# Responsible Tourism - How do we Maintain

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# Why Maintaining

❑ Tourism markets and destinations are always changing

- o Environmental impact
- o Social impact
- o Local resources

❑ Monitoring is critical for evaluating and managing change

- o Improve understanding about the effects of tourism
- o Identify where improvement is needed and where change is occurring
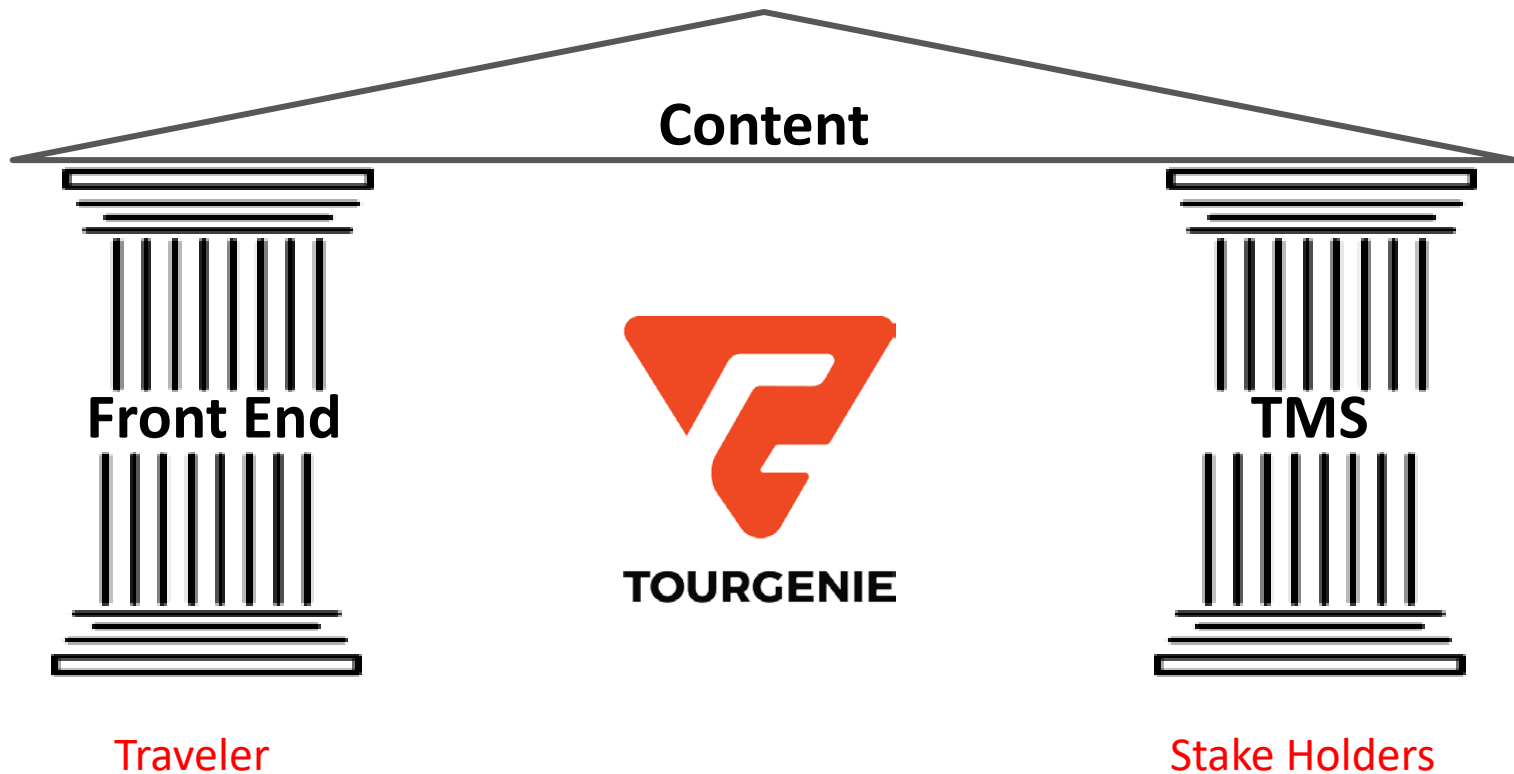- o Enable destinations and businesses to remain competitive

# Impact of monitoring

❑ Ensures strategic tourism development

❑ Ensures sustainable tourism objectives are met

- o Environmental objectives
- o Social objectives
- o Economic objectives

❑ Considers concerns of all stakeholders

# TourGenie – A Product of Henosis Tech



**Content**

**Front End**

Traveler

**TMS**

Stake Holders

TOURGENIE

# Who we are

❑ Travel & Tourism IT Platform

  o Information about NE, Sikkim & Darjeeling

  o Curate and Execute Holiday Plans

  o Generate leads for the service partners

❑ Presence in

  o Sikkim & Darjeeling (including Dooars)

  o Assam, Meghalaya, Arunachal, Nagaland & Manipur

❑ Offices in

  o Gangtok, Guwahati & Siliguri

# How we do it

- ❑ Content
- ❑ Marketing
- ❑ Operations
- ❑ **Product development**
  - o Standards
  - o Verification
  - o Contracting

# Setting Standards

- ❑ Facilities & Amenities
- ❑ Skills sets
- ❑ Communication
- ❑ Safety & Security
- ❑ Hygiene & Sanitation
- ❑ Basic utilities and services
- ❑ Conservation practices
- ❑ Statutory compliance

# Verification

❑ Verification methodology

  o Communication and report

  o Physical visit

  o Trial visits

❑ Subject to 1 year

  o Based on guest feedback

  o Based on service providers feedback

# Monitoring

- ❑ Feedback from visitors
- ❑ Feedback from Guide / Escorts

- ❑ Referrals – for service provider
- ❑ Referrals – for product

- ❑ Trail visits

# Constant evolving

❑ Constant change

- o Feedback from visitors
- o Service providers feedback
- o New norms and legislations
- o Product popularity/ Demand

❑ Evolve & restart

- o Set up standards
- o Verify
- o Feedback

# Incentives

❑ Team members

- o Knowledge sharing
- o Comfort zone
- o Monetary benefits

❑ Service Providers

- o Skills
- o Market linkage
- o Increase in bottom line

# Thank you