



Ministry of Tourism
Government of India

Incredible!ndia

TECHNOLOGY IN TOURISM

The India Story

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Strengths

- Acknowledged IT leader
- Varied Tourism Products
- Almost 100% mobile coverage
- Unique Business Models
- Government Support- Digital India Initiative
- Huge Domestic Market

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Opportunities

- Harnessing New Technologies (Block Chain, AR,VR)
- Spread of Digital payment solutions
- Multiple language content
- Evolving of Social Media-> Targeted Media
- Adaptation of 4G technology, data driven
- Rapid rise in incomes, travel more accessible
- New products- Active holidays, Cruise

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Weaknesses

- Geographical Size
- Different Languages
- Infrastructure Gaps
- Under utilised Tourism potential
- Wide Skill Gap

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Threats

- Crowding of the marketplace.
- Technological Obsolescence
- Connectivity issues
- Not able to meet growing aspirations
- Non availability of Skilled HR
- High Turnover Rate



Stakeholder Roles

Sector	Role and Responsibility
Government	Policy initiator Facilitation Destination Branding and Marketing Quality Control Destination Development Skill Development
Private Sector	Business Models New Product Development Innovations Product Marketing and Branding
Industry Associations	Policy Advocacy HR/ Training Technology Leadership
International Organisations	Best Practices Training Information Dissemination



Regulatory Initiatives

- Digital India Initiative
- E- Visa introduced
- Social Media Push of the Government
- Digital Payments (Wallets, UPI, BHIM)
- Tourism MIS systems for Governance (Hotel and Travel Trade approvals, Project Monitoring Systems)
- Free WiFi at monuments/ Train Stations/ Public Places
- Digital Promotion campaigns on various platforms
- Harnessing new technology on robust platforms



Success Stories

TRANSFORMING, EXPERIENCES

Adoption of new technologies in relevant contexts with a sound understanding of local dynamics can determine the success of the ventures.



Commuting



OTA



Payments



Train Bookings
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Key Recommendations

- Government to be enabler and facilitator
- Develop tech Skills at basic level
- Right Technology at right time
- Correct H R policies
- Use of Social media and new tech like AR and VR
- Create Robust IT infrastructure
- Enable local language and cross platform content





Department of Electronics and Information Technology
Ministry of Communications and Information Technology
Government of India

Taking the power of digital
to the next level.
Empowering people.
Enriching lives.

"I dream of a Digital India where 1.2 billion connected Indians drive the nation. I dream of a Digital India where government is open and governance is transparent."



Shri Narendra Modi
Hon'ble Prime Minister

THANK YOU



Digital India
Power To Empower

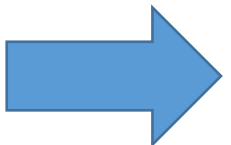


IT'S THAT SIMPLE

Technology has significantly simplified travel formalities with online registrations, virtual check-ins and e-visas, influencing travel decisions of millions of tourists.



- E Visa started in November 2014 is now available for citizens of 163 countries arriving at almost all international airports and 5 seaports.
- Tourists arrival on e-visa amounted to almost 20% of all arrivals in 2017

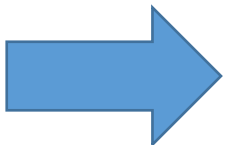


THE CASE OF Indian Railway Catering and Tourism Corporation (IRCTC)

A widely recognized public enterprise, the IRCTC is a fine example of how dissemination, propagation and accessibility of technology is integral to a country's development strategy.

irctc.co.
in

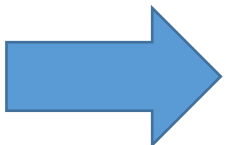
- Highest Transaction Volume in Asia-Pacific region: 15-18 million per month
- Over 12 million unique visitors each month, with online railway ticketing, tour packages, hospitality and catering services.



PLANNING A HOLIDAY?

Travel platforms are making holiday planning easier and accessible to everyone with technology enabling the aggregation of tourism products and services and providing a wider access to the market.

MakeMyTrip has pioneered the Indian online travel industry and is now the preferred choice of millions of travellers. The company leads the OTA hotel booking segment with close to **25% market share**



make my trip

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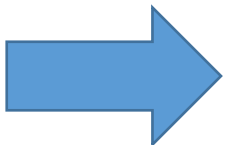
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TRANSFORMING COMMUTING

Cab aggregators changed the business of city commutes. Enabled easy call through technology which is transparent and easily trackable. Availability and pricing informed in advance.



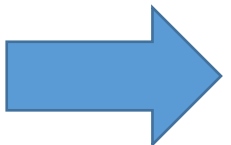
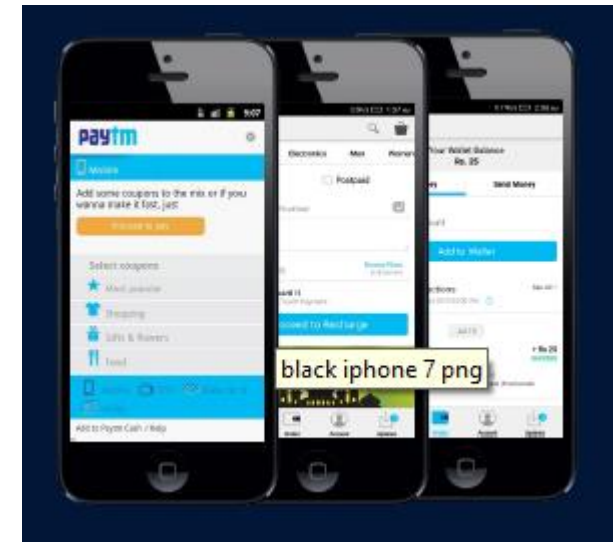
Ola is the pioneer in the taxi aggregation business in India founded in 2010. Today claims 60% market share with 1,50,000 bookings per day. Also includes a payment platform and food delivery service.



REVOLUTIONISING PAYMENTS

Mobile wallets have helped in reducing dependence on cash in the economy.

PayTM was founded as a mobile phone recharge company transformed into online payments. 200 mn+ users. 3 million merchant acceptors..



TECHNOLOGY TO SERVE

Ministry of Tourism has been one of the earliest adaptor of technology. Incredible India digital campaign including Social Media quite successful.

- MIS system for classification of hotels and approval of travel trade providers.
 - Robust Social media platforms.
 - Social media driven campaigns.

