

# ENHANCE

## *Enhancing local economy and culture*

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### **PROBLEM STATEMENT:**

The COVID-19 pandemic has been one of the most devastating of the financial and social crisis of recent times, leading to the suspension of almost all economic activity and forcing a countrywide lockdown. The crisis has jeopardised India's 5 lakh crore tourism industry. Indian tourism and hospitality sector, which is badly hit by COVID-19, is staring at a potential job loss of around 38 million, which is around 70% of the total workforce. Further when talking about touristic experiences, there seems to be a substantial lack of information that reflects the cities' culture and heritage; its identity. Similarly, a gap between the tourist and host communities for the lack of cognizance of the same. Therefore there is a felt need to address these concerns for a more seamless tourism ecosystem.

### **IDEA:**

Taking into consideration the aforementioned problems and aligning with the smart cities' vision, Project Enhance aims at reviving the local economy of tourist cities through digital intervention, that fundamentally caters to 3 problems:

1. Lack of availability and/visibility of tourism-related information, online
2. Lack of authentic tourism experience
3. Lack of empathy towards tourist destinations

Through the process of city cultural mapping. List of local craft stores and other local businesses, unique-unexplored places, and spaces that are particular to the cities will be mapped to enhance and promote local culture and economy. This is to be linked to a digital platform which caters to various tourist experiences. The digital platform will act as a digital hub for connecting people to places, through programmes on the unexplored places, /activities, and/events etc. People as tourists, will be enabled to have access to all the information about these programmes. The objective of the exercise being, to attract people to the tourist destinations for visits. This will result in an inflow of both domestic and international tourists, resulting in a boost of the local tourist economy.

The project also explores the concepts on tourism such as, Volunteer Tourism, Community Based Tourism, Eco-Tourism and Cultural Tourism, which resonates with the vision of boosting the local tourist economy and strengthening the host communities.

