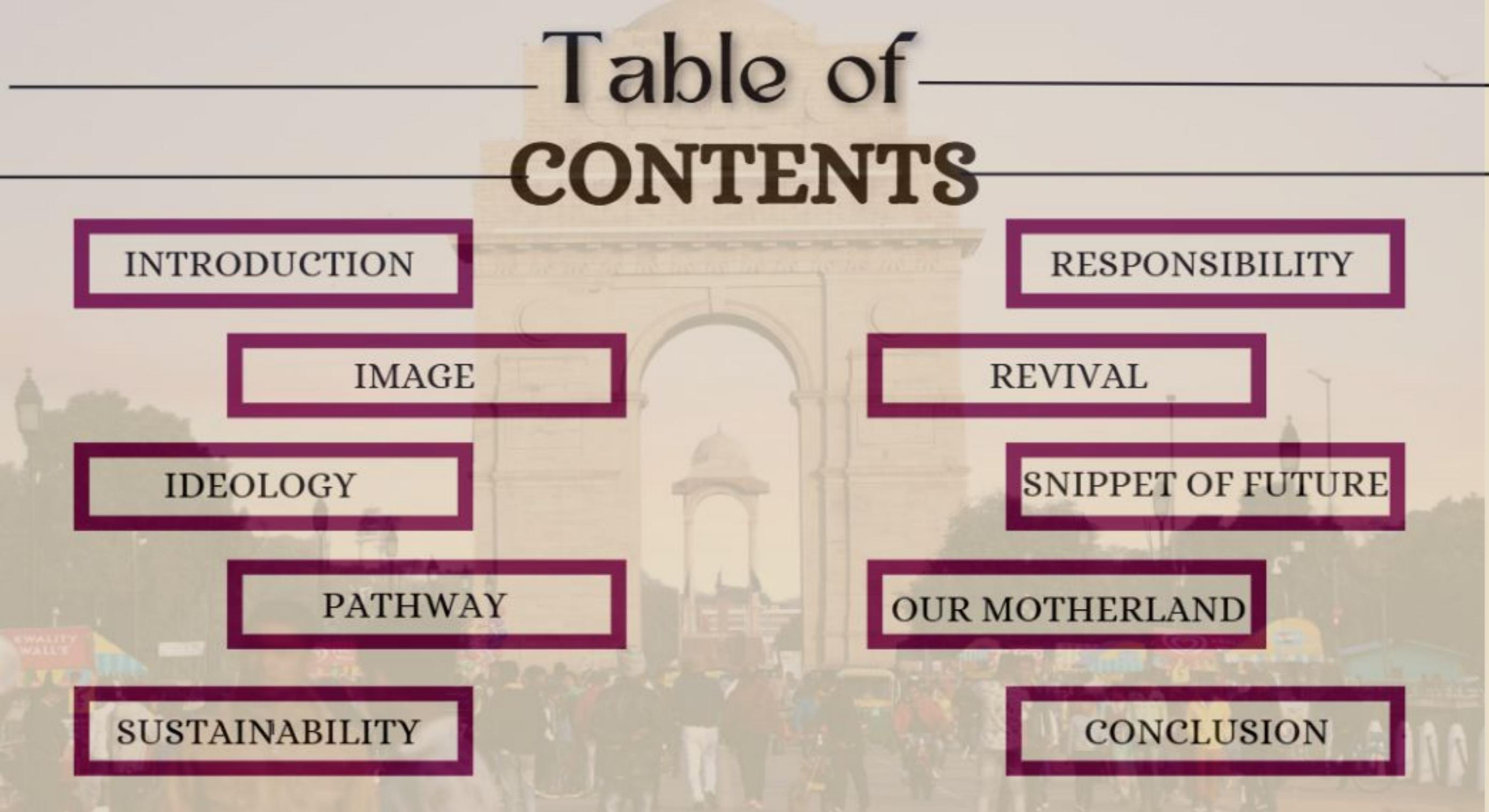


# Building a Resilient Workforce for a Sustainable Future



By: Khushi Shah & Durva Pandya

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INTRODUCTION

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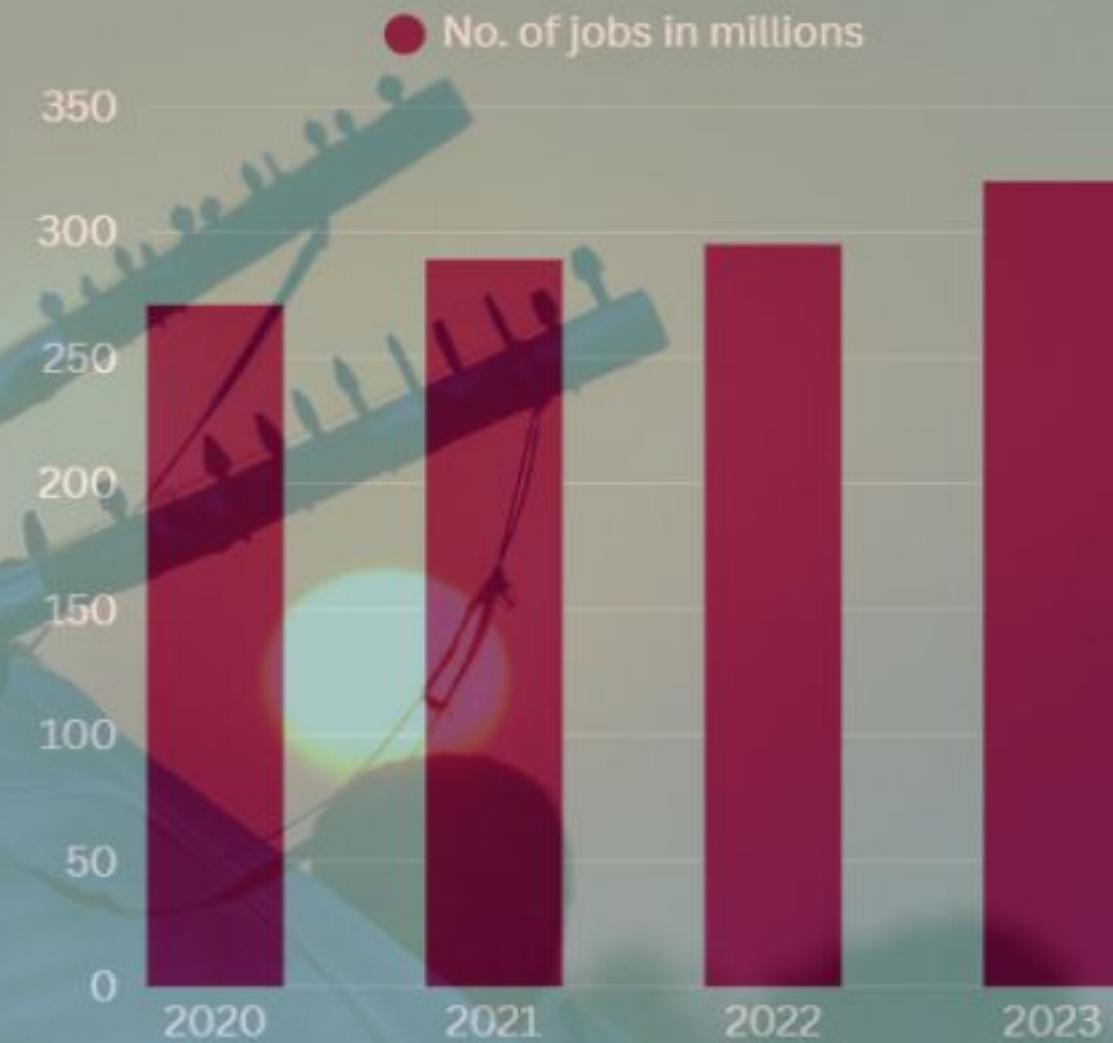
SNIPPET OF FUTURE

OUR MOTHERLAND

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



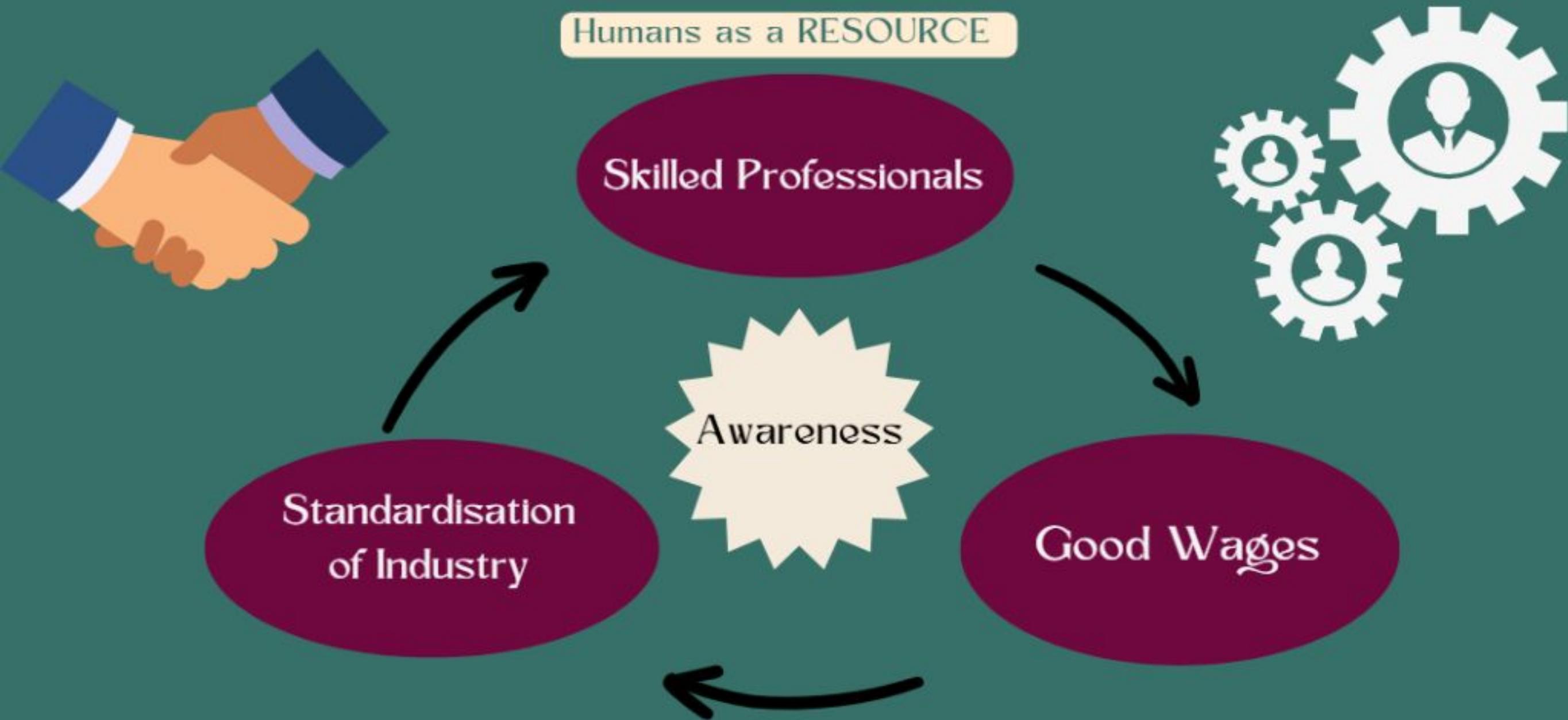
# People's View Point On Tourism As A Career

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



# Ways To Create Awareness About CAREERS IN TOURISM

Social  
Media

Career  
counsellors

Films

Educational  
Institutes

Internships

Placements

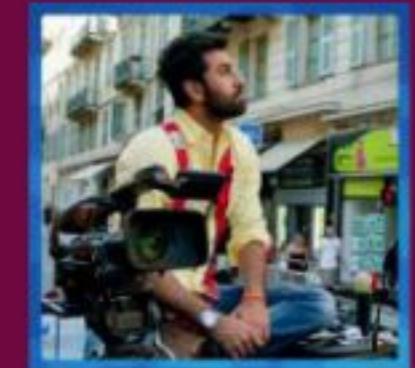
# SOCIAL MEDIA

- 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

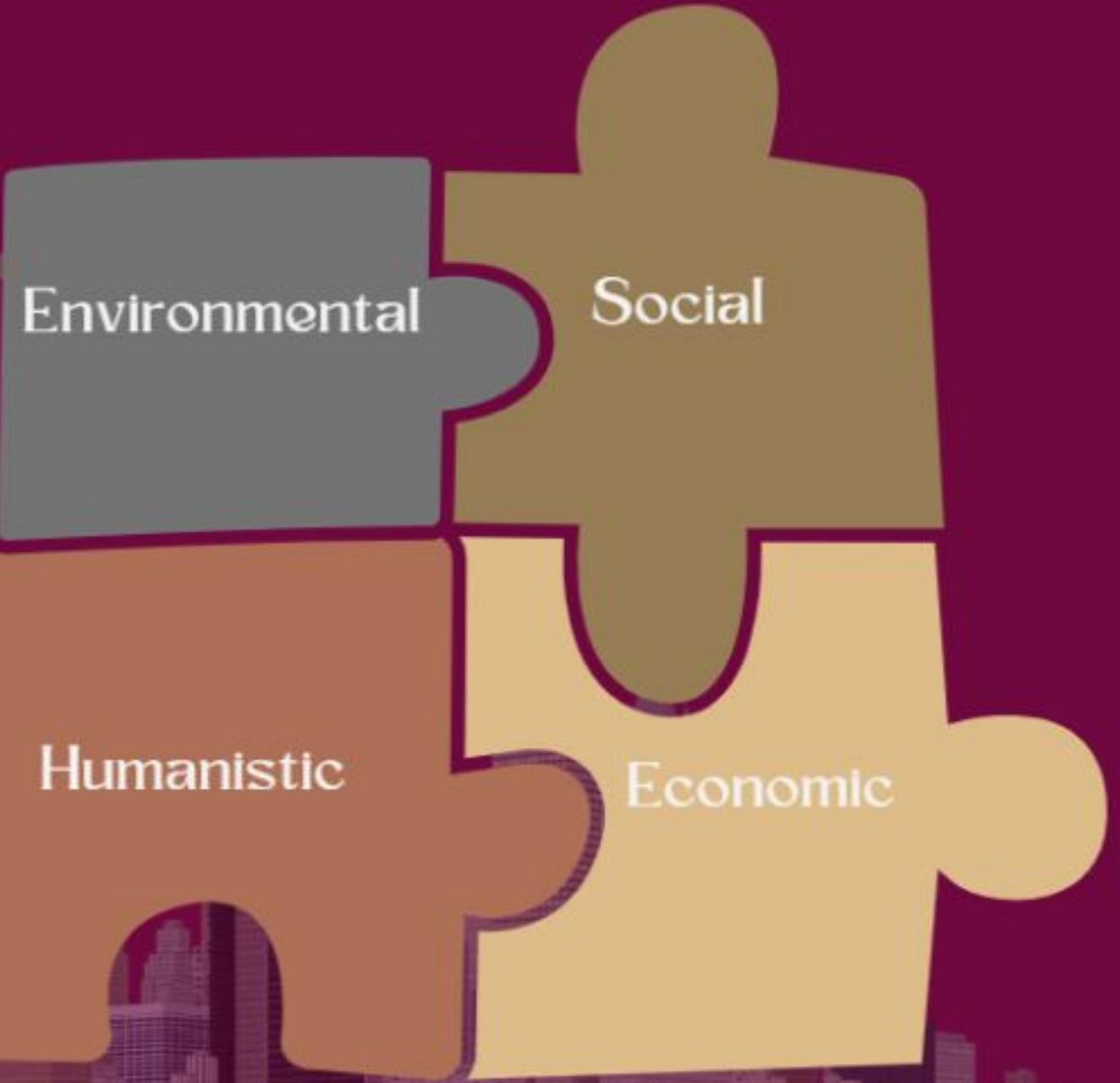
- Economic development on a local level
- Intercultural learning
- Cost effective and homely
- Good means for networking
- Example: Kimana Village, Uttarakhand
- Village Walks by Project Peepal





# Sustainability

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





# 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.

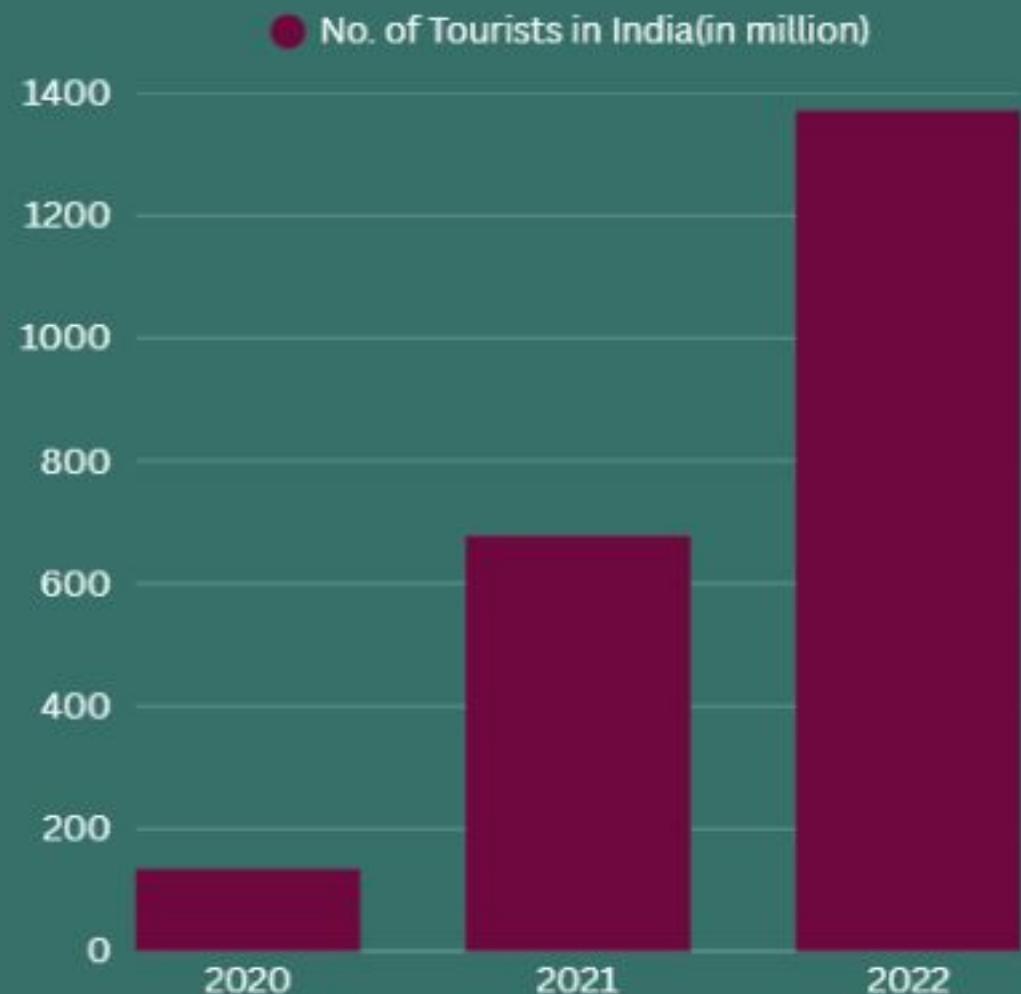


# BHARAT

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!

