



Advanced Technology Developments
&
Applications Programme
for
CENTRAL / STATE TOURISM OFFICIALS

A Skill Development Programme

Presented by

Coastal India Development Council (CIDC India)

(A Skill Development organization with technology vision)





Objective of the Programme:

Recognizing the fact that Tourism industry has great employment generating potential hence, vital for the economic growth, programme would emphasize on demonstrating technological developments and the need for comprehensive technologies and the systematic processes to be integrated with the Tourism industry comprising Hospitality, Travel and Aviation. Current state of affair, however, is far away from its true potential.



Key Problems to be addressed:

- (i) The industry is unable to adopt the ***updated technologies***.
- (ii) ***Wide gap*** between the technologies and existing Human resources in the country.
- (iii) Younger generation with advanced skills to be used for transformation but ***lack of necessary policies is a hindrance***.
- (iv) ***Technological developments are beyond the imagination*** and above the think tank of our Tourism industry.
- (v) Due to unique developments and findings in the technological sector it is quite possible that ***some sectors must be merged with other sectors*** due to infrastructural, technological developments are happening at time in India.
- (vi) ***Infrastructure and Technological developments must be matched with visionaries' role*** and awareness must be there with the policy makers.



Programme Highlights:

- (A)** BASIC TECHNOLOGY DEMONSTRATION
- (B)** APPLICATIONS USAGE IN THE DAY TO DAY WORK (FRONT OFFICE & BACK OFFICE)
- (C)** SOCIAL MEDIA APPLICATIONS – FRAME WORK & USE
- (D)** USE OF TECHNOLOGY APPLICATIONS IN THE COMMUNICATION BETWEEN DIFFERENT DEPARTMENTS
- (E)** KEY INCORPORATIONS OF TECHNOLOGIES IN THE MARKETING OF THE DESTINATIONS
- (F)** INTEGRATION OF MONUMENTS / HISTORICAL PLACES



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