Science & Technology · GS - III

Discuss the potential of digital public infrastructure in making India's tourism sector more inclusive, competitive and accessible.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 25/11/2026	GS - III	Science & Technology

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Digital platforms, interoperability, MSMEs, local employment, destination visibility, consumer protection, data security, digital divide

Model Answer

Introduction

Digital public infrastructure can transform tourism by connecting travellers, service providers and government institutions through interoperable digital systems. Initiatives such as the National Digital Tourism Service seek to consolidate tourism-related information and services.

Potential Benefits

1. **Improved accessibility:** A common digital interface can help tourists discover destinations, accommodation, guides and local experiences more conveniently.
2. **Support for MSMEs:** Homestays, local guides, artisans and small tour operators can gain visibility beyond traditional marketing networks.
3. **Regional development:** Promoting lesser-known destinations can distribute tourist flows beyond established urban and heritage centres.

4. **Employment generation:** Greater market access can create opportunities for local entrepreneurs, transport providers and community-based tourism.
5. **Tourism competitiveness:** Digital discovery, transparent information and streamlined bookings can improve India's attractiveness as a tourism destination.
6. **Policy planning:** Aggregated tourism data can help authorities identify demand patterns and improve infrastructure planning.

Key Challenges

1. Digital exclusion among small operators and rural communities.
2. Risks involving personal data, cybersecurity and online fraud.
3. Inaccurate listings, misleading advertisements and inconsistent service quality.
4. Unequal digital infrastructure across tourism destinations.

Way Forward

1. Provide digital training and affordable onboarding support to small service providers.
2. Adopt open standards and interoperable systems.
3. Strengthen data protection, grievance redressal and verification mechanisms.
4. Integrate digital promotion with physical infrastructure, connectivity and sustainable tourism planning.

Conclusion

Digital tourism infrastructure can democratise market access and strengthen local economies. Its success will depend on inclusiveness, trust, interoperability and sustainable destination management.

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