

TERMS OF REFERENCE FOR THE R&D PROJECT

Title: Study of tourism destinations to establish framework & model guidelines for tourism destinations of different verticals which can be effectively practiced by Destination Management Organization

1. BACKGROUND

1.1 Destination Management Organization (DMO) refers to an entity or organization that holds the responsibility of strategical planning, organizing and overseeing multiple factors of a tourism destination with the goal to provide an enjoyable, safe and memorable experience to the tourists.

1.2 Destination Management Company (DMC) are responsible for segregating and aggregating of various services related to tourism, travel and hospitality, which offer destination and packaging them for the tourist.

1.3 Tourism & hospitality services have grown rapidly over the past few years playing a vital role in the economic growth of India. Considering the importance of the subject, Travel, Tourism and Hospitality Related Services Sectional Committee, SSD 02, has decided to conduct a study on services being provided by DMO/DMC for framing the guidelines and requirements. The study should include various aspects of services provided by DMO across various regions and destinations.

2. OBJECTIVES

To collect and analyse information and data of tourism destination from primary and secondary sources in regards to the destination management organization with the objective of preparing guidelines and requirements for destination management organizations based upon existing practices of DMOs and some good business practices of DMCs.

3. SCOPE

3.1 Undertake study of existing literature which includes published research papers, study conducted by any other organization, Standard Operating Procedures (SoPs), guidelines, regulations, best business practices of organization (national/international) standards formulated by foreign NSB/International standards, if any.

3.2 Comparative analysis of information and data collected on parameters given in **para 3.1**.

3.3 Identification of the DMO's/DMC's as per the sampling plan given in **para 3.4** to study, but not limited to, the following:

- a) Classification of DMOs practices of management of destination (*government/non*

- government)
- b) Classification of destination on the basis of primary economic activity (Example: business, agriculture, tourism services, religious and others)
 - c) Sub classification of tourism destination on the basis of the tourism vertical
 - d) For all tourism destinations carry out following study:
 - i. Identification of type of services involved;
 - ii. Statutory and regulatory requirements
 - iii. General requirements for DMOs (including resources/infrastructure, guidelines of local authorities);
 - iv. Specific requirements including planning, resources, designing, safety, operational requirements and key service parameters for various services provided by DMO in various regions of the country;
 - v. Service Level Agreement or terms and conditions;
 - vi. Requirements for safety and security;
 - vii. Activities outsourced and its monitoring mechanism adopted by DMO;
 - viii. Roles and responsibilities of top management and employees for key activities;
 - ix. Criteria for competence and training requirement;
 - x. Use of IT tools;
 - xi. Documentation requirements;
 - xii. Emergency procedures adopted for incidents;
 - xiii. Processes adopted for engagement of local communities;
 - xiv. Consumer feedback and complaint handling mechanism;
 - xv. Sustainable practices related to environment, biodiversity, social and culture adopted by the DMO's;
 - e) Study of tourism related services provided by DMC which enable a destination to become a better tourism destination;

3.4 Conduct field visits and undertake research on the basis of following sampling plan to study in context of **para 3.3**:

Destination	Number of destination management organization to be visited (each different)
Hill Area	3
Sea	2
Heritage	1
Eco/Adventure	1
Sports specific	1
Convention Centre	1

3.5 Prepare an analytical report covering the details mentioned in para from **para 3.1** to **3.4**.

4. RESEARCH METHODOLOGY

The study should follow a structured methodology that includes, but not limited to, the followings:

- a) Review of the literature as mentioned in **para 3.1** and analysis.
- b) Collection of feedback through circulation of structured questionnaire.
- c) Conduct visits as mentioned in **para 3.4**. After identification of cruises to be visited, take consent of BIS on sampling plan before proceeding further.
- d) Witness and observe the requirements given in **para 3.3** during the visits.
- e) Focused group discussions after the visits to analyse and comparative analysis of the collected data.
- f) Prepare a report based on the findings and data collected as per **para 3**.

5. DELIVERABLES

A comprehensive report containing information and data in context of **para 3** along with the evidence containing statements, questionnaire, details of interviews, outcome of consultation with experts and data collected during literature review and visits. Hard as well as soft copy of the report shall be submitted within the timeframe. The report should conclude with model guidelines for tourism destination of different verticals (Hill, Sea, Heritage, Eco/Adventure, Sports, Conventions).

6. TIMELINE AND METHOD OF PROGRESS REVIEW

The time frame of completing the study and submitting the report is **4 months** from the date of the award of the project.

Stage wise timelines:

- a) Interim report covering the review of the literatures, existing stipulations and visits plan for approval of BIS – **within 1 months** from the date of award of project from BIS.
- b) Report of site visits by **end of 2 months** from the date of award of project from BIS.
- c) Draft project report covering all the aspects of the ToR – By **end of 3 months** from the date of assignment received from BIS.
- d) The researcher taking up the project shall clear all doubts on provisions of research including ToR and BIS guidelines before acceptance.

7. BIS SUPPORT

BIS will provide access to latest available editions of Indian standards and/ or international standards relevant to the project, on request.

8. RELEVANT SECTIONAL COMMITTEE AND NODAL OFFICER FROM BIS

Sectional Committee:

- Travel, Tourism and Hospitality and its related Services Sectional Committee, SSD 02

Nodal Officer:

- Shri Darpan Chalia, Member Secretary, SSD 02, Services Sector Department
- Email: ssd@bis.gov.in