



## **RISING RECOMMENDATION:**

The concerned authorities should take stringent measures to keep a tab on a lesser number of guests in different regions to keep the natural beauty of the places intact. The ethos of these concepts should be maintained during all the occasions and measures must be taken to enhance sensitivity amongst various stakeholders towards the deteriorating environment and ecosystem. Also, there should be operational overseas offices in order to promote India as a preferred tourist destination

In our viewpoint, many novel concepts are gaining grounds like rural tourism, eco-tourism and responsible tourism and the concerned departments are making concrete attempts to achieve the underlying objectives but the exercise of engaging the locals fully has not been realised yet. The diversions, distractions, manipulations and compromises under such concepts are turning into challenges. Additionally, there should be proper, effective and seamless coordination between the central and states tourism departments in order to develop and nurture various tourist destinations. What is better required is the preservation and conservation of the elements related to cultures,

heritage and environment of various tourist destinations to attract more tourists. Subsequently, the development of proper infrastructure is essentially required to meet the current and anticipated future needs of tourists.

Standardisation in tourism is diminishing fast and customisation is seeping in and we are leading players in this space. With growing awareness among the tourists and more tourists turning into travellers, bespoke solutions are the best way and we provide it during all the times. Terra Tales is a great votary of sustainability and all our hotel partners have also adopted sustainable practices at their establishments in some way or the other.



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