



ONE CITY!
-- ONE --
PLATFORM!

**That lures Tourists to explore safely AND boost
the local economy of your city!**

Why Enhancing Tourism Sector is need of the hour?

Typically one of the most dynamic economic sectors, **tourism related services** are labour intensive, with numerous links to other major segments of the economy

This permits even unskilled workers in remote areas to become service exporters- for instance by selling craft items, performing in cultural shows, or working in a tourism lodge

- **World Trade Organisation**



Cities dependent on tourism are struggling to revive their lost economy

Businesses hit by Covid-19 lockdown, Darjeeling wants tourists be allowed

UN Chief Calls For Sustainable Recovery of Tourism

AN UPHILL TASK

▶ India currently **third** from bottom in terms of recovery among **top 16** tourism markets in the world (compared to the same week in '19). At the bottom in terms of weekly average

▶ Challenge continues as overall travellers' sentiment remains weak due to curbs on Hotels and virus spreading to now tourist centers like Goa, Rajasthan, North East, Karnataka

▶ In South Asia, UAE, Thailand seeing sustained recovery, hovering close to **40%** of bookings recovery

▶ Globally, US, China, Germany, Canada, see strong recovery

▶ In the week of August 9,



India saw pick up in future reservations, but a consequent dip in Top 10 markets

▶ Share of Tier-2 and towns on the rise. While Top 10 markets were getting **90%** and above, week ending August 2 saw ratio dip to **78%** with **22%** bookings going to smaller destinations like Amritsar, Jammu, Coimbatore, Mysore, Jodhpur and Rajkot

Delhi-NCR see recovery on two trends | Aerocity hotels receive bookings due to Vande Bharat mission. However bookings in Gurgaon, Faridabad, Noida due to increase in 'staycations' and small marriage events

Source: RateGain data as of August 9, 2020

Focus is on domestic tourism... People have to get out of fear of travel'

India at bottom of recovery

With coronavirus, the hospitality industry in India, is among the slowest to ...



TOURIST PSYCHOLOGY

Study from Travel and Tourism Survey

WHAT IS IN DEMAND?



keen on having an authentic experience



Make efforts to understand the social and cultural values



Willing to travel if there are opportunities to volunteer



Like to experience exploration trips



Plan their own itinerary



refers to visit the nearby tourist destinations

TOURIST PRIORITIES



Hygiene, Safety and Security is the most important concern of a tourist while travelling to a tourist destination.

APPROACH TOWARDS THE PROPOSAL

CITY(D
uring
pandem
ic)

Local Economy
Effectuated

Revamp
Tourism
Industry

ECO
TOURISM

Culture Based
Tourism

CULTURAL
TOURISM

INCENTIVISED
VOLUNTOURISM

CULTURAL
MAPPING


DIGITAL
PLATFORM

Lack of authentic
Information (Data
is scattered)

Lack of
authentic/local
experience

Lack of empathy
towards the place

TOURIST



So, our digital platform solves half of the problem for you.
And the rest half will be solved as the no. of cases drop in
your city.

SHORTLISTED CITIES



Growth rate in Top Tourist States for foreign and Domestic tourists from year 2018 to 2019

- Dharamshala SC area- 28 sqkm
 - Panjim SC area - 8.12 sqkm
 - Shimla SC area - 35.34 sq km
- NDMC SC area - 43.7 sq km

RAJASTHAN

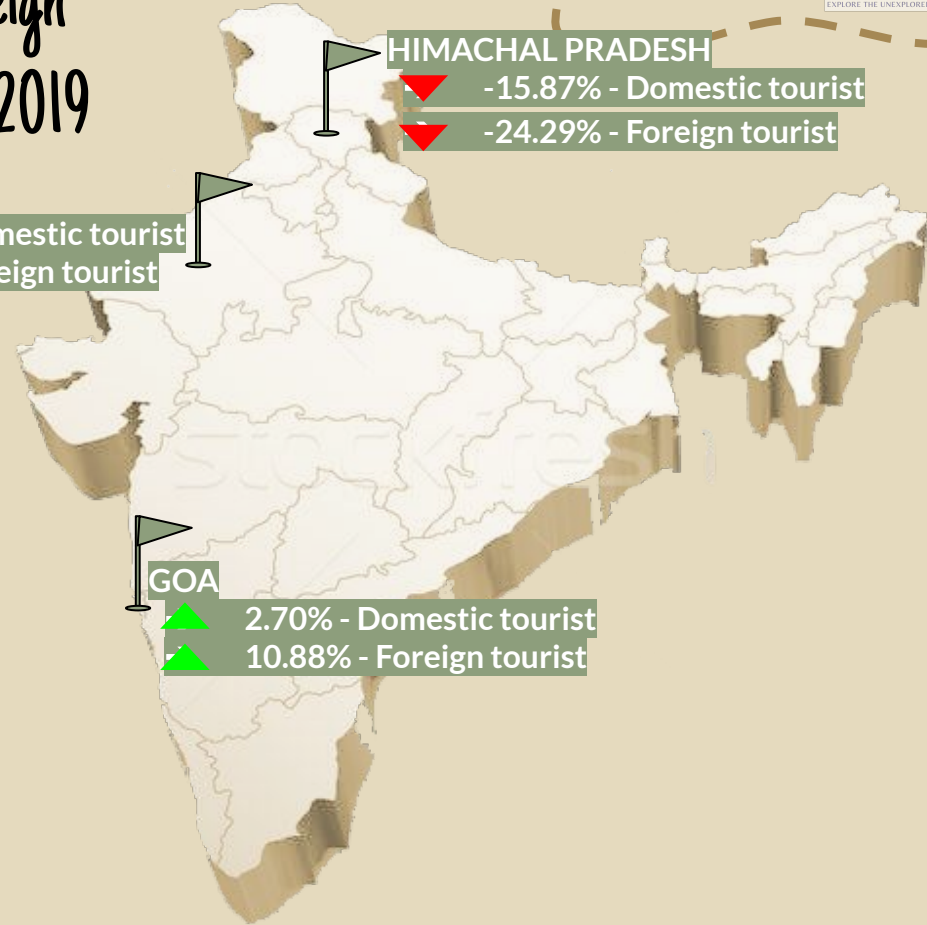
- ▲ 9.41% - Domestic tourist
- ▲ 8.97% - Foreign tourist

HIMACHAL PRADESH

- ▼ -15.87% - Domestic tourist
- ▼ -24.29% - Foreign tourist

GOA

- ▲ 2.70% - Domestic tourist
- ▲ 10.88% - Foreign tourist





Let's take a tour of your city

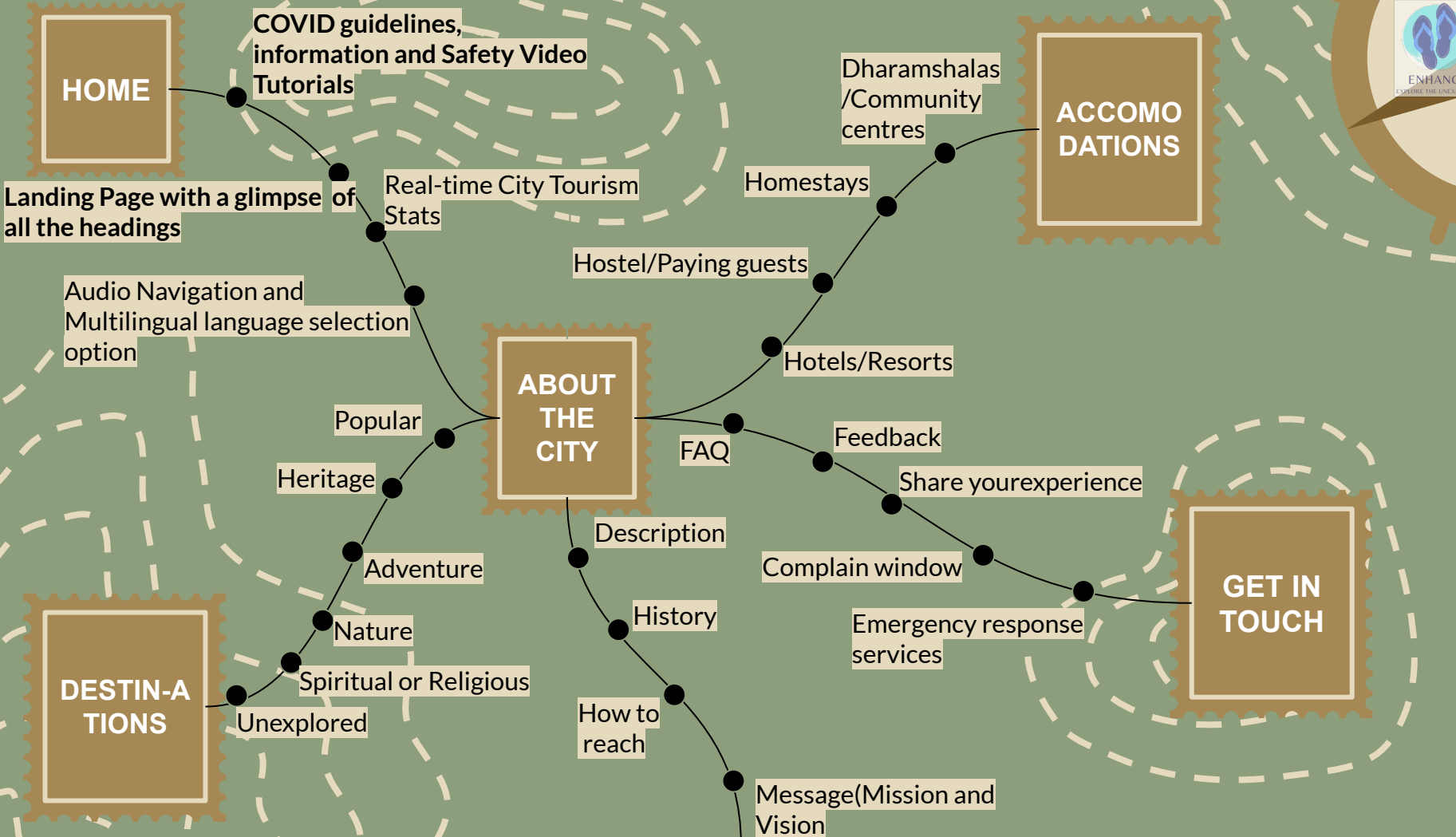
Why the city needs this platform?



DIGITAL PLATFORM MIND MAP.....

Aim is to develop a digital platform out of the ideation process





HOME

COVID guidelines, information and Safety Video Tutorials

Landing Page with a glimpse of all the headings

Real-time City Tourism Stats

Audio Navigation and Multilingual language selection option

ABOUT THE CITY

Popular

Heritage

Adventure

Nature

Spiritual or Religious

Unexplored

Hostel/Paying guests

Homestays

Dharamshalas /Community centres

ACCOMMODATIONS

FAQ

Hotels/Resorts

Feedback

Share your experience

GET IN TOUCH

Complain window

Emergency response services

Description

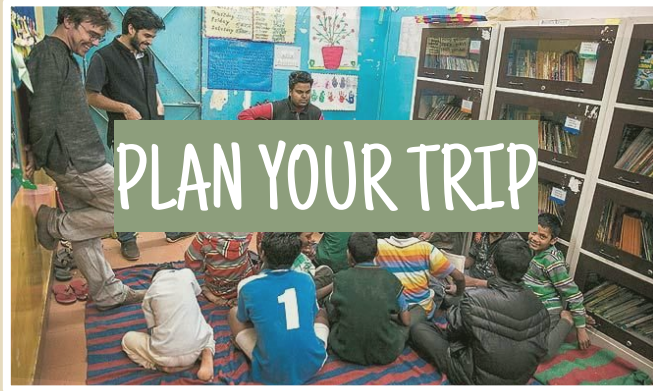
History

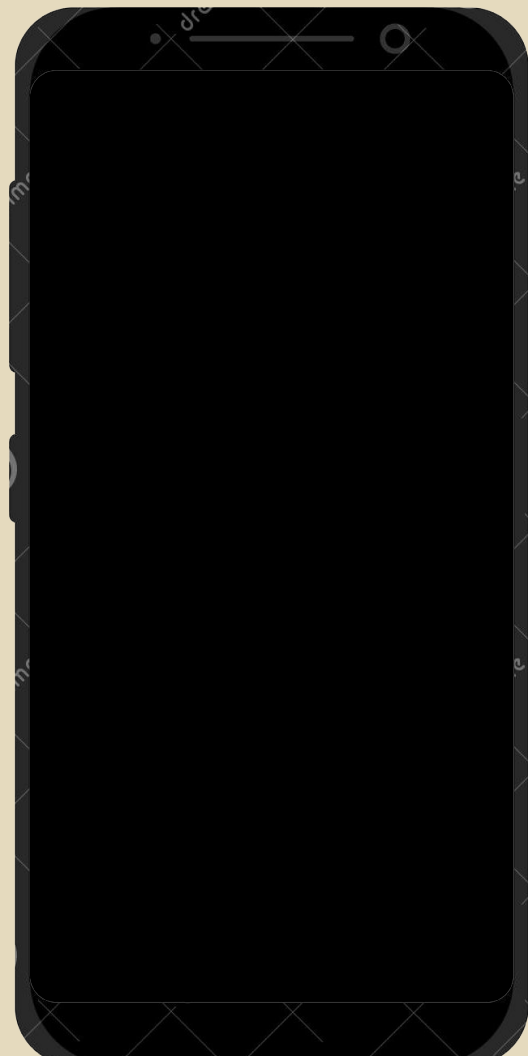
How to reach

Message (Mission and Vision)

DESTIN-A TIONS

UNIQUE SELLING PROPOSITION(USP_s)





Experience the city like never before
using your **MOBILE PHONE**

BENEFITS

TO THE TOURISTS

Explore and
Experience local
culture

Digital Exploration

Budget,
Experience, time
based itinerary

Authentic and
safe tourist
experience

TO THE CITY

Increased
purchasing power

Bridge demand
and supply gap

Boost in local
economy

The digital platform proposed well aligns with the vision statement of your Smart City!



DHARAMSALA CAN BE DEVELOPED AS COMMUNITY BASED TOURISM HUB

SMART CITY VISION

"A global tourist destination for all reasons and all seasons which is sustainable, resilient and smart while being, for its residents, a city which is livable, economically vibrant, safe and inclusive."

ORGANISATIONS INVOLVED

1. Ghoomakad
2. My Local Dost
3. Dhauladar Homestay
4. Thosamling Nunnery and Institute
5. The 4 Tables Project
6. 268 registered Homestays for CBT

ALIGNMENT WITH THE PROPOSAL

1. 1. Platform will provide comprehensive information on local run services.
2. 2. Will allow tourist to connect CBT programs around the city directly
3. 3. Visitors opting for such options can benefit the vision.

DHARAMSALA

A TIMELINE ALWAYS WORKS WELL



September

Finalisation of city and its requirements as per project outline.

October

City exploration along with documentation, surveys and carrying out cultural mapping.

November

Required data aggregation and initiation of digital platform development.

PHASE-01

1. Home
2. About the city
3. Destinations
4. Accomodations

December

Required data aggregation and development of digital platform development.

PHASE-02

1. Go Digital
2. Get in touch
3. The Local Store

January

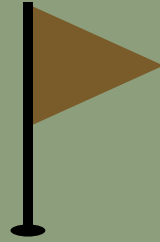
Development of digital platform development.

PHASE-03

1. Plan your TRIP - Itinerary based digital page

February

Launching digital platform for the smart city with alterations and modifications if any.



₹ ESTIMATE

₹20 lacs - Approx cost estimation

Source : Mr. Ankush Ranka

Terrace Tech Labs Pvt. Ltd

AI . IOT . XR

THANKS!

Do you have any questions?
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