Reimagining Tourism, Art & Culture (TAC) With OneTAC

India, a land of diverse cultures, traditions and artforms, is a potential tourism powerhouse

The country is experiencing a growth in foreign tourist arrivals increasing from 6.44 million in 2022 to 9.24 million in 2023.

Despite this, India's tourism is yet to reach the levels of neighboring countries like Thailand, Malaysia, and Vietnam.

Country	Number of Foreign Tourist Arrivals in 2023
France (most visited)	100 Million
Thailand	28 Million
Malaysia	20.1 Million
Vietnam	12.6 Million
India	9.24 Million

Most foreign tourists visit India for **leisure & recreation** (36.5%), followed by the **Indian diaspora** (21.1%), **business** (10.2%) and **medical tourism** (7.4%) among others

Source: Ministry of Tourism, Statista, Malaysia Tourism Promotion Board, Vietnam National Authority of Tourism, Ministry of Tourism

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On the other hand, Indians took **1.7 Bn** leisure trips in 2022 and nearly 99% were domestic travels

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Major cities like New Delhi, Mumbai, Chennai, and Bangalore dominate the top 10 popular destinations for domestic travel
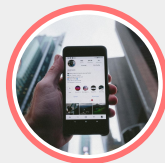
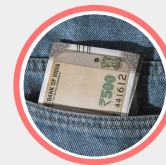# Behaviour towards travel & tourism is changing…

Rise in online travel bookings

Two out of three Indians from tier-1 cities said they usually book their travel online

Social media influencing travel

Globally, **75%** of travellers use social media for travel inspiration

Rise in disposable income

63% of Indian travellers have budgeted to spend more on travel in 2024 compared to 2023

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Indians' searches for offbeat destinations rose 25% in 2024, but demand is often met with standard, cookie-cutter experiences from popular providers.

Bringing revenue to

| Established travel agencies | Hotel chains & resorts | Transport operators | Popular tourist attractions |

But the burden of discoverability often falls on smaller, unorganised players despite offering authentic experiences

| Independent tour operators | Tour guides | Homestays | Local artists & artisans |

| Local souvenir shops | Local event organisers | Rickshaws & pedicabs |

| Cultural performers | Local restaurants |

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Due to this, smaller players on the supply side struggle with challenges like..

Occupancy rates: For homestays it ranges from 50-75% in peak season and drop **below 50% in off-season**

Presence of intermediaries: Tour guides often need to **partner with travel agencies** to find tourists

Decline in need for offline travel agencies: **71% of Indians plan their holidays independently**

Lack of incentive to practise artforms: Nearly **52 Indian folk art forms are nearing extinction**

Limited channels to collaborate: Folk-art performers struggle **to find other artists** and coordinate logistics to put together a show

Source: Internet and Mobile Association of India (IAMAI) Report, ET Hospitality, International Indian Folk Art Gallery

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This also leads to over tourism of popular attractions, while lesser-known sites are often overlooked

From 2015 to 2022, the footfall at Taj Mahal was 3.42 crore, whereas only 4.35 lakh visited Rambagh, which is 8 kms away

What if we could replicate economic opportunities created by Taj Mahal for local businesses, auto-rickshaws, and tour guides at lesser-known attractions?

Source: Times of India & Archaeological Survey of India

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To truly transform the tourism, art, and culture landscape, we must shift our focus
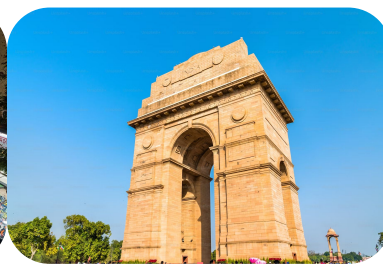
From a mere display

From travelling

From fragmented

From top down

From physical

to immersive storytelling

to experiencing

to unified

to bottom up change

to phygital

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Image Source: Unsplash, Shutterstock
Video: Incredible India

OneTAC Grid

Discoverability & access | **Trust** | **Data ownership** | **Context & Personalisation**

Personalisation Layer — AI recommendations, language translations, chatbots

Payments Layer — Integration of payment gateways, UPI

Transaction Layer — Discovery, ordering, fulfillment and post fulfillment of orders/ services

Data & Assets Layer — Standardisation of data recording/retrieval, Consent Management, Licensing Management
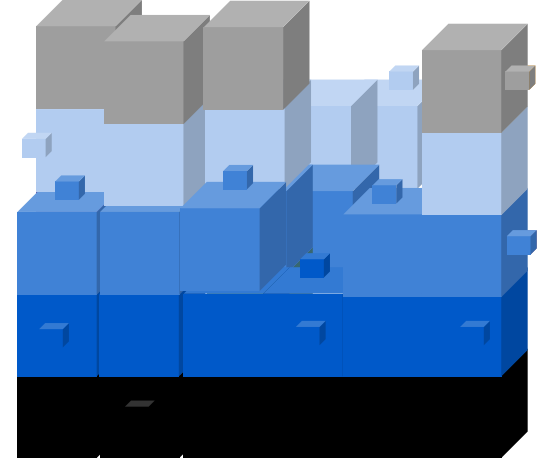
Identity & Trust Layer — Registries of artists, monuments, sellers, performers, content creators, etc | Verifiable Credentials

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Why the shift?

Move from **generic to personalised, one-of-a-kind** experience

Enhance the journey from **discovery to purchase**

Create **value for the supplier side** ecosystem

What does it enable for the consumer?

Agency: Preview experiences & make informed choices

Dignity: Needs & safety are prioritised with trust & verification

Choice: Freedom to create a personalized experience

How do we enhance the experience?

- Augmented catalogues
- Virtual tours
- Personalized itineraries & bundled services
- AI Based recommendations
- AI Chatbot
- Activity suggestions during idle time
- Digital travel wallet

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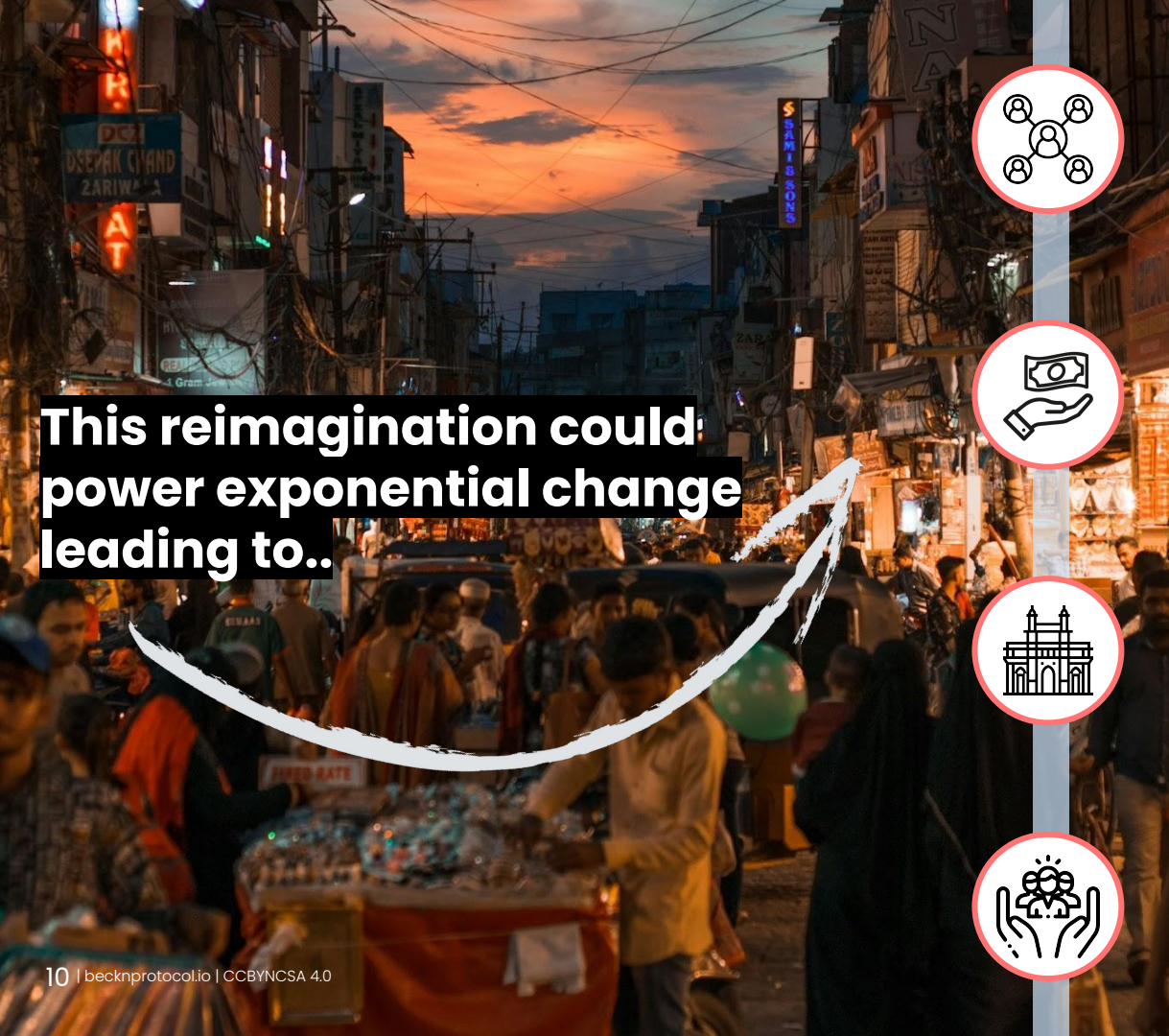
This reimagination could power exponential change leading to..

Formalizing the unorganized players & creating significant **employment opportunities**

Local Economic Development contributed by both tourists and residents

Preserving traditions, arts, and historic locations

Empowering local communities through tourism and culture related initiatives

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A Bottom-up approach

Empower **villages or towns as tourism hubs**

Local communities to take **ownership** of tourism development

Templatise & promote the new model through **advocacy and branding**

Low friction, high **scalability**

For the residents of the village, this enables..

- **Job creation** across hospitality, transport, retail, and entertainment

- **Additional income generation** through investments and donations

- **Multiplier Effect: Boosts supplier side** ecosystem with increased demand

- Incentivises **infrastructure development** through PPP, Donor funding

- **Sense of community** & cultural preservation

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There is massive potential waiting to be tapped into..

Join us to turn every corner of India into a global destination and achieve a 100x growth in tourism within 5 years

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