

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi

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

Dated 15.11.2023

Office Memorandum

Subject:- Guidelines for 'Challenged Based Destination Development', sub-scheme under Swadesh Darshan 2.0 Scheme

I am directed to inform that the Ministry of Tourism has launched 'Challenged Based Destination Development', a sub-scheme under its Swadesh Darshan 2.0 scheme. The guidelines of the sub-scheme are enclosed. The other details in respect of the sub-scheme will subsequently follow.


(Prashant Ranjan)
Director

Encl. As above

To

Addl. Chief Secretary/ Principal Secretary/Secretary,
Department of Tourism,
All State Governments/UT Administrations

Copy to:

- i. Regional Directors (North/West/South/East/North East), India Tourism Offices, Ministry of Tourism
- ii. Directors/Asstt. Directors/ Managers/Assistant Managers in field offices/stations
- iii. M/s Ernst & Young, NPMU (Swadesh Darshan scheme)
- iv. AD (IT) with a request to upload the guidelines on website

(No. SD-8/25/2023-SD)

**Ministry of Tourism
Government of India**

Guidelines for 'Challenge based Destination Development'

(A sub scheme of Swadesh Darshan 2.0)

1. Introduction

1.1. Background

Swadesh Darshan 2.0 Scheme was launched in 2022 to develop sustainable and responsible tourism destination in the country. The scheme has been envisaged for integrated development of tourism destination in partnership with State/UT's and local governments.

The Budget for the period 2023-24 has announced holistic development of tourism destinations in the country under the challenge method. Accordingly, a sub scheme under the Swadesh Darshan 2.0 Scheme has been launched for development of tourist destinations through a challenge-based selection method.

(i) Tourism in Mission Mode

Para 13 (3) of the Budget for 2023-24 lays down that "the country offers immense attraction for domestic as well as foreign tourists. There is a large potential to be tapped in tourism. The sector holds huge opportunities for jobs and entrepreneurship for youth in particular. Promotion of tourism will be taken up on mission mode, with active participation of states, convergence of government programmes and public-private partnerships."

(ii) Development of destinations to be selected on challenge mode

Further, Para No. 93 of the Budget 2023-24 lays down "With an integrated and innovative approach, at least 50 destinations will be selected through challenge mode. In addition to aspects such as physical connectivity, virtual connectivity, tourist guides, high standards for food streets and tourists' security, all the relevant aspects would be made available on an App to enhance tourist experience. Every destination would be developed as a complete package. The focus of development of tourism would be on domestic as well as foreign tourists"

1.2. Challenge Based Destination Development Scheme

The challenge-based destination development scheme is part of the vision enshrined in the Budget 2023-24 to develop tourism sector in Mission Mode with active

participation of the States, Public Private Partnership and Convergence of Government Programs. This sub scheme under the Swadesh Darshan Scheme will promote development of the destinations selected on challenge mode.

2. Objective

With the proposed implementation of the budget announcement, the Ministry of Tourism intends **holistic development of the destination to enhance tourist experience across all points of the tourist value chain** with following objective outcomes:

- (i) To transform our tourist destinations as sustainable and responsible destinations
- (ii) Provide end to end tourist experience
- (iii) Development of destinations through competition, convergence and strategic alignment with India's tourism priorities

The details of the tourist touch points and experiences have been illustrated in **Annexure 1**.

3. Key Guiding Principles

The proposals submitted under the Scheme should demonstrate the following:

(i). Alignment with five key tourism priorities

The Goa Roadmap has identified five inter-connected priorities for development of tourism sector to achieve the Sustainable Development Goals namely Green Tourism, Digitalization, Skills, Tourism MSMEs and Destination Management. The proposal should be in line with these five pillars. A copy of the roadmap with complete details of the priorities, opportunities, objectives and key action areas is available on the website.(www.tourism.gov.in)

(ii). Convergence with Central Government Flagship Programs

The proposal should demonstrate convergence of various government programs (both central and state) at the destinations. It should be based on building on the success of individual programs and their linkages with the tourism. The convergence could be across connectivity, civic infrastructure, local mobility, skill development, products and experiences being developed under various central government schemes by different line Ministries. The details of the convergence with various programs have been provided in **Annexure 2**.

(iii). Travel for LiFE

Travel for LiFE which is a part of Mission LiFE, aims to promote sustainable tourism in the country in convergence with the National Strategy for Sustainable Tourism. The “Travel for LiFE” Program aims to mobilize tourists and tourism businesses of the country to be mindful in their actions as important stakeholders of the tourism value chain. As part of the Travel for LiFE action items have been classified under following pillars:

- (i) Promoting Environmental Sustainability
- (ii) Promoting Biodiversity
- (iii) Promoting Economic Sustainability
- (iv) Promoting Socio-Cultural Sustainability
- (v) Promoting Certification for Sustainable Tourism

(iv). Innovation

Innovation is an important enabler to enhance tourism by introducing creative solutions to existing problems and challenges, improving services and enhancing tourist experience. Emphasizing sustainability and inclusivity, this objective seeks to create seamless and personalized travel experiences that cater to diverse needs, while preserving cultural heritage and protecting natural resources. By fostering creativity and collaboration through innovation in Tourism, it will help the destinations to elevate customer satisfaction and also contribute to the economic growth and well-being of local communities.

(v). Jan Bhagidari

Active participation and involvement of the local community in shaping and supporting the tourism industry is an essential element in establishing sustainability in tourism sector. By engaging the community in the tourism planning and decision-making processes, it ensures that tourism development aligns with the needs, aspirations, and values of the local population. This collaborative approach can lead to a more sustainable and responsible tourism model that respects the environment, preserves cultural authenticity, and benefits the community's socio-economic well-being.

4. Stakeholders

The Scheme will be implemented in partnership with line Ministries, State Governments, Destinations and Industry Stakeholders.

5. Key Elements

5.1. Destination Management Organizations (DMOs) to submit the proposals

Destination Management Organizations (DMOs) interested to participate in the scheme can submit proposals through the State Government under the scheme. Maximum nominations from each state shall be limited to total of 5 Proposals only. Each DMO can submit only one proposal. Various thematic category for submission of proposal includes:

- (i). Spiritual Tourism
- (ii). Culture & Heritage
- (iii). Vibrant Village Program
- (iv). Ecotourism and Amrit Dharohar Sites

5.2. Mandatory initiatives

Following two initiatives have to be mandatorily taken by all destinations:

(i). Strengthening of Destination Management Organization

Destination Management Organizations are essential for success of a destination and the proposal must outline how destinations are going to be managed and adopt best practices. This is also one of the five priority areas for tourism sector. The details are at **Annexure 3**.

(ii). STCI certification of the destination

Sustainable Tourism Criteria of India certification is a measure of overall sustainability of the destination including socio-economic, cultural and environmental sustainability. STCI certification assesses the destinations on well accepted principles, criteria and indicators and issues bronze, silver and gold certification. STCI certification will allow destinations to be competitive and discover the areas, which require attention for sustainable development of destination. The proposal should indicate how it will prepare and undertake STCI certification. The details are at **Annexure 4**

5.3. Other elements of the Proposal

The destination proposal for respective thematic category shall include aspects including:

- (i). End to end development of major tourist attraction at the destinations catering to all aspects that impacts the tourist experience.
- (ii). Details of Tourism Value Chain for destination under consideration

- (iii). Clear plan of action for increasing the quality of tourist experience under selected touch points.
- (iv). Type of Interventions proposed with mapping of one or more key principles as per guideline.
- (v). The proposal must demonstrate how convergence amongst various Central Government Schemes will be leveraged to develop and promote tourism potential of the destination.
- (vi). Jan-Bhagidari and partnership with private sector wherever possible.
- (vii). At least one transformative idea for development of the proposed tourist destination.
- (viii). Clear and implementable timelines for both short term (0-3 months) and medium-term goals (3-6 months) under the scheme.
- (ix). Defined Outcome of the proposed interventions
- (x). The proposal must contain the mandatory initiatives for the destination namely strengthening DMOs and STCI certification of the destination.

The proposal should provide relevant information on all the criteria specified for evaluation of the proposal.

5.4. Category wise of Breakup of Destinations

50 destinations shall be selected through a challenge process based on the score obtained on the evaluation parameters. The broad breakup of 50 destinations proposed is as below:

Sn	Thematic Category	Destinations to be selected
1	Spiritual Tourism	15
2	Culture & Heritage	15
3	Vibrant Village Program	10
4	Ecotourism and AmritDharohar Sites	10

The Ministry of Tourism may select additional destinations which are exceptional proposals.

5.5. Submission of Proposal

The proposal shall be submitted before due date published, to the National Mission Director, Swadesh Darshan Scheme, Ministry of Tourism through the state/ UT government endorsed by the Chief Secretary of the respective state.

5.6. Evaluation of the Proposals

Evaluation of the procedure will be done by the procedure decided by the Ministry of Tourism.

5.7. Incentives to the Winners

The following is the financial grant to the final list selected:

Sn	Thematic Category	No. of destinations	Funding amount per destination	Total Funding
1	Spiritual Tourism	15	Rs. 25 Cr	Rs. 375 Cr
2	Culture & Heritage	15	Rs. 25 Cr	Rs. 375 Cr
3	Vibrant Village Program	10	Rs. 05 Cr	Rs. 50 Cr
4	Ecotourism and AmritDharohar Sites	10	Rs. 10 Cr	Rs. 100 Cr
Total Funding				Rs. 900 Cr

The funding will primarily be for soft interventions such as Training and Capacity, Marketing and Promotion, Market Research, visitor management, Institutional strengthening, enhancing tourist experience etc. Hard intervention as critical part of enabling and creating tourist experience only will be considered, which can be executed within the program timelines. No standalone hard infrastructure interventions will be considered.

For hard interventions, the State should certify availability of land in the name of the tourism department, free from all encumbrances. No land acquisition will be funded.

Illustrative interventions that may be undertaken as part of the scheme may be referred at **Annexure 5**.

5.8. Submission of Action Plan

After the winners are declared, the destinations will submit the Detailed Action Plan in the light of the suggestions made after the evaluation of the proposals. The States/ Destinations will mobilize additional resources for executing the proposals, wherever required.

6. Funding and Release of Funds

6.1. Sub Scheme of Swadesh Darshan

The sub scheme shall be funded under the Swadesh Darshan Scheme

6.2. Disbursement of funds

The funds will be disbursed to the State Implementation Agency / Destination Management Organization in multiple instalments subject to successful completion of the projects and compliance with agreed terms and conditions.

The funds will be disbursed to the implementing agencies in the following manner:

Instalment	Condition Precedent	Amount to be released
1 st	On selection of proposal and initiating STCI Certification	10%
2 nd	Utilization of 75% of the 1 st instalment	30%
3 rd	Utilization of 100% of the 1st instalment and 75% of 2nd instalment and achieving 30% physical progress	30%
4 th	Utilization of 100% of the 1st& 2 nd instalments and 75% of 3rd instalment and achieving 60% physical progress	20%
5 th	After Completion of the all interventions and submission of UC and required documents	10%
	Final Closure of Project (No release of fund)	Final Utilization Certificate of funds released to the Implementing Agency to be submitted and project closed by the Ministry.

7. Program Implementation, Monitoring and Review

For successful implementation of the sub scheme, institutional framework and other functions shall be as per the Swadesh Darshan scheme and will govern the implementation of the scheme. Periodic review by will be undertaken on a monthly and weekly basis to steer the development at these destinations. For reporting the progress on the project, The DMO shall be required to submit the weekly progress report (WPR) on every first day of the week (Monday).

A third-Party Impact Assessment of the selected destinations shall be undertaken to assess impact of interventions undertake as part of the scheme.

Annexure 1- Tourist Experience

Enhancing Tourist Experience - across all touch points

The key to the success of a destination would be quality of experience to the tourists. It is further important that entire experience of the tourist at the destination has to be enhanced and not merely one or two aspects. In this connection, it is important to identify the tourist touch points and improve the experience by various interventions in the supply side. Some of the tourist touch points in his journey are:

(i). **Inspiration to travel to destination**

A tourist is enticed to travel to a destination by factoring many considerations. Hence visibility of the destination in the various promotional platforms such as films, advertisements & documentaries, websites, apps and importantly social media is crucial for inspiring a tourist to travel to the destination.

(ii). **Planning and booking**

Once the tourist decides the destination, further options for travel, stay and activities are explored in the planning stage. This includes arriving at a suitable itinerary for his travel from the available packages. Advance booking facilities for all travels (including last mile connectivity and local commute to attractions), accommodation, sight-seeing and ticketed attractions is also desired at this stage.

(iii). **Arrival at destination**

While undertaking journey from the point of arrival (Airports, Railway Stations, Bus Stations), the tourist needs adequate information, amenities and a hassle-free environment with an easy access to get to the destination. This would include professional staff deployed in Tourist Information Centres/ Kiosks to assist with communication, lodging and conveyance.

The connectivity from the major transit station or tourist gateway to the destination (if situated far off) should be well developed with roads of decent level of service, landscaped with proper wayfinding and resting areas.

(iv). **Accommodation services**

After arriving at the destination, the overnight tourists majorly desire a comfortable experience at their place of stay. This also could be attending to various special needs of the tourists such as barrier free access, language assistance, food requirements and emergency situations.

(v). **Travelling locally**

At the destination, the tourist needs a convenient mode of commute to visit the nearby local attractions which could be offered through a well laid out pedestrian network,

bicycle rentals, cabs, rickshaws, shared autos or through a decent public transport facility.

(vi). **Visiting local attractions**

The spatial information and significance of various attractions at the destination such as places of worship, monuments, museums, natural landscapes, markets etc has to be easily available in a tourist map. The tourists expect a seamless movement between these attractions during their sightseeing. Availability of trained guides, audio guides (in preferred languages), amenities, souvenirs, tout free and safe environment, barrier free access and optimum visitor management are instrumental factors in achieving enhanced experience at the attractions.

(vii). **Visiting local eateries, shopping and entertainment places**

A tourist could enjoy the food in its true essence if they are served in safe, hygienic and ambient conditions at food streets and restaurants. Tourists also undertake recreational activities such as strolling and hiking, engaging with the local community and their livelihood activities especially of rural households, shopping at local markets and souvenir shops. Showcasing local culture and exhibiting traditional artforms for the tourist through public arts, street arts or night tourism also leaves a good impression with the tourists.

(viii). **Sharing the experience, providing feedback and ratings**

Finally, a tourist shall be encouraged to share their experience visiting the place. Feedbacks could be recorded through kiosks located at strategic locations. Today, destination reviews from tourist blogs and vlogs have huge market and is a decisive factor in inspiring tourists to visit the destinations.

Annexure 2- Convergence

Convergence – Essential for tourism development

Tourism requires the support of many other sectors. Tourism rides on the infrastructure and services developed by other sectors. Over the last nine years there has been a massive push for creation and upgradation of infrastructure across the country. Some of the programs of Central Government, which contribute to tourism development at the destination are given below.

(i) UDAN – Enabling Air Connectivity

Several Airports and Air routes have been made operational under UDAN scheme and this has paved the way for further development of these destinations for attracting tourists.

(ii) Railways

High speed connectivity under Vande Bharat and renovation of a large number of railway stations including complete transformation of some of the railway stations will provide the visitors with new convenience and experience.

(iii) Highways

MoRTH has been enabling road connectivity to various destinations through different programs. The world class highways and wayside amenities give a big boost to tourism.

(iv) Skill India Mission

Skilling and entrepreneurship are crucial to the development of tourism and hospitality sector and Central Government is implementing Skill India Mission across the country and a tourist destination must take benefit under the Scheme.

(v) Smart Cities Mission

Central Government has developed various cities under Smart City Mission. Some 100 cities have been taken up under the Mission and developed. Some of the city-wide interventions such as command and control centre, city mobile app apart from other quality infrastructure will support the tourism potential of the destination.

(vi) Swachh Bharat Mission

Swachh Bharat Mission has been a successful campaign to clean up urban and rural areas and build suitable sanitation infrastructure and practices for ensuring clean and hygienic cities.

(vii) Solar Cities Mission

In order to promote sustainable development of cities, the Central Government has identified cities, which are being developed as Solar cities. This will ensure that hospitality and tourism sector also adopt the green energy in a big way and reduces climate impact of the industry.

(viii) Amendments in the Scheme for convergence

In case a destination is selected through challenge mode, any reasonable amendment in the guidelines of any central government scheme to enhance the convergence of the scheme or coverage of the scheme at the destinations will be positively considered by the Ministry concerned.

Challenge to incentivize the convergence

Keeping in view the essential requirement of convergence of various scheme for development of various aspects of tourism at the destination, the State and destinations will be challenged to work on convergence for tourism promotion and development and funding support will be given to the destinations, who are able leverage the convergence in the best possible way.

Annexure 3- Strengthening Destination Management Organization

Destination management needs a coordinated and strategic approach

Destination management consists of the coordinated management of all the elements that make up a tourism destination taking a strategic approach to link-up these sometimes very separate elements for the better management of the destination. Such a joined-up management helps avoid overlapping functions and duplication of effort with regards to promotion, visitor services, training, business support and identify any management gaps that are not being addressed.

1. Role of Destination Management Organization (DMO)

The Destination Management Organization's role would be to 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) Strategic planning
- (ii) Monetising Tourism for Destination Development
- (iii) Market intelligence,
- (iv) Tourism product and business development,
- (v) Digitalization and innovation,
- (vi) Monitoring,
- (vii) Crisis management,
- (viii) Promotion, Marketing and Branding

2. Constitution of DMOs

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 to be formed by the State Government/UT Administration. DMO will be a Special Purpose Vehicle (SPV) to be incorporated as a not-for-profit company under the Companies Act, 2013. In order to ensure effective participation of public sector agencies, 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.

Further, in case of non-existence of DMO at a destination, initially destination proposal under this scheme may be submitted by the Destination Management Committee (DMC) chaired by the District Collector (Refer section 7.4 of SD 2.0 Guidelines)

3. Capacity Building and Certification of DMOs

The capacity of the Destination Management Organizations will be developed in line with the UNWTO guidelines for Institutional Strengthening of Destination Management Organizations. The Ministry will also be facilitating UNWTO destination certification system, which evaluates the three areas of key performance in destination management at DMO level: Strategic Leadership, Effective Execution and Efficient Governance.

4. Capacity Building of DMOs

The States will take step to set up Destination Management Organization and empower them with clear mandate. The DMO may also work for MICE promotion as city bureau. The proposal under the Scheme must contain measures for the capacity building of the DMOs.

5. Enabling Revenue Generation under DMOs for sustainable operations

The States will take steps to enable Destination Management Organization to monetize the tourism assets and experiences at the destination. This shall enable the destination more financial independence to drive tourism development initiatives without relying on funding support from states and centre. The proposal under the scheme must contain measures for the generate revenue for the DMOs and enable long term sustainable operations.

Annexure 4 - Sustainable Tourism Criteria of India (STCI) Certification for Destinations

1. Key Elements of STCI certification for Destinations

Sustainable Tourism Criteria of India (STCI) for destinations has been developed by the Ministry of Tourism as a guiding framework for destination management organizations (DMOs) to develop sustainable and resilient destinations. It acts as an effective instrument for ensuring adherence to sustainable practises, which will lead to improved visitor experience, satisfaction and ensuring tourist's revisit intention. STCI is based on four key principles and 10 criteria as follows:

A. Sustainable Management

- (i). Management structure and framework
- (ii). Stakeholder engagement
- (iii). Managing pressure and change

B. Socio Economic Sustainability

- (iv). Delivering local economic benefits
- (v). Social wellbeing and impacts

C. Cultural Sustainability

- (vi). Protecting cultural heritage
- (vii). Visiting cultural sites

D. Environment Sustainability

- (viii). Conservation of natural heritage
- (ix). Resource management
- (x). Management of waste and emissions

2. Process for STCI Certification

The STCI certification has detailed 112 indicators under the principle and criteria given above. The destinations are graded based on the score, in bronze, silver and gold. Ministry of Tourism has further developed the entire process of STCI certification on digital platform.

3. Plan for STCI certification of the Destination

The proposal must contain a plan of action for STCI certification of the destination. The Scheme will provide support for the destination to undertake STCI certification. As part of the scheme, the destinations are required to at least secure bronze certification. The destinations which that will be able to secure gold certification shall be provided with further incentives as reward.

Annexure 5 – Illustrative Outline of the Proposal

To enhance the tourist experience, the proposal shall focus on **end to end development at the major tourist attraction (hero attraction) and its immediate vicinity area (focus area)**. The interventions should be proposed keeping in view the various tourist touch points (refer Annexure 1) and identified gaps in experience of tourists in the focus area. The proposed components, which can enhance the experience of tourists of the destination shall be prioritised. These may include but not limited to:

- (i) **Destination branding, marketing and promotions**
- (ii) **Aesthetics and Visual Experience:** To ensure aesthetics and design coherence at the destination including street scaping, buildings, façade, facilities, signages, accessibility etc. Coherence in outlook brings uniqueness at a tourist destination. Suitable design toolkits may be developed for ensuring uniformity in future interventions.
- (iii) **Hygiene & Cleanliness:** Dedicated cleaning and maintenance agencies at the tourism hotspots / zones to ensure high standards of destination cleanliness. Various models including Outsourcing / PPP / CSR may be assessed in consultation with relevant ULB or Gram Panchayat.
- (iv) **Safety & Security:** Various initiatives to ensure deployment of necessary processes and interventions to record and address tourist safety and security related incidents. Various interventions may include enabling CCTV network, dedicated tourist police, central control centre at PS / DMO, safety helpline number, elimination of dark zones, gender sensitization, Dos & Don'ts, night patrolling and promoting women personnel like taxi operators, conductors, security staff etc.
- (v) **Skill development & Sensitization:** To enhance skill standards and availability. Ensuring mandatory sensitization of tourist facing staff across the demand elements, tagging of skilled resources through badges to enhance tangible outcome, foreign language trainings based on tourist segments, storytelling, hygiene, safety & incident reporting and general etiquettes.
- (vi) **Local Community Involvement:** Enabling locals especially women and youth to participate in tourism planning, development and operations to drive larger impact from the tourism activity at the destination. Activating local SHGs and tourism clubs across various platforms during destination development, skilling programs and entrepreneurship development programs.
- (vii) **Connectivity:** Ensuring good connectivity to destination through Road, Rail, Air and Cruise (if applicable). Strong connectivity shall play important role in ensuring sustainable tourism sector development.

- (viii) **Accessibility:** Including welcoming arrival zones, smooth onboarding experience at destination, availability of information to the tourists, quality of roads and transportation means, pricing, digital initiatives and ensuring safety and security.
- (ix) **Greening and Landscaping:** Concerted efforts should be placed in including landscaping elements in planning and implementation of various interventions, tree plantation drives at roadsides, tourist attractions, city centres, afforestation drives etc.
- (x) **Sustainability Initiatives**
- (xi) **Establishing Standards and Quality Assurance:** Deployment of relevant standards and quality assurance process to ensure delivery of enhanced tourist experience giving high priority to ensuring safety, hygiene and process oriented delivery of services. Quality assurance initiatives should drive future interventions at the destinations through DMO.
- (xii) **Information:** Developing ready information on the destination including aspects related to tourist demand parameters defined above. Dissemination of this information across various mediums including website, app, handouts, signages, interpretation centres , Dos and Don'ts etc.
- (xiii) **Digitization:** Use of digital medium to provide access, ease, payments and experience to the tourist across various demand parameters. Tourist cards may be explored to access various services at the destination including booking, local travels, priority access etc. Tourist data management to map tourist data including interest, spend and duration.
- (xiv) **Monetization of Tourism Assets:** Develop revenue generation streams from tourism assets for sustaining the development and management of the tourism destination.
- (xv) **Carrying Capacity Management:** Assessing the carrying capacity of the tourist destination and individual asset and managing the capacity through various interventions including visitor management systems, planned holding areas, crowd control, online booking systems, variable pricing, queuing systems, creating alternate assets, attractions etc.
- (xvi) **Development of shopping streets / haats** including major shopping streets, old markets, souvenirs shops etc. catering to the tourist requirement of local experience and shopping at the destination.
- (xvii) **Development of new Tourist Experiences** including guided Tours, Hop on Hop Off Service, festivals and events, sports etc. curated based on tourist segment and purpose.
- (xviii) **Food Outlets and Cuisines:** Development of food street, collaboration with FCI and IHM to creating local menus and provide training to local outlets, restaurants, haats and Café catering to tourists.

(xix) **Experience Sharing:** Establishing interventions and processes to capture tourist experience through various platforms including primary surveys, digitally capturing experience at attractions, social media analysis, word of mouth etc. The inputs from the tourist experience should be taken into account for designing interventions for effective planning and management of the destination.

The proposed interventions may not be limited to the listed interventions and shall be customised as per requirement of the destination proposed.