

Innovation, Digitalization and Startups in Tourism Sector



28th – 29th March 2023

Presentation by:

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Industries and Mines Department

(Tourism, Devsthanam Management, Civil Aviation & Pilgrimage)

Digitalization of Tourism Sector



Utsav Portal

Gujarat Ranks **1st** in both -

- 153 Events and Festivals
- 20 Live Darshan



Tourist Information Bureau & Tourist Reception Counter

- 11 TRCs and 17 TIBs across India
- The purpose of the TIB & TRC is to provide details, bookings of destinations

Digitalization : Aatithyam Portal

- Aatithyam portal has been design for digitization of tourist spots of all places in Gujarat for footfall counting.
- More than 100 destinations are updated daily on the Aatithyam portal.
- Gujarat is the 1st State in the Country to develop such platform.
- It has been inaugurated on 06th March 2023

[COT Web Portal 2021 | Dashboard \(gujarat.gov.in\)](https://gujarat.gov.in)



Digitalization : Aatithyam Portal

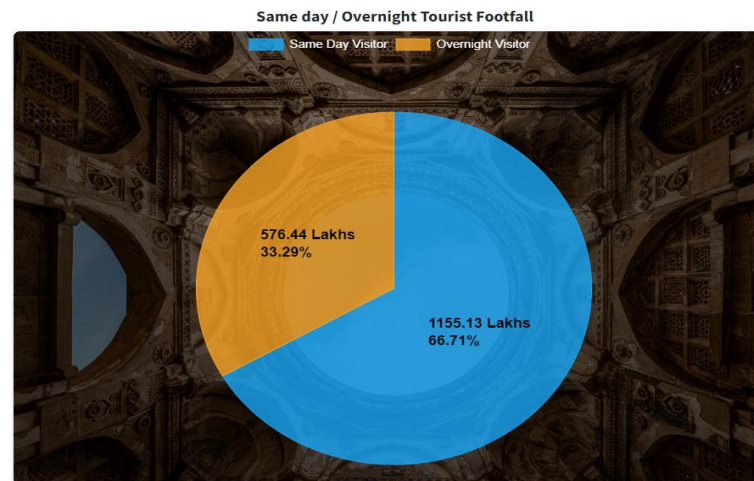
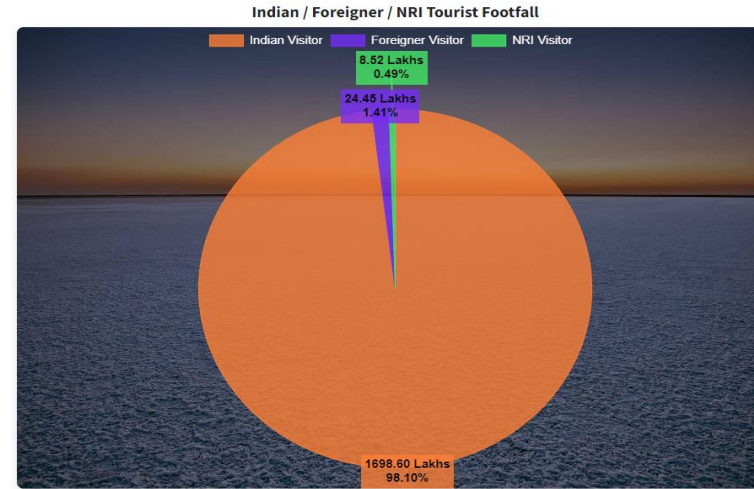
- According to the guidelines of MoT, tourist profile surveys were done in the year 2022 to understand the impact of tourism.
- The survey covers tourist profile at 109 destinations and is distributed based on the nature of the destination i.e., business/leisure/ religious/ adventure/ wellness etc., seasonality, and the overall footfall at each destination as per historical records.



Digitalization : Aatithyam Portal

Need of portal

There is no system to count visitors in specific destination, So to view Month wise district & destination footfall on one platform Aatithyam portal is introduced by department.



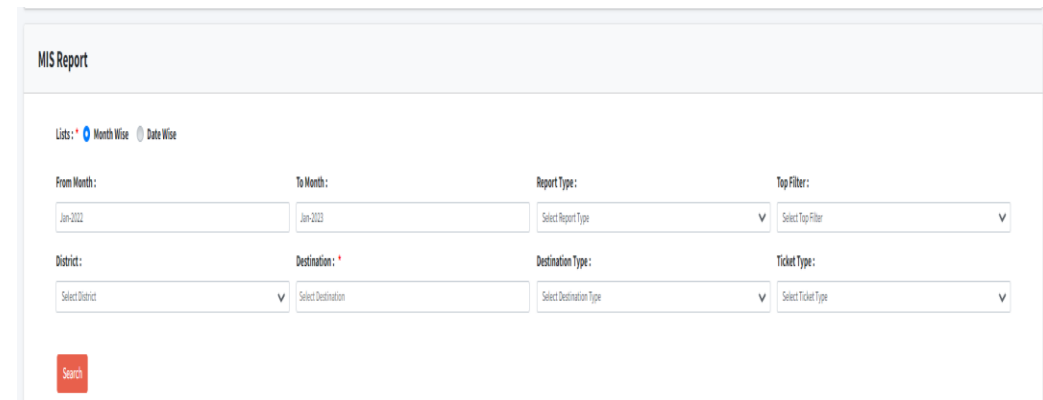
How it has solved the purpose

- Reduce Time to find out footfall details from 33 districts & 150+ destination
- Reports of footfall on one click
- Online monitor/view footfall via various search criteria in one platform

Digitalization : Aatithyam Portal

Features of the portal

- Add/Upload Destination wise Visitor footfall
- Add/Upload District wise Visitor footfall
- District wise footfall graph
- Destination wise footfall graph
- Destination Type wise footfall graph
- Age Distribution Tourist footfall graph
- Economic contribution of Tourism Sector in GSDP
- Same Day/Overnight footfall graph
- Indian/Foreigner/ NRI footfall graph
- Monthly Expenditure Distribution graph
- MIS Report
- Download/Share MIS Report



MIS Report

Lists: * ☒ Month Wise ☐ Date Wise

From Month: To Month: Report Type: Top Filter:

District: Destination: Destination Type: Ticket Type:

Digitalization : Project Monitoring Portal

- PMS portal has been developed for close monitoring and tracking of projects authorized under Department of Tourism
- Create Project, Dashboard, Report and Reminder of add project details are the main features of the portal

Admin

Project Monitoring

Project Monitoring Dashboard

Master

Funding Source

Scheme Name

Architect Master

Budget Key

All Agency

Project Master

Not Updated Project

Project Assign

Project Report

Project District :

Select Project District

Implement Agency :

Select Implement Agency

Budget ID :

Select Budget ID

Project Architect :

Select Project Architect

Project PMC :

Select Project PMC

Project Contractor :

Select Project Contractor

Project Cost in CR :

Select Project Cost in CR

Project Completed Date Before :

Select Project Completed Date Before

Search

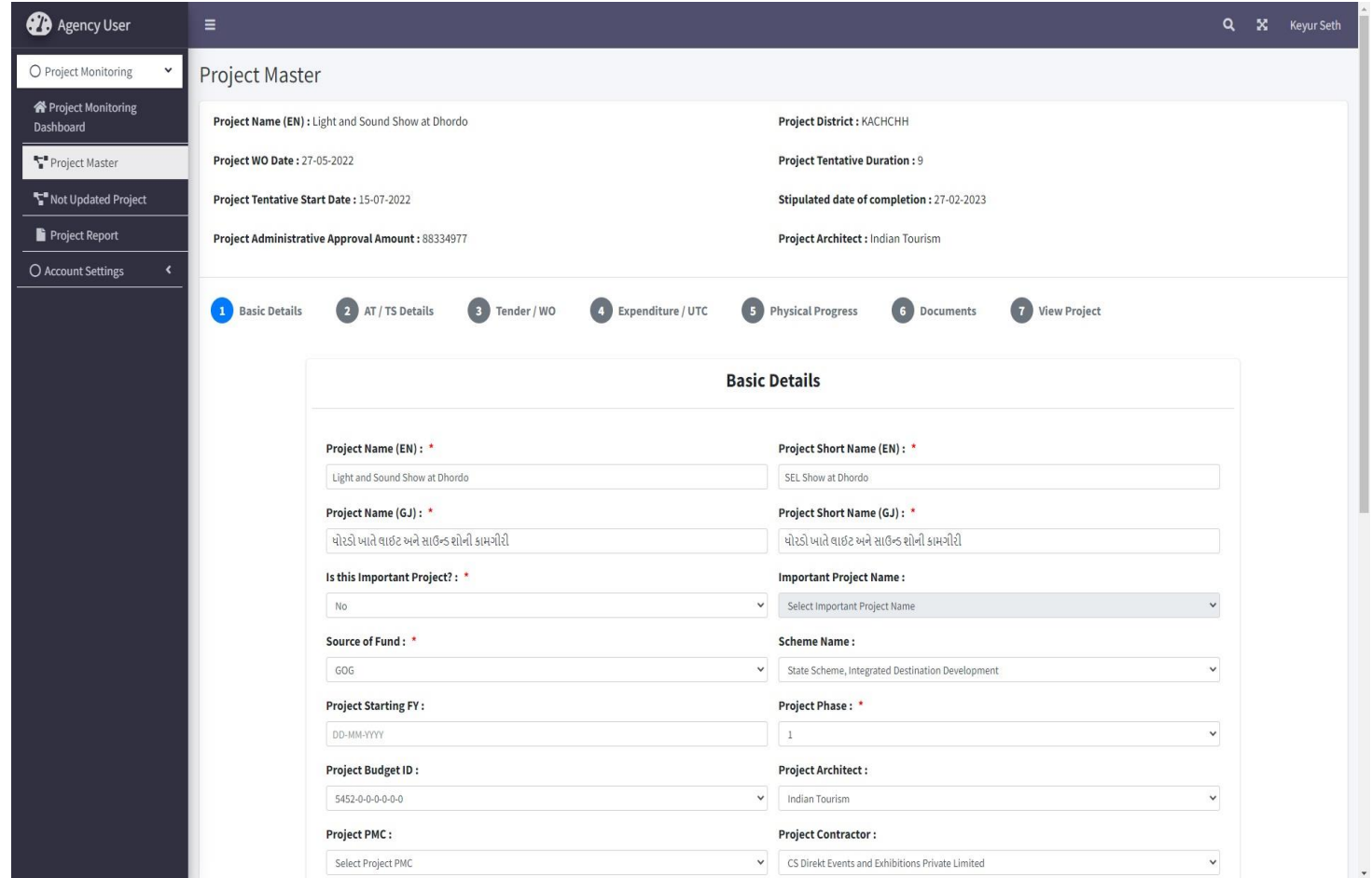
Total Projects	Project in Pre-Execution Stage	Project in Execution Stage	Project Completed
165	59	45	60
Total Project Cost in (Lakhs)	GOG Project	GOI Project	Project Cost less than 1 CR
163,530.06	152	13	22
Project Cost 1-5 CR	Project Cost 5-10 CR	Project Cost 10-20 CR	Project Cost 20-50 CR

[COT Web Portal 2021 | Dashboard \(gujarat.gov.in\)](http://gujarat.gov.in)

Digitalization : Project Monitoring Portal

Need of portal

- To monitor all tourism development projects which are in progress, developed or upcoming projects.
- Based on this, department can monitor development activities like Physical progress of development, Costing of Project, and Time management etc.



The screenshot displays the 'Project Master' form within the 'Project Monitoring Portal'. The interface includes a sidebar for navigation and a main content area for project details.

Agency User

Project Monitoring

Project Master

Project Monitoring Dashboard

Not Updated Project

Project Report

Account Settings

Project Master

Project Name (EN) : Light and Sound Show at Dhordo

Project District : KACHCHH

Project WO Date : 27-05-2022

Project Tentative Start Date : 15-07-2022

Project Administrative Approval Amount : 88334977

Project Tentative Duration : 9

Stipulated date of completion : 27-02-2023

Project Architect : Indian Tourism

1 Basic Details **2 AT / TS Details** **3 Tender / WO** **4 Expenditure / UTC** **5 Physical Progress** **6 Documents** **7 View Project**

Basic Details

Project Name (EN) : Light and Sound Show at Dhordo

Project Short Name (EN) : SEL Show at Dhordo

Project Name (GJ) : ધોરડો ખાતે લાઇટ અને સાઉન્ડ શોની કામગીરી

Project Short Name (GJ) : ધોરડો ખાતે લાઇટ અને સાઉન્ડ શોની કામગીરી

Is this Important Project? : No

Important Project Name : Select Important Project Name

Source of Fund : GOG

Scheme Name : State Scheme, Integrated Destination Development

Project Starting FY : DD-MM-YYYY

Project Phase : 1

Project Budget ID : 5452-0-0-0-0-0

Project Architect : Indian Tourism

Project PMC : Select Project PMC

Project Contractor : CS Direkt Events and Exhibitions Private Limited

Digitalization : Tourism Website

- Tourism Department Developed website which covers multiple aspects
- In Plan Your Stay section tourist can easily book there accommodation facilities in Toran Hotels, Heritage Hotels, Registered Hotels and Homestay
- In Registration Form section facilities provide for the Hotel Registration, Home Stay Registration, Registration for tour Operator ,Registration of Tourist Guide

[Website Link : Welcome to Gujarat Tourism](#)

Home

About Gujarat

Pick Your Trail

To Begin Your Journey

Plan Your Stay

Registration Form

Cinematic Tourism

Business Opportunities

E Payment Details

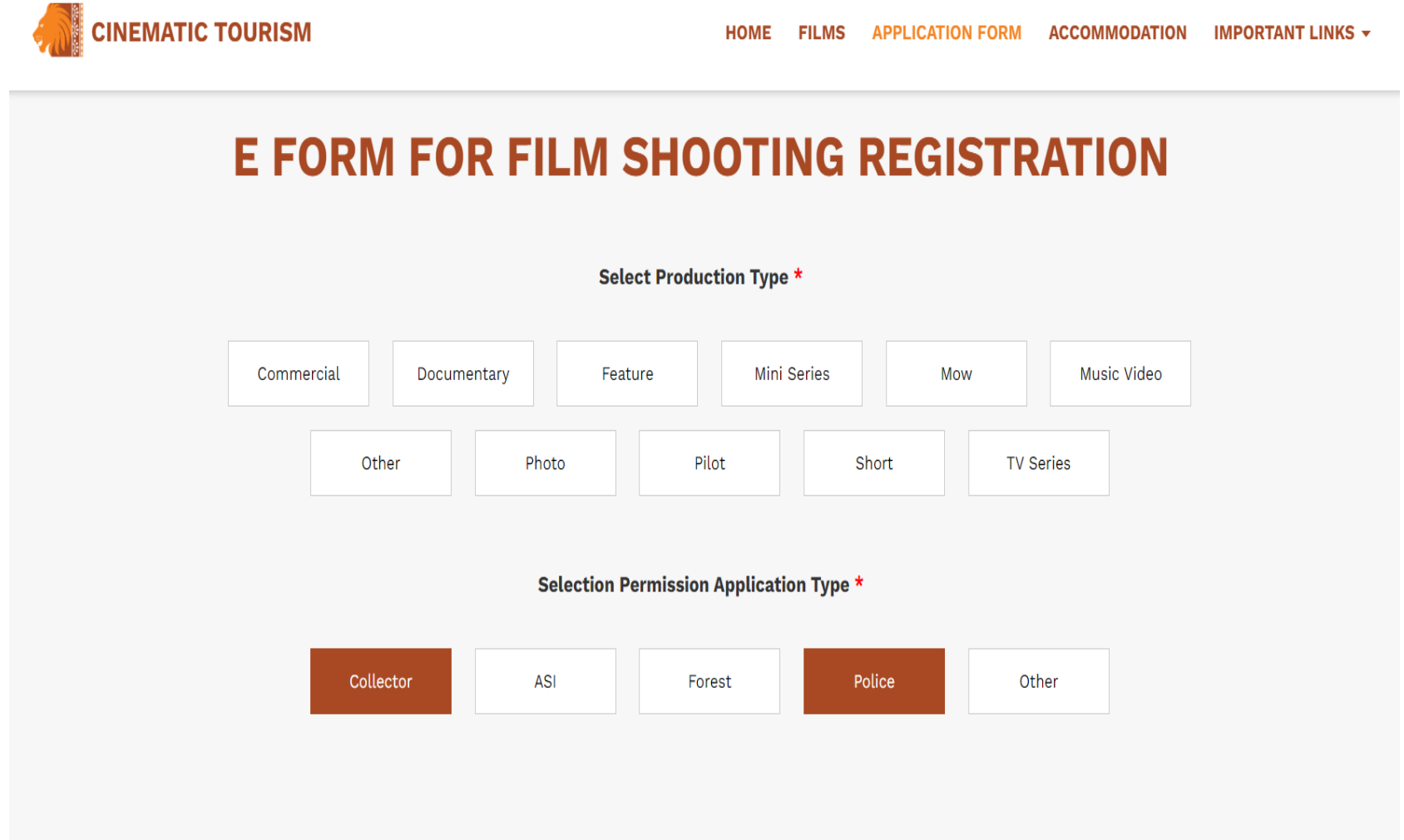
Useful Links

Disclaimer

Digitalization : Film Facilitation Cell

- Tourism Department developed online process for the shooting Registration and accommodation facilities in Cinematic Tourism Section


Website Link :
<https://filmcell.gujarattourism.com/>




The screenshot displays the 'E FORM FOR FILM SHOOTING REGISTRATION' interface. At the top, there is a navigation bar with the 'CINEMATIC TOURISM' logo and links for HOME, FILMS, APPLICATION FORM, ACCOMMODATION, and IMPORTANT LINKS. The main heading is 'E FORM FOR FILM SHOOTING REGISTRATION'. Below this, there are two sections for selection. The first section, 'Select Production Type *', contains buttons for Commercial, Documentary, Feature, Mini Series, Mow, Music Video, Other, Photo, Pilot, Short, and TV Series. The second section, 'Selection Permission Application Type *', contains buttons for Collector, ASI, Forest, Police, and Other. The 'Collector' and 'Police' buttons are highlighted in a darker orange color.

Digitalization : Social Media Followers


Gujarat Ranking in Social Media among States are




2nd



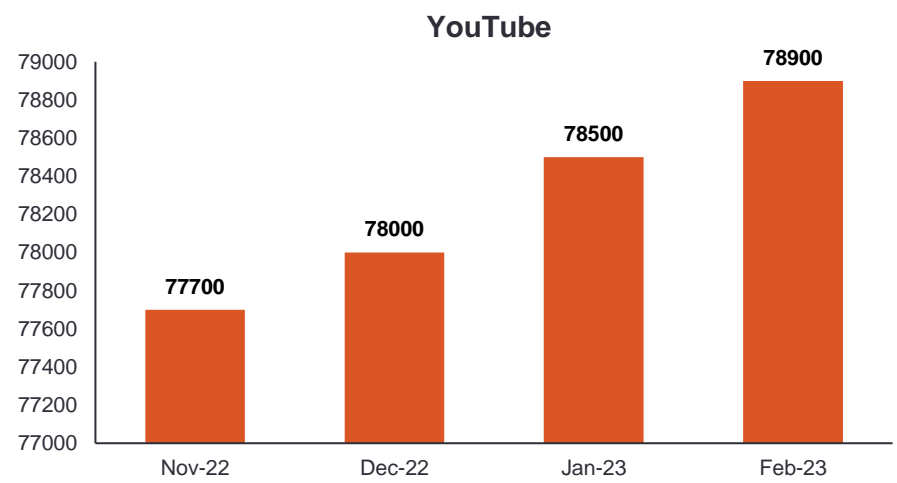
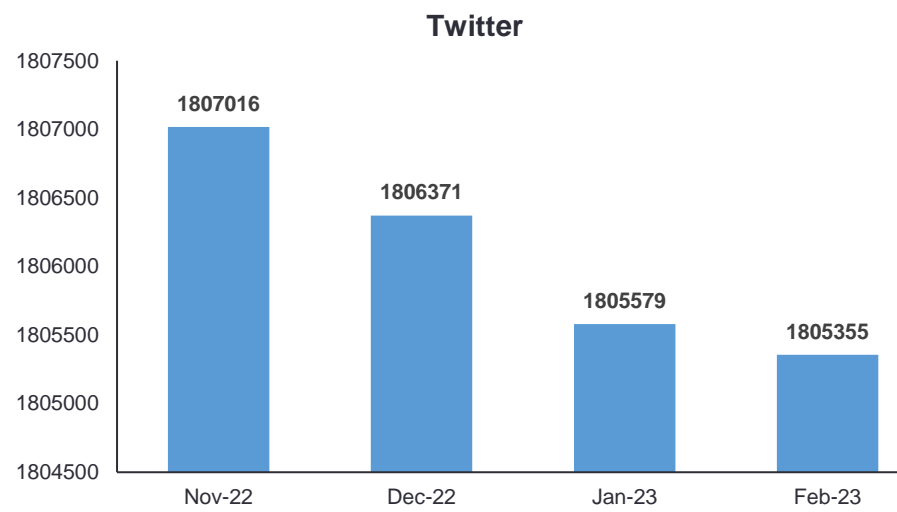
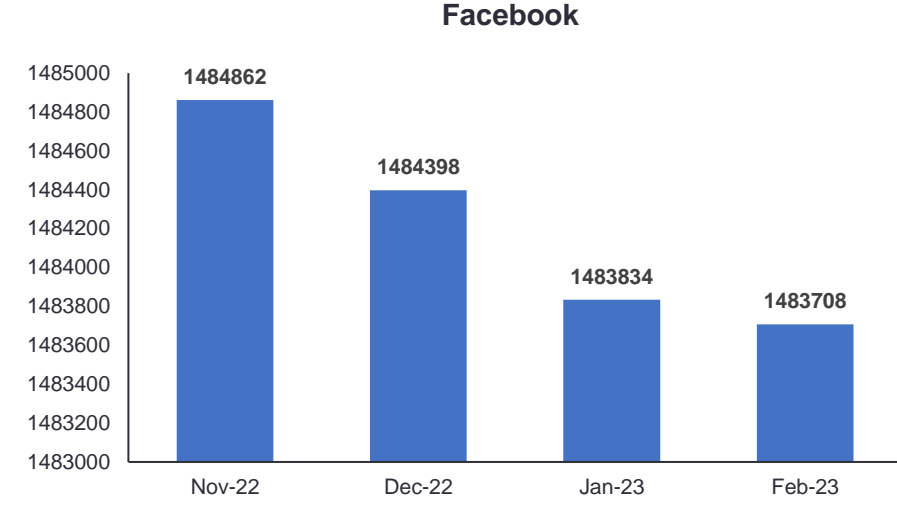
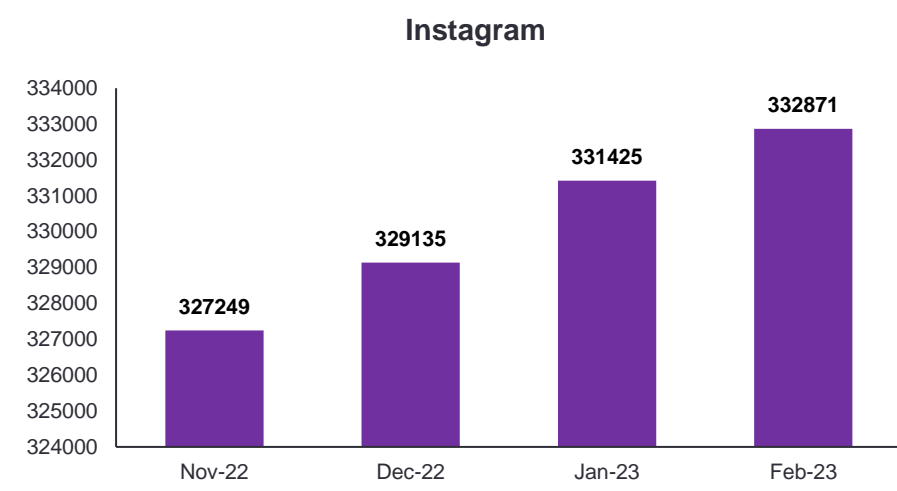
3rd



4th



5th



Innovation/Startups : World Class Projection Mapping

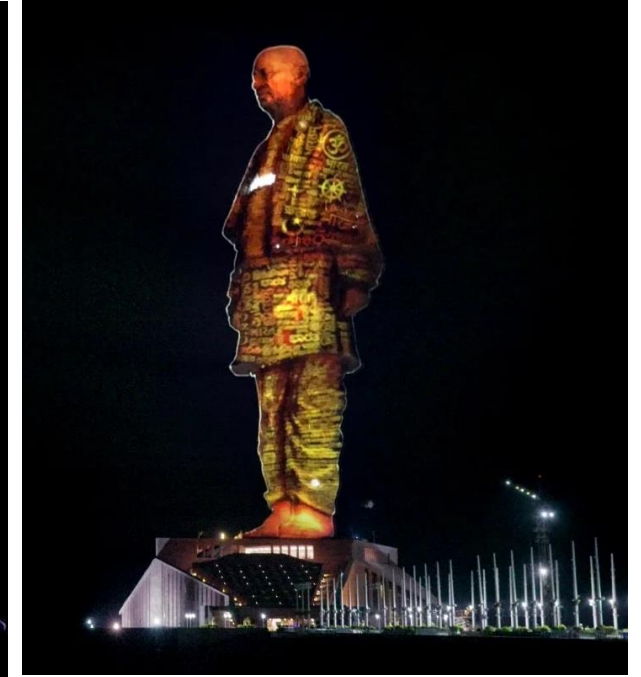
- In Ambaji The world's largest mythological projection show is the main attraction on the Gabbar hill, in which the entire mountain has been highlighted.
- In Statue of Unity A mesmerising projection show celebrates the unification of India
- In Modhera Sun Temple Innovative Solar powered 3-D Projection Mapping Show and Heritage Lighting



Gabbar Hill, Ambaji



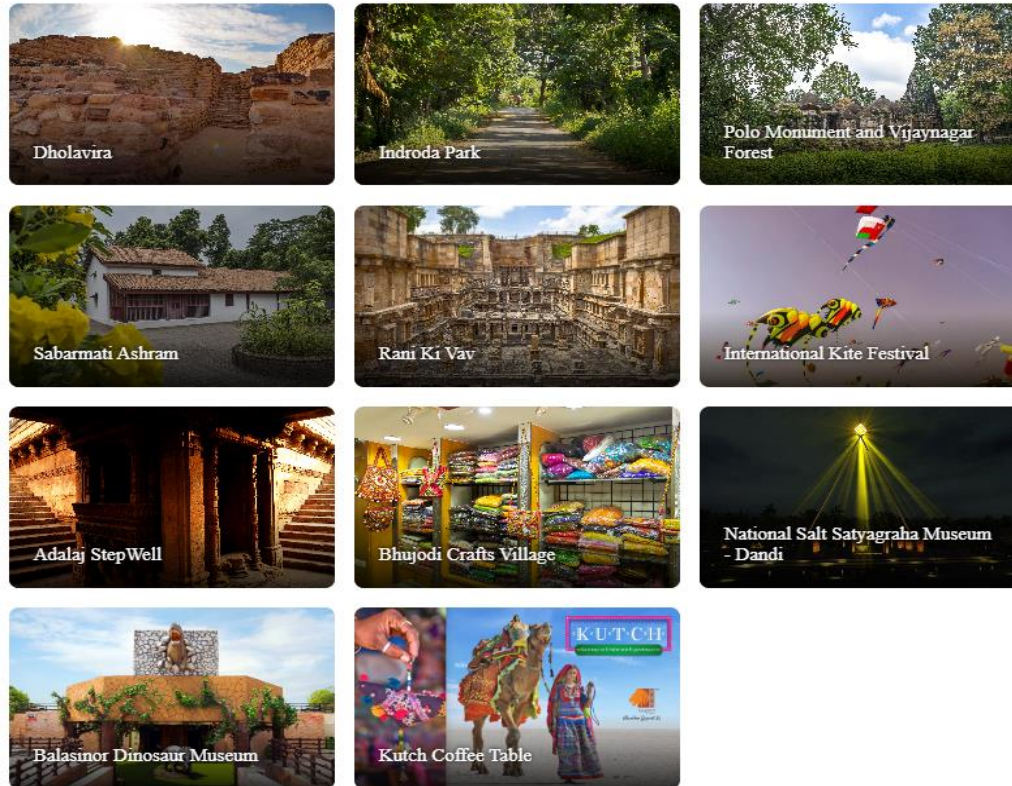
Sun Temple, Modhera



Statue of Unity, Kevadiya

Innovation/Startups : AR/VR Technology

with AI guided VIRTUAL VIDEO tours it will allow your potential tourists to take a 'walk' through any place of interest, monument, or destination virtually in real time



Virtual Videos on TCGL Website



Stall at Adalaj Step Well Ahmedabad

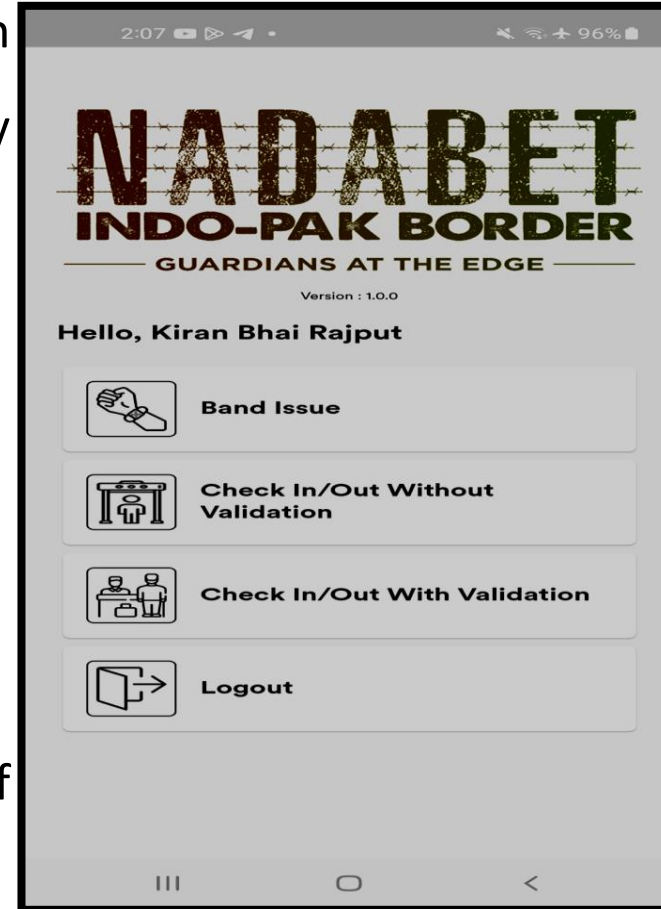
Innovation/Startups : AR/VR Technology



Stall at G20 Summit Dhordo

Innovation/Startups : Nadabet

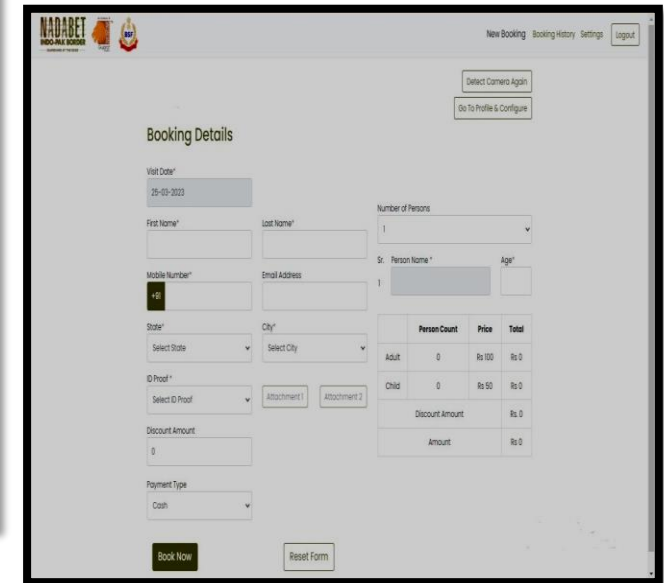
- Nadabet is located on the border area in Gujarat developed with technologically advanced services
- Single Window QR based Ticketing System, capturing of Tourists Data, Enabled Entry Bands, Online advance Booking and Digital Cashless Transactions for every purchase
- Integrated with UPIs for Self Recharge of QR Codes
- Create user friendly Mobile Application



Mobile App Homepage



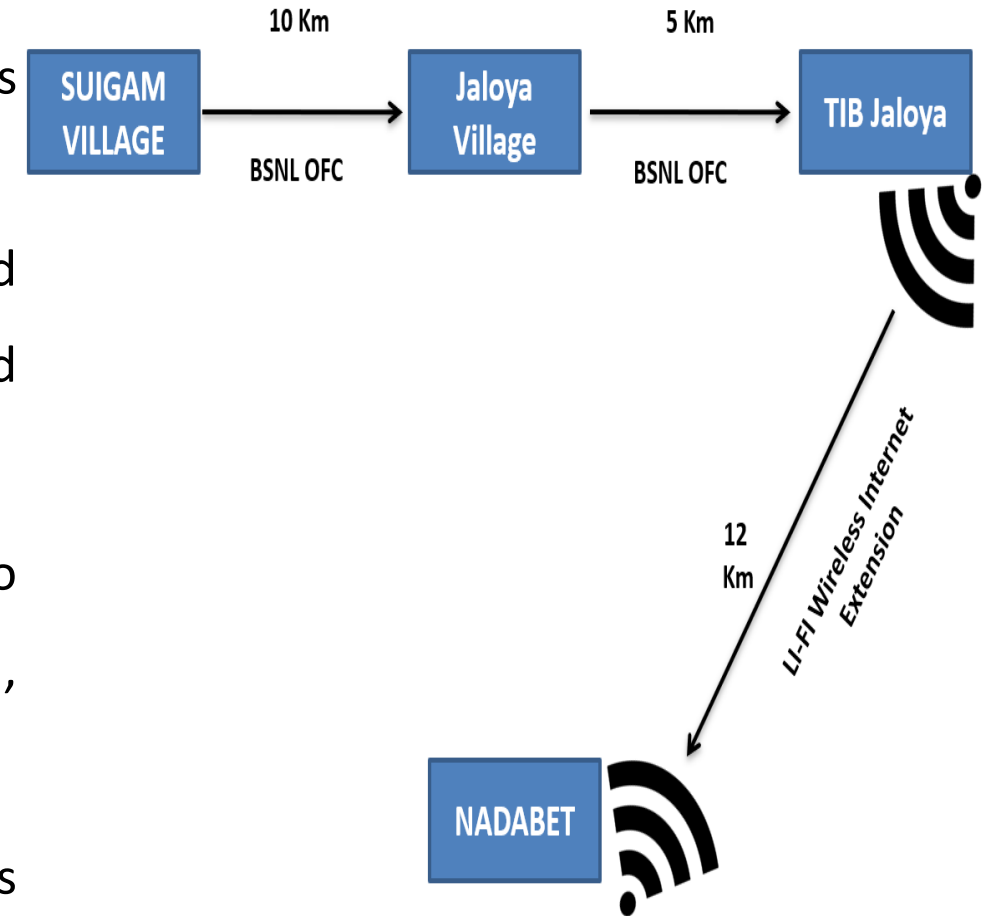
QR Base Entry Bands



Ticketing Software Window

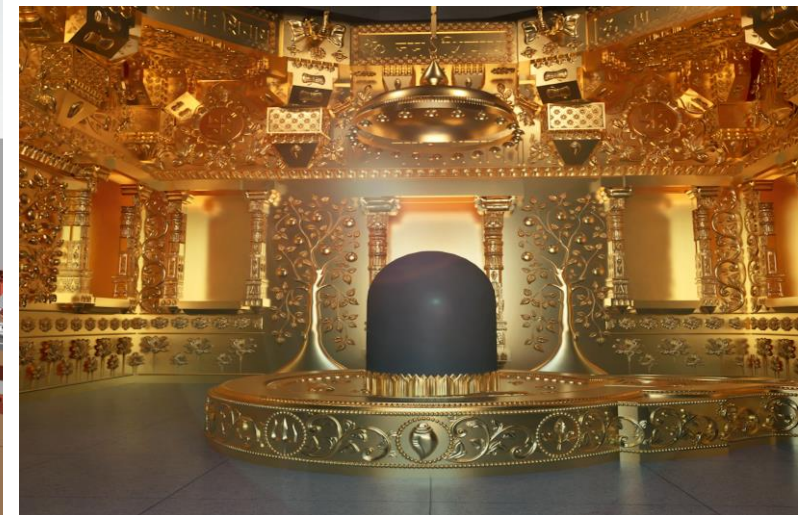
Innovation/Startups : LiFi Technology

- Nadabet is the first project to pioneer the use of Li-Fi Technology to extend the Internet connectivity to this Remote Location.
- Saline ecosystem does not allow the laying of underground / overhead optic fibre cables for the Internet broadband needs of BSF and tourists at Nadabet
- To overcome the problem LiFi Technology used. LiFi, also known as "Light Fidelity", It is a high speed, bidirectional, and fully networked wireless communication
- TCGL has become the First Govt Agency to Implement this Technology at Nadabet

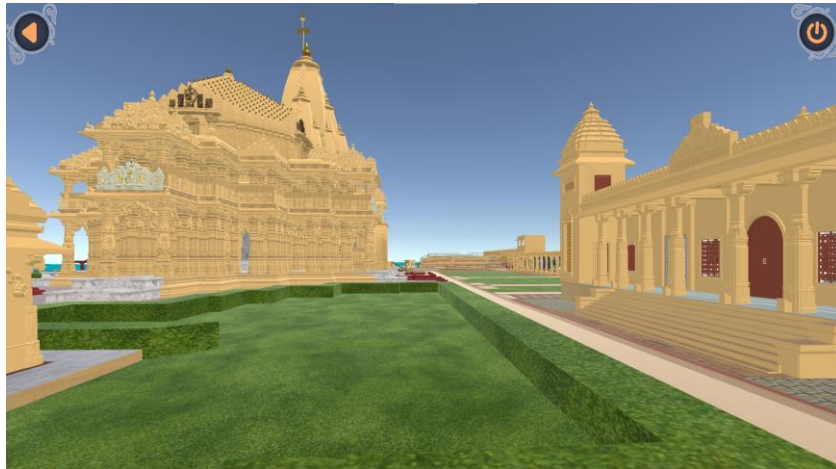


Innovation/Startups : 3D LiDAR Scanning of Shri Somnath Temple

- Project Developed by Gujarat Pavitra Yatradham Vikas Board
- Created Somnath Temple Structure 3D Model, Augmented reality base showcase and 360° VR based showcase



Innovation/Startups : 3D LiDAR Scanning of Shri Somnath Temple



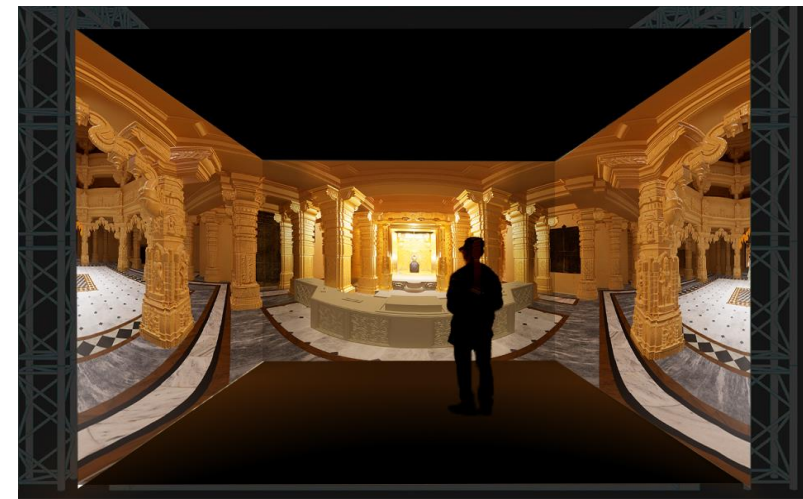
Virtual Reality-based walkthrough



Augmented Reality base showcase



360° VR Based Show Case



3 Screen Cave Immersive Experience

Thank You

