

IMPLEMENTATION OF SMART TOURISM IN DIGITAL INDIA

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ABSTRACT

After 70 years of independence, India has emerged as the second fastest growing economy in the world. Contribution of tourism industry to India's growth and development is quite significant. Recently launched Digital India campaign by the government is paying rich dividend to the economy in terms of increasing productivity and efficiency of the government employees. Digital India is also considered important for transition of economy towards cashless and finally corruption less. Our aim in this paper is to propose a new strategy to government of India to make reforms in tourism sector by connecting information technology via smart applications and branding smart tourism. We also highlights the importance of tourism sector to the Indian economy, problems faced by the sector and suggesting smart way of connecting domestic and foreign tourists using software applications. In a nutshell, we propose a mobile app for all the tourists, which will bring all information on the fingertips of tourists. This will give a further boost to India's growing tourism industry and will be in tandem with digital India campaign.

KEYWORDS: Tourism, Digital India, Economic Development.

INTRODUCTION

Tourism is one of the fastest growing services in the country with great potentials for its further expansion and diversification. Tourism industry plays a major role in our economic development as India boast off as home of 35 World heritage sites.¹

(Payment by Application on Smart Phone, Credit/ Debit card payment, Online Banking) Similarly Indian government is giving facility of E-visa.

One's can get E-visa by²

DIGITALIZATION IN TOURISM

Since India is getting digital, and all transaction are being made by using cashless techniques

PASSPORT REQUIREMENTS

Scanned copy of passport information page to submit online.

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The original passport must be signed and valid for 6 months beyond stay in India, and must contain blank visa pages for entry stamps [6]. The original passport must be carried with the traveler and presented for visa on arrival in India.

PHOTO REQUIREMENTS

Scanned copy or digital passport style photograph to submit online.

PROOF OF TRAVEL ARRANGEMENTS

Confirmed round-trip or onward airline ticket to be presented on arrival in India.

SPECIAL INSTRUCTIONS

The India online visa application must be submitted no later than 4 days prior to departure for India, and no earlier than 34 days before the date of arrival in India. It is possible to apply for a traditional Indian tourist visa up to several months in advance.

The India ETA allows one single entry for a stay of up to 30 days in India. A maximum of two ETA visas can be issued within one year. A traditional Indian visa allows multiple visits to India and is generally valid for a stay of up to 90 days.

The India e-Tourist visa allows for visa on arrival issuance only for arrival and departure from the airports in Ahmedabad, Amritsar, Bengaluru (Bangalore), Chennai, Cochin, Delhi, Gaya, Goa, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Tiruchirapalli, Trivandrum & Varanasi. If arriving or departing from any other port of entry, please apply for a traditional Indian visa.

Citizens of many countries are eligible for the Indian e-Visa. However, if the applicant, their spouse, parents or grandparents were born in (what is now) Pakistan or ever held Pakistani

nationality they must apply for the traditional Indian visa as they are not eligible for the E-Visa.

The Indian e-Tourist Visa (ETV) is issued and stored electronically. The traveler will not receive any document in the mail. You will be sent the approved e-Visa via email. This must be printed and carried with you and your valid passport upon entry to India. The visa on arrival will be stamped in India after biometric information is taken at the airport.

INDIA VISA VALIDITY

The visitor must arrive in India before the e-Visa expires. It is issued for a single entry for a stay in India for up to 30 days from the date of arrival. The Indian ETA cannot be extended or converted for any other purpose, and is not valid for travel to restricted areas. A maximum of two ETA visas can be issued within a 12 month period.

PROPOSED TECHNIQUES

As E-visa and E-Passport facilities are now available one's can easily get this from anywhere without visiting that place or office, and can save time instead of standing que. For this certain more this to be done by government:

E-VERIFICATION

Verification process should be made easier than now, this can be done as similar as Reliance Jio is using for activation of sim. All the criminal cases should be linked with Adhar card. This will make passport seva Kendra and police to make easily verify the person in short time.

APPLICATION DEVELOPMENT INSTEAD OF WEBSITE

Instead of developing and modifying website for tourism and passport or visa process,

government should focus on single apps, which can hold multiple attributes likes:

MAP/GPS

Can help foreigner to locate location based on longitude and latitude as similar to google map. And easily select the heritage/ Tourist point that he/she wants to visit.

VEHICLE SUPPORT SYSTEM

In that similar app, there should be facility to hire cabs, taxi, and auto. As same as Ola/Uber does. This will be helpful in two ways: (a) Exact fare rate, as in our country auto wala's demands more than that exact fare. (b) If any single ladies/girl passenger is travelling and any this miss-behave happens with her, then girls safety point of view, police can trace the booked cab driver and find all details like cab no., driver details and where did he last dropped that passenger.

CASHLESS DEAL ON ARRIVAL

As tourist land to any international airport of India. He/She should be asked to deposit their all currency and instead of that authority will ask them to download this app and they will transfer that much amount (after currency exchange policy) in that apps wallet and ask them tourist to make all transaction with that. Although payment are allowed by their credit/debit card.

EMERGENCY HELP:

With this app one can directly contact to nearest embassy and nearest police station. And this government agency can easily reach on spot with location through that App.

VISA/ PASSPORT RELATED QUERIES

All data should be stored in that apps server so that one can know his/ her status of passport application and also chat 24*7 with any authority of passport/ Visa related queries.

This Apps should be free to download and easy registration process. For Indians registration can be mandatory only with providing Adhar details and pancard so that any defaulter cannot thing to move from country and for Foreigners their passport number can be used for registration after they arrive at India.

CONCLUSION

Indian tourism sector is expected to increase at an annual rate of 7.9 percent annually over the next ten years, third largest foreign exchange earner and its expected contribution to GDP is expected to reach US \$ 160.2 billion by 2016. With such a significant growth prospect, it's essential that government give utmost priority to the sector and solve the problems like transportation, accommodation, standard pricing, trained guides, security and searching of places. In this regard, therefore, we propose introduction of digitalization and most important the smart app for smart tourism will help both domestic tourists as well as foreign tourists.

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