, Doll & Toy Maker (Traditional), Souvenir at Swadesh Darshan 2.0 destinations may be upskilled to enhance the skill set of making, finishing, and marketing of their products.
- (iii). **Other Schemes** – DMCs may identify other relevant schemes of central and state government pertaining to skilling and capacity building and may facilitate in conducting training programs for the identified stakeholders.

4.4. **Community Engagement**

Local Communities particularly in remote and rural areas may be encouraged and further skilled to undertake various tourism facilitator activities such as homestays, Orchard farming etc. and promoting community-based tourism.

Chapter 5 – Sustainability and Travel for LiFE

5.1. Key Activities

One of the key functions of the DMO is to promote sustainable tourism at the destination. Ministry of Tourism has launched 'Travel for LiFE (TFL) program under Mission LiFE to bring large-scale behavioural change amongst tourists and tourism businesses, significantly impacting environmental protection and climate action.

5.2. TFL Campaigns for Tourists

DMOs are to undertake various campaign to promote Travel for Life activities amongst the tourists. The key themes for TFL are:

- (i). Save energy
- (ii). Save water
- (iii). Say no to single use plastic
- (iv). Reduce waste
- (v). Empower Local Businesses and Communities
- (vi). Respect Local Culture and Heritage
- (vii). Consume Local foods
- (viii). Conserve Natural heritage

Ministry of Tourism has published detailed TFL program, which may be referred for more details.

5.3. TFL Sign up and Certification for Destinations and attractions

5.3.1. Ministry of Tourism has developed TFL signup and certification programs, which are available on NIDHI plus platform. DMOs have to undertake signup and certification for their respective destinations. PDMC to support DMO in registering the destination for Travel for Life and assist further in certification to the level most suitable to current capability.

5.3.2. DMO will encourage various owners of the tourist attractions in registering respective attractions for Travel for Life and assist further in certification to the level most suitable to current capability. DMOs to further assist these agencies to undertake required interventions for next level of certification.

5.4. TFL Signup and certification for Tourism Service Providers

- 5.4.1. DMO will encourage and mobilise Tourism Service Providers for Travel for LiFE signup and certification including:
- (i). Accommodation units
 - (ii). Tour Operators
 - (iii). Transport Operators
 - (iv). Food & Beverage Units - Restaurants/ Café / Street Food Vendors (or associations) etc.
 - (v). Trail and Trek Operators
 - (vi). Any other service provider
- 5.4.2. Guidance to be provided for registering service providers for Travel for Life and assist further in certification to the level most suitable to current capability. DMO to provide platform at destination level to showcase certified service providers on various platforms to encourage certification and enablement of sustainable operations.
- 5.4.3. DMOs to promote and increase awareness on Travel for Life and Responsible Tourism through various social media platforms.

Chapter 6 – Investment Promotion

6.1. Key Activities

- 6.1.1. Investment Promotion and PPP has been identified as one of the major focus areas for destination Development. A Master Plan, Strategy and Action Plan with a horizon of 10 years has been prepared and projects have been identified that can be undertaken through Private Investment and public private partnership.
- 6.1.2. Regional and national roadshows will be organized to connect investors with potential investment opportunities and provide platform to destination to pitch the destination profile to the stakeholders.

6.2. Destination Profile Development

Development of destination profile with listing of investible projects. Overall destination profile may broadly include:

- (i). **Overview of the destination:** Showcase destinations USP, attractions, growth potential, general environment, strengths, and other areas that would attract investors?
- (ii). **Government push to develop destination:** Proposed push / initiative to develop destination holistically (cover master planning, Destination focus, community engagement, whole of govt approach etc.)
- (iii). **Potential Opportunities:** What are the areas/products where private companies may consider establishing business at the destination such as Tented Cities, Hotels, Convention Facility, Theme parks, Adventure, etc.
- (iv). **Incentives for the Investors:** Showcase incentives to support investment in the state / destination.
- (v). **Potential Projects for Investment:** List of all projects which can be undertaken through private investment including PPP, 100% Private, O&M of Existing Assets/ Experiences etc.
- (vi). **Contact Points for Investment:** including State, Destination and PDMC Expert.
- (vii). Presentation should be **easy to understand and catch focus of the investors.**

6.3. Uploading Projects

Uploading investment opportunities on Ministry of Tourism, Investment Platform (GTIS) as per template.

6.4. **Road Shows /Investor Meet**

Roadshows/Investor Meet to be organised at National & Regional levels to showcase opportunities at each destination. DMOs should present destination profile and investment opportunities to the investors. The session shall be divided in two sessions:

- (i). **Plenary Session:** All Destinations to briefly present their destination profiles and build a case for private sector investment in the destination.
- (ii). **Destination Specific Meetings:** Meetings by the States/ Destinations with interested investors for specific destinations to deliberate on the opportunities and signing of MoUs etc.

6.5. **Site visits by Investors**

DMOs should invite prospective investors to visit the destination and explore various investment opportunities. Their visit should be facilitated by DMOs and necessary information and support as may be required by investors should be provided.
