

APRIL 2024

OPINION

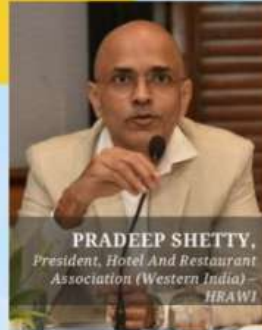
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THE RISE OF INDIAN TOURISM

THOUGHTS ON MODI JI'S INITIATIVE TO PROMOTE TRAVEL TO LAKSHADWEEP

We appreciate the Hon'ble PM's efforts in promoting domestic tourism, particularly in showcasing the potential of Lakshadweep as a hub for sustainable tourism and economic development. His visit to the islands has not only highlighted their natural beauty but also highlighted their significance as cultural treasures. By encouraging Indians to explore Lakshadweep, Modi Ji has paved the way for significant investments in infrastructure and hospitality services, which will undoubtedly enhance the archipelago's appeal to both local and international tourists. His vision and strategy for these islands are instrumental in unlocking their full potential as premier tourist destinations, contributing to their prosperity and preservation for generations to come.



PRADEEP SHETTY,
President, Hotel And Restaurant
Association (Western India) -
HRAWI

BE IT SWADESH DARSHAN SCHEME AS SWADESH DARSHAN 2.0 (SD 2.0), THE NATIONAL STRATEGY FOR SUSTAINABLE TOURISM FORMULATED BY THE MINISTRY OF TOURISM, THE 'TRAVEL FOR LIFE' INITIATIVE, OR ANY OTHER STRATEGY, ONE STRATEGY THAT YOU FEEL WILL BE THE GAME CHANGER AND WHY?

The Swadesh Darshan Scheme aids tourism infrastructure development, emphasizing planned circuits, cultural promotion, local employment and sustainability. The National Strategy for Sustainable Tourism promotes resilience, inclusivity and resource efficiency while protecting natural and cultural assets. Travel for LIFE promotes eco-friendly tourism practices, integrating sustainability into the sector for a resilient and responsible future.

While all these initiatives are crucial for the growth and sustainability of the tourism sector, I believe the National Strategy for Sustainable Tourism holds immense potential to be the game changer. By focusing on sustainable practices, this strategy not only promotes responsible tourism but also ensures the preservation of our natural and cultural heritage. It aligns with global trends and addresses pressing environmental concerns, making it essential for the long-term viability of the tourism

industry. It has the power to revolutionize the way we approach tourism, making it both environmentally friendly and economically beneficial.



MARINE AND COASTAL TOURISM PLAY A SIGNIFICANT ROLE IN INDIA'S BLUE ECONOMY, CONTRIBUTING 26%. THE GOVERNMENT OVERSEES TOURISM INITIATIVES THROUGH SPORTS (SOCIETY FOR PROMOTION OF NATURE TOURISM AND SPORTS). CONSIDERING THESE SIGNIFICANT POINTS, WHAT ARE YOUR THOUGHTS ON THE FUTURE OF TOURISM AND THE POTENTIAL INVESTMENT OPPORTUNITIES WITHIN THE HOSPITALITY AND TOURISM SECTORS IN THE LAKSHADWEEP ISLANDS?

Given India's substantial blue economy, with marine and coastal tourism contributing significantly, Lakshadweep holds immense potential for tourism investment. The initiatives, including encouraging citizens to explore the island destination, bolstering infrastructure, developing eco-friendly resorts and adventure tourism, have significantly propelled the appeal for Lakshadweep tourism. With regulatory guidance from SPORTS, a framework for eco-friendly tourism and recreational activities is established. By highlighting ecotourism and responsible practices, the Government has paved the way for a future where tourism thrives in harmony with the environment and benefits the local communities. We remain committed to working in tandem with the Government of India to further advance the tourism and hospitality sector, ensuring sustainable growth and economic prosperity for the nation.