

Building a Resilient Workforce for a Sustainable Future



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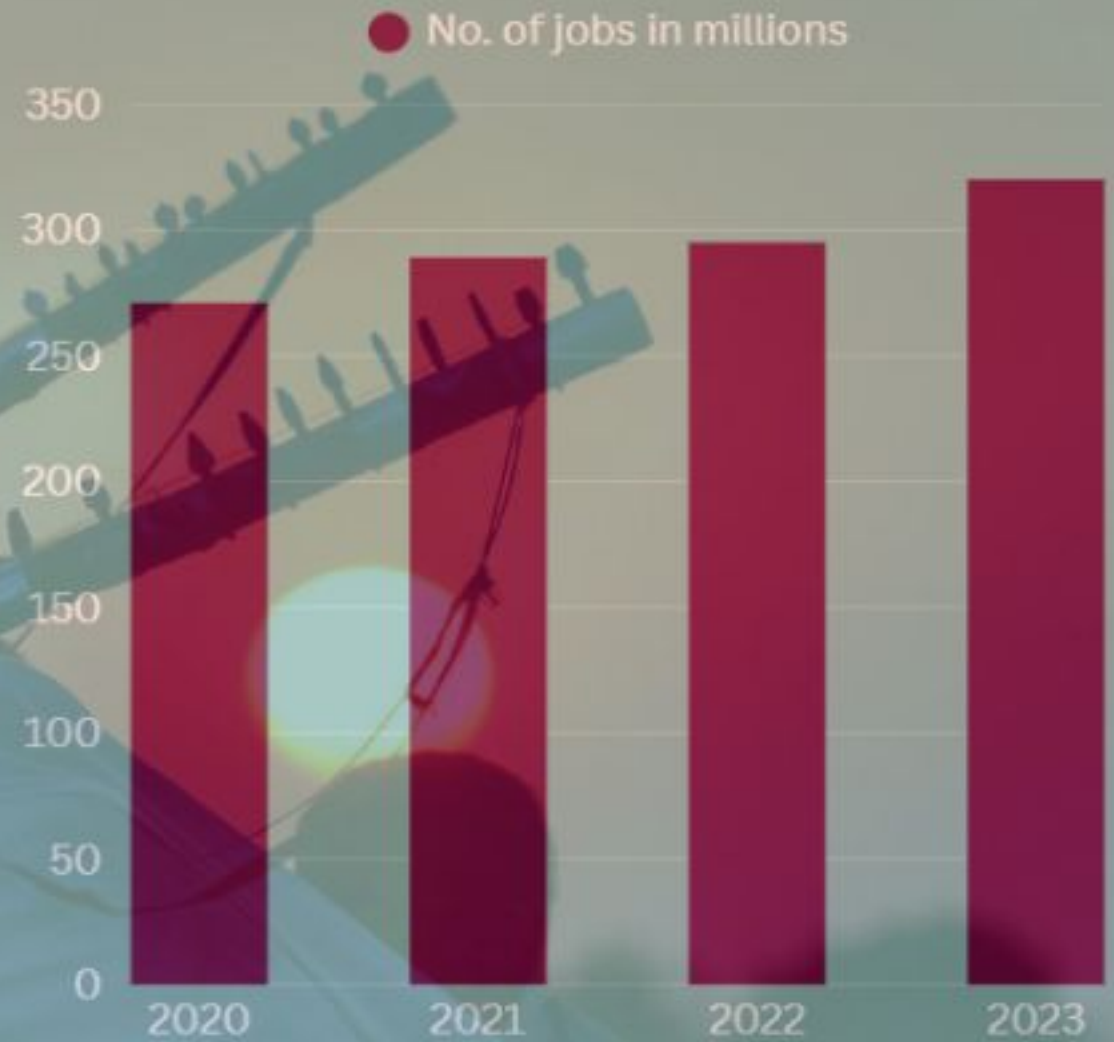
OUR MOTHERLAND

SUSTAINABILITY

CONCLUSION

Introduction

- **Tourism Sector ranks among the fastest growing economic sectors in the world.**
- **In 2022, Tourism contributed 15.7 Trillion to India's GDP.**
- **Tourism in India has been seen as a major tool to bring about socio-economic development of the people of the country**



People's View Point On Tourism As A Career

Why do people not want to get into tourism?

- Limited to Hospitality, Travel Agencies and Transportation
- Not Education or Skill Based
- Seasonal Business
- No High Paying Jobs

CREATION OF WORKFORCE

Humans as a RESOURCE



Skilled Professionals



Awareness

Standardisation
of Industry

Good Wages





Ways To Create Awareness About CAREERS IN TOURISM

Social
Media

Career
counsellors

Films

Educational
Institutes

Internships

Placements

SOCIAL MEDIA

- Creating interactive content portraying work lives of present employees
- Having a Careers section on the social media page
- Actively responding on queries people might reach out for



FILMS

- Stories that portray work lives in travel industry create attraction and awareness among youth.
- Such films can be sponsored by supporting the production financially or through resources, services or by providing space to shoot.



YJHD

Travel Cinematographer



Jalebi

Heritage Preserver and Guide



ZNMD

Scooba Diving Coach

Career Counsellors & Educational Institutes

- Participating in Career Fairs
- Tie ups with Universities and Colleges
- Organising Workshops and Competitions for students
- Offering short courses



PLACEMENTS & INTERNSHIPS

- Placements provide a direct pathway into the industry to graduates of different streams.
- It also acts as a way of advertisement.
- It invokes curiosity among young professionals who want to test the waters before diving in.
- It is a great medium for students to experience the workings of an industry before getting into it.





Entrepreneurship



AirBNB



MakeMyTrip

- Recognizing the new arising trends and needs
- Providing those services
- Creating business out of it

EVOLUTION OF TRAVEL INDUSTRY



Luxurious



Exploratory



CULTURAL EXPERIENCES

- Providing exclusive experiences of the place.
- Collaborating with the locals contributes to mindful economic development.
- Examples: Hotel tie ups, individual workshops



Handloom and Saree Workshop
Patan



Tea Leaves Plucking
Assam



Pottery
Uttar Pradesh



Folk Dance
Rajasthan

CARAVANS

- Carry your home around. Relaxed trips at your own pace.
- Electricity model in caravans prevents the issue of excessive use of fossil fuels which is a limited resource.
- Example- Musafir, by ROJA



TRAVEL LEARNING MODULES FOR KIDS

- Humanistic Development
- Short term- Educational Summer Camp
- Long term- Travel Based Curriculum
- Example: Think Global School



Educational Travel
Courses for Students
and Professionals

- Architecture
- Archaeology
- History
- Botany
- Aquatic Science



HOMESTAY

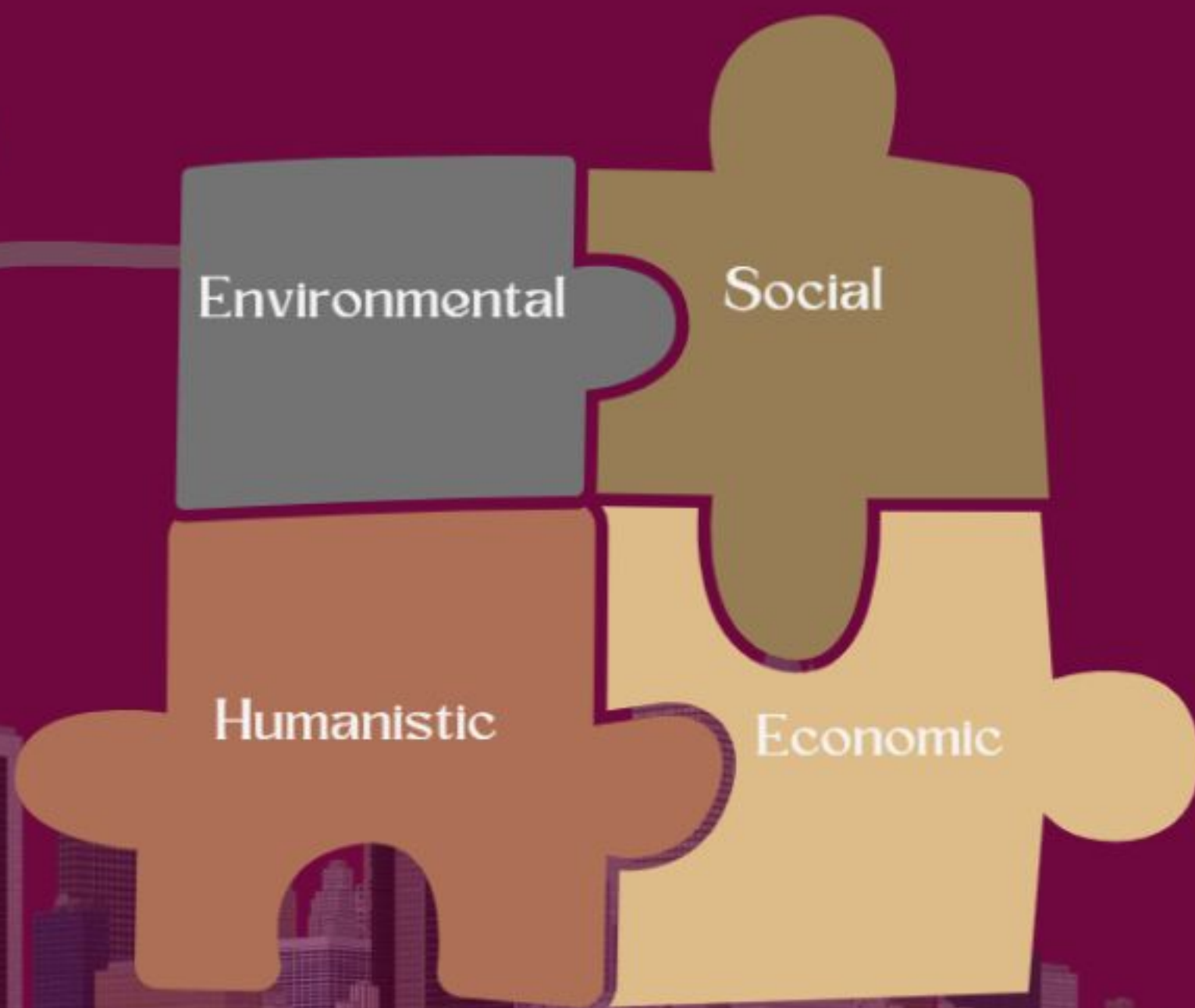
- Economic development on a local level
- Intercultural learning
- Cost effective and homely
- Good means for networking
- Example: Kimana Village, Uttarakhand
- Village Walks by Project Peepal





Sustainability

Sustainable development requires an integrated approach that takes into consideration these ***four aspects*** in the development of all nations.



Environmental

Social

Humanistic

Economic



RESPONSIBILITY

Employers

- Comfortable working space
- Sufficient salary
- Keep employee's physiological as well as psychological interests in mind.
- Create a respectful and friendly environment to work.
- Provide them with extra incentives [bonus, rewards, allowances]

Employee

- Maintain the work efficiency
- Make the firm's goal your priority
- Ace every challenge
- be an ideal for upcoming staff
- Firm's success should be your goal
- Stay loyal towards your work

REVIVAL OF THE INDUSTRY

Schemes Introduced by government of India to revive Domestic and International tourism in India:

- DEKHO APNA DESH SCHEME
- EMERGENCY CREDIT LINE
GUARANTEE SCHEME
- SAATHI SCHEME

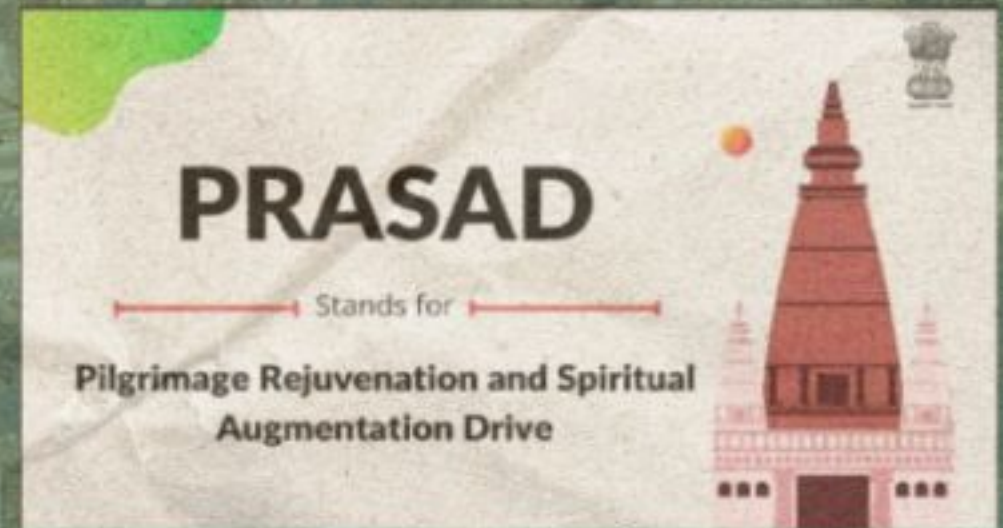


**Emergency Credit
Line Guarantee
Scheme**

Saathi
System for Assessment, Awareness and
Training for Hospitality industry

Into the **FUTURE**

Indian Government allocated budget of \$2.1 billion for the travel sector in this year's union budget, along with identifying 68 destinations under the PRASAD [Pilgrimage Rejuvenation and spiritual Augmentation Drive] scheme.



ENRICHING THE RELIGIOUS TOURISM

INDIA HAS IT ALL, FROM CULTURE TO HERITAGE,
FROM BEAUTIFUL SCENIC DESTINATIONS
TO GREAT BEAUTY OF ARCHITECTURAL MONUMENTS.

INDIA AND TOURISM

NOT ONLY WE HAVE A ROOTED CULTURE, BUT A
PROFESSIONALLY STRONG DEVELOPING WORKFORCE
WHICH WILL LEAD THE INDUSTRY TO THE SKY.



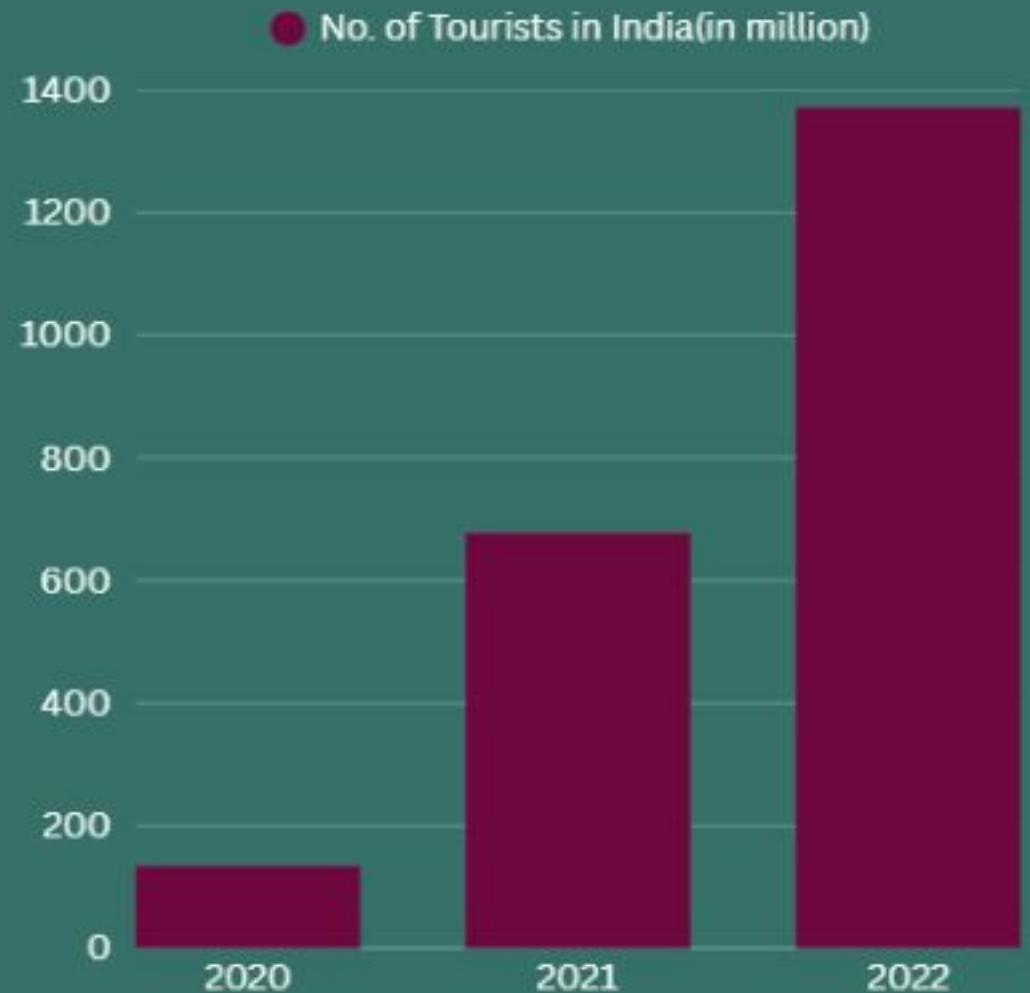


BHARAT

BHARAT, A COUNTRY WITH VIVID COLOURS OF TOURISM;
FAMOUS FOR ITS CULTURE, DIVERSITY AND THE CAPABILITY
OF BEING UNIQUE!

Conclusion

- Travel is and will continue to become a necessity as the work culture is evolving and cities are becoming more intensive than ever.
- It can be seen that the growth of careers in tourism is inevitable.
- However, in building of a resilient workforce, it is the employers who would have to put conscious and consistent efforts which will eventually pay back.



source: statista.com



THANK YOU!