

9.3.1. NATIONAL DIGITAL TOURISM MISSION

Why in news?

The Ministry of Tourism has invited final comments from the stakeholders on draft report for setting up of National Digital Tourism Mission (NDTM).

Key highlights of the Draft NDTM

Vision:

- NDTM envisages achieving the objective of **harnessing the full potential of digitization in tourism sector** by facilitating exchange of information and services in tourism sector spreading across national and state tourism organizations, tourism service providers, tourism destinations, products, experiences and tourists.
- The vision of NDTM is to **bridge the existing information gap amongst different stakeholders of tourism ecosystem** through digital highways.

Principles of National Digital Tourism Mission

Current Status of Digitization in Tourism Sector

- **Widespread use of technology in travel and tourism:** Digital disruptors like social media, mobile devices and accessible information enable destination marketers to engage with consumers and stakeholders on a larger scale than ever before.
- **Development of travel portals and platforms:** Such **platforms** by the private sector, cater to various needs such as transport, accommodation, etc.
- **Hyper-personalization:** By capturing personal data from customers and learning more about their behavioural patterns.

Efforts of the Ministry of Tourism

- A multi-lingual **'Incredible India'** website and mobile application assist international and domestic tourists.
- A platform namely **National Integrated Database of Hospitality Industry (NIDHI)** for registration and classification of tourism service providers.
- **Digitization of Swadesh and PRASHAD Schemes**
- **24x7 Toll Free Multi-Lingual Tourist Info-Helpline**

| Domain Principles | Design and Architecture Principles | Technology Principles |
|---|---|--|
| <ul style="list-style-type: none"> • Value-driven with central focus on interest of beneficiaries. • Unifying Services to realize the goal of a connected ecosystem. • Outcome-driven by defining service levels and outcomes benchmarking with the best. • Affordable choices • Diversity and Inclusion across device types, linguistic barriers, geography and accessibility compliant. | <ul style="list-style-type: none"> • Ecosystem Thinking spanning across Centre and States, public and private and other systems. • Assured Service levels for all participating stakeholders. • Federated Architecture build around the constructs of Single-Source-of-Truth and System-of-Records. • Be open and inter-operable. • Resilient to withstand failures by building automated recoveries and adaptation. • Minimal, Reusable, Unbundled and Shareable architecture. • Innovation and responsible deployment of emerging technologies. | <ul style="list-style-type: none"> • Data as an asset. • Data sharing. • Standards: Specify the existing technology and data standards applicable to the ecosystem. Define methods to ensure compliance. • Secure and Trust Based. |

Conclusion

The implementation of NDTM shall have multifold benefits to various entities of the tourism ecosystem. Not only will it improve the efficiency and effectiveness, but it will also increase transparency and provide a boost to tourism economy by preventing data leakages.