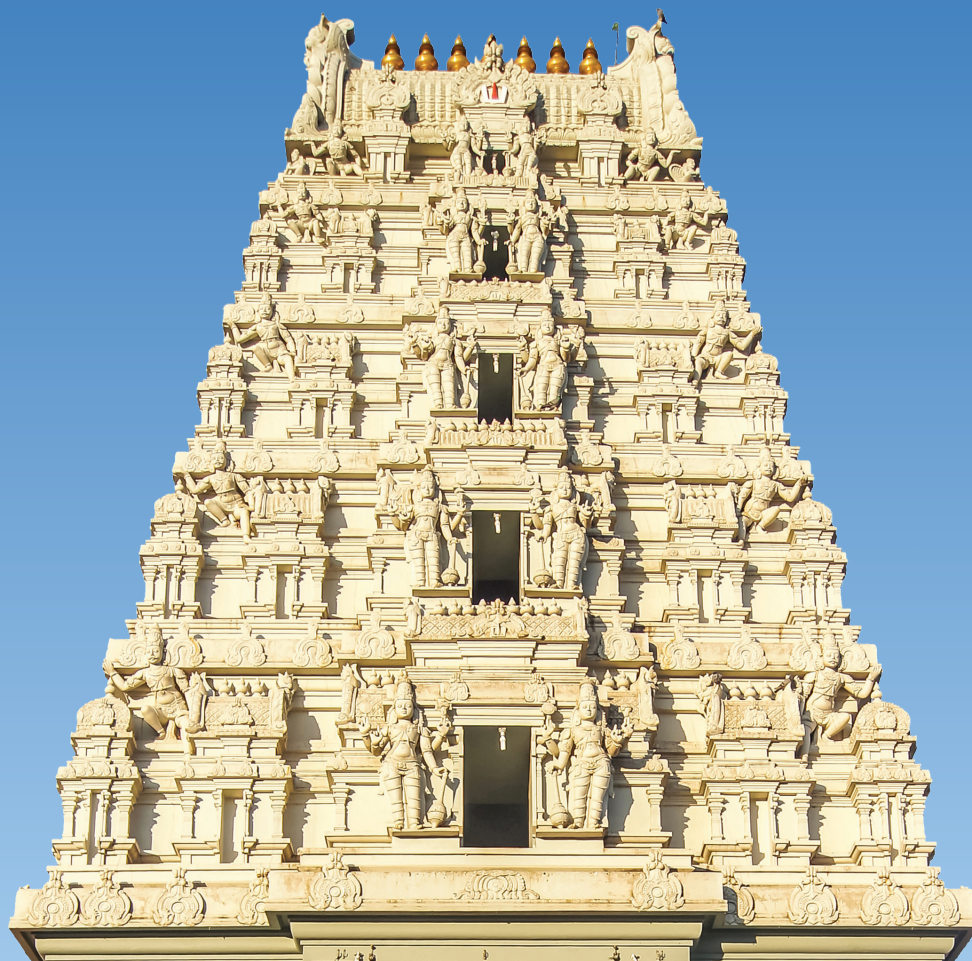


**GFST & GOVERNMENT OF ANDHRA PRADESH
SHAPING THE NEXT ERA OF GOVERNANCE**

TOURISM CONCLAVE **TECH AI 2.0**



**WHERE CULTURE EMBRACES
CUTTING-EDGE TECHNOLOGY**

**26-27 JUNE 2025
HOTEL MURALI FORTUNE
VIJAYAWADA**

Host State



In collaboration with



Strategic Partners



Sponsors



Venue Partner



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For inquiries or further information, please contact GFST at (admin@gfst.in).

Conceptualisation: GFST Team

Design: OTS, Hyderabad

Printer: Harshitha Printers, Hyderabad



Global Forum for Sustainable Transformation

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www.gfst.in

Preface

GFST: REIMAGINING TOURISM FOR A SUSTAINABLE FUTURE

The Global Forum for Sustainable Transformation (GFST) continues to drive pioneering transformation across sectors, this time placing sustainable, inclusive, and tech-enabled tourism at the forefront. Leveraging GovTech, DeepTech, and policy innovation, GFST envisions a vibrant tourism ecosystem that fuels economic growth, creates jobs, and preserves cultural and natural heritage.

With Shri N. Chandrababu Naidu as Chief Mentor, and strategic guidance from thought leaders like Shri S.P. Tucker and Shri Cherukuri Kutumba Rao, GFST is shaping the narrative for “Viksit Bharat 2047” through a tourism lens—positioning Andhra Pradesh as a benchmark for regenerative and responsible tourism.

DRIVING IMPACT: FROM INNOVATION TO TOURISM TECH 2.0

Following the success of transformative sectoral conclaves in healthcare, aquaculture and livestock, GFST now brings its focus to Tourism Tech 2.0. In collaboration with the Government of Andhra Pradesh (GoAP) on pro-bono basis, this initiative integrates emerging

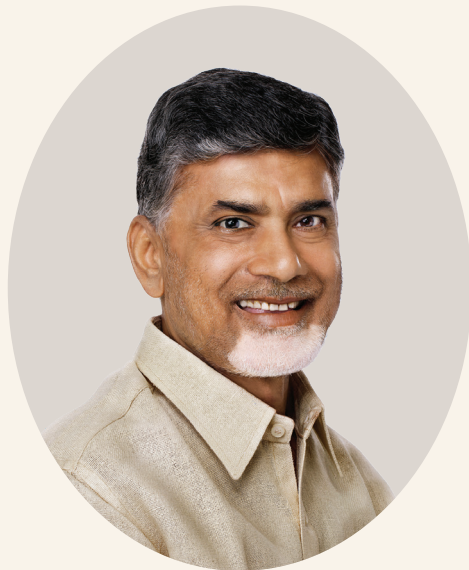
technologies—AI, AR/VR, big data, geospatial intelligence, and blockchain—to reimagine travel experiences, improve destination management, and enhance community-based tourism.

Tourism Tech 2.0 aims to elevate Andhra Pradesh’s tourism GVA through a 360-degree strategy: smart infrastructure, immersive storytelling, seamless digital travel services, and empowered local communities, especially SHGs and youth entrepreneurs. This effort will promote offbeat destinations, eco-tourism, heritage conservation, and rural tourism, boosting both livelihoods and local pride.

POLICY, PARTNERSHIPS & PURPOSE-DRIVEN GROWTH

In alliance with GoAP, leading policy institutions, industry innovators, and global travel platforms, GFST is creating a futureready tourism blueprint. Andhra Pradesh becomes the launchpad for scalable models of tourism-led development that are inclusive, tech-driven, and environmentally sustainable. Once proven, this template will guide other states and nations in revitalizing tourism as a pillar of the digital and green economy.

This is not just a vision—it’s a movement. And we are just beginning the journey.



Sri Nara Chandrababu Naidu

Hon'ble Chief Minister of Andhra Pradesh

CHIEF PATRON'S MESSAGE

Tourism Transformed: Powered by AI & Backed by Care

TOURISM AS THE ENGINE OF INCLUSIVE GROWTH

Tourism has the potential to be the most transformative sector in Andhra Pradesh's economy. With minimal investment, it can become a powerful generator of employment, entrepreneurship, and inclusive development. Our state's diverse cultural heritage, natural landscapes, and coastal wealth offer immense opportunities to tap into global and domestic tourist circuits. By promoting local arts, crafts, cuisines, and festivals through homestays and community-based tourism, we are empowering rural economies while enriching the travel experience.

LEVERAGING INNOVATION AND SAFETY THROUGH TECHNOLOGY

Technology and safety are foundational pillars in our tourism blueprint. From AI-enabled surveillance in temples to IVRS-based feedback systems and digital ticketing in tourist hubs, Andhra Pradesh is embracing smart tourism solutions. Our aim is to position Andhra Pradesh among the top ten destinations for foreign tourist arrivals while ensuring our infrastructure and services meet global standards.

SUSTAINABLE AND SPIRITUAL TOURISM FOR A MODERN WORLD

Our government envisions Andhra Pradesh as a model of eco-conscious, culturally rooted tourism. With over 27,000 temples and 21 crore annual pilgrims, spiritual tourism is a cornerstone of our strategy. The new tourism policy includes the development of ten temple circuits and 25 thematic circuits, including eco-tourism and river cruises. Temples are not only sacred spaces but vital economic and social hubs that support sustainable livelihoods, heritage preservation, and holistic well-being.

A FUTURE-READY VISION FOR PROSPERITY

Our ambitious goal of achieving 20% annual growth in tourism is rooted in a clear vision: to make Andhra Pradesh a 'Happy State' where every tourist returns with lasting memories. With ₹10,000 crore private investment targeted, 500+ homestays, thematic festivals, medical tourism hubs, and night safaris, we are building a tourism ecosystem that is dynamic, inclusive, tech-enabled and resilient. Together, let us make Andhra Pradesh the most sought-after tourism destination in India and the world.



S.P. Tucker, IAS (Retd.)

Vice Chairman & Director



Cherukuri Kutumba Rao

Director



Sanjay Gupta, IFS(Retd.)

Chief Executive Officer



Sridhar Seshadri

Director, Global Foresight & Innovation



Shreeram Iyer

Director, Global Impact

HON'BLE MINISTER'S MESSAGE



Sri Kandula Durgesh

*Hon'ble Minister for Tourism &
Culture Government of Andhra Pradesh*

CELEBRATING ANDHRA PRADESH'S CULTURAL GRANDEUR

Andhra Pradesh stands as a beacon of India's timeless heritage, natural splendor, and vibrant traditions. From the serene beaches of the coast to the majestic temples of our heartland, our state offers an unparalleled blend of history, spirituality, and modernity. As the Minister for Tourism & Culture, it is my honor to present this dynamic transformation and invite travelers and stakeholders alike to experience our cultural richness.

DRIVING TOURISM THROUGH INNOVATION AND INCLUSION

Our government is committed to positioning Andhra Pradesh as a top-tier global tourism destination. Through innovative policies, strategic partnerships, and sustainable infrastructure, we aim to unlock the untapped potential of our tourism sector. We are focusing on heritage tourism, ecotourism, adventure tourism, and digital experiences that engage both domestic and international audiences.

TOGETHER TOWARDS A VIBRANT FUTURE

I extend my gratitude to all stakeholders and citizens who contribute to the growth of tourism and preservation of culture in our state. Let us work together to make Andhra Pradesh a model for cultural revival and inclusive economic development. Join us on this journey as we build a tourism ecosystem that celebrates every soul, story, and space of our beautiful state.



Sri K. Vijayanand, IAS
*Chief Secretary to Government,
Govt. of Andhra Pradesh*



Sri Ajay Jain, IAS
*Special Chief Secretary to
Government, YAT&C Department,
Govt. of Andhra Pradesh*



Smt. Amrapali Kata, IAS
*Chief Executive Officer, APTA,
Govt. of Andhra Pradesh*

CHAPTER 1

EXPLORE ANDHRA PRADESH - INDIA'S NEXT TOURISM POWERHOUSE

“Where Nature, Culture & Adventure Unite”

TOURISM AT A GLANCE

- 3rd Most Visited State in India
- Tourism granted “Industry Status”
- New Tourism Policy 2024–29
- 7 Anchor Hubs: Visakhapatnam, Tirupati, Araku, Rajahmundry, Amaravati, Srisailam, Gandikota
- 25+ Thematic Circuits: 2 Buddhist Circuits, 10 Temple Circuits, 5 Beach Circuits, 4 River Cruise Circuits, 3 Eco-Tourism Circuits, 2 Sea Cruise Circuits, Seaplane Circuits

MAJOR ATTRACTIONS & EXPERIENCES

- Coastal Bliss: Kakinada, Suryalanka & Mypadu Beaches
- Eco-Retreats, National Parks, Wildlife Sanctuaries
- Spiritual Heritage: Tirupati, Srisailam, Amaravati
- River & Sea Cruises: Cruising along Krishna & Godavari Rivers
- Seaplane Tourism: Enhancing access to remote beauty spots
- Rushikonda Beach – Blue Flag Certified
- 21 More Beaches Proposed for Certification

WHY INVEST IN AP TOURISM?

- World-Class Infrastructure
- Single-Desk Portal: www.apindustries.gov.in
- Investor Facilitation Cell (IFC) – Vijayawada
- Mega & Ultra Mega Project Incentives
- Support for Homestays & Rural Tourism
- Art & Craft Experience Centres in rural zones
- Rs.15+ Crore Revenue from spiritual tourism in 2024–25
- Goal: 0.5% share of global tourist arrivals

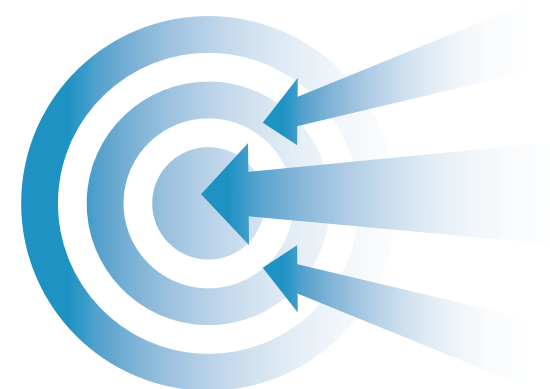
EXPERIENCE THE SPIRIT OF ANDHRA PRADESH | ADVENTURE AWAITS, CULTURE BECKONS | INVEST. EXPLORE. INSPIRE.

CHAPTER 2

CHARTING THE FUTURE: ANDHRA PRADESH TOURISM 2029

Andhra Pradesh Tourism Strategy – Vision 2029, Driving Growth, Creating Impact

KEY MACRO INDICATORS (CURRENT VS 2029)		
Indicator	Current	Target (2029)
GVA Share	4.60%	8.00%
GSDP Contribution	₹ 70,000 Cr	₹ 2,40,000 Cr
Employment Share	12%	15%
FTA Rank (India)	16	Top 10
Spend/Tourist	₹ 1,700	₹ 25,000
Avg Stay	1–2 days	5 days
Hotel Rooms	4,500	50,000 (in view of 20% GR)



STRATEGIC FOCUS AREAS

Infrastructure expansion & new circuits
High-value and eco-tourism promotion
Tourist experience & safety enhancement
Global branding & digital presence
Employment & skilling for youth

Join the Journey to Transform Andhra Pradesh into India's Tourism Powerhouse

STRATEGIC GROWTH PILLARS TO ACHIEVE ANDHRA PRADESH'S TOURISM VISION 2029

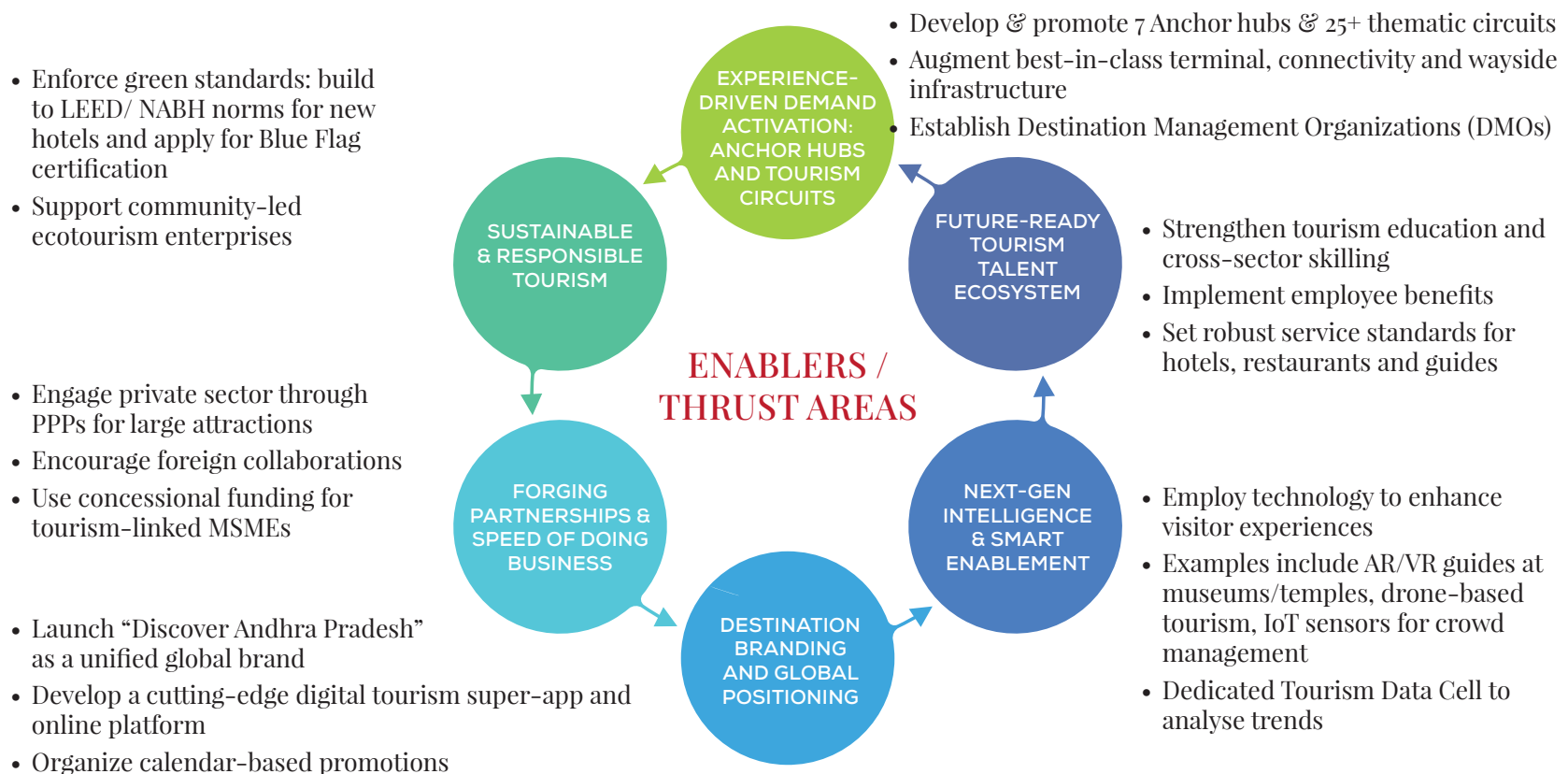
Targeted Circuit Development to Drive Revenue, Footfall, Employment, and Investment

Pillar	Weight	2024 Baseline (in INR Cr)	2029 Target (in INR Cr)	Additional Revenue (in INR Cr)	Additional Footfall (in Crore)	Additional Jobs	Reqd. Capex in INR Cr.
Buddhist Circuits	3%	2100	7200	5100	2.04	153000	765
Temple Circuits	75%	52500	180000	127500	51	3825000	19125
Beach Circuits	5%	3500	12000	8500	3.4	255000	1275
River Cruise Circuits	2%	1400	4800	3400	1.36	102000	510
Eco-Tourism Circuits	5%	3500	12000	8500	3.4	255000	1275
Sea Cruise Circuits	0.50%	350	1200	850	0.34	25500	128
Seaplane Circuits	0.50%	350	1200	850	0.34	25500	128
Other Circuits	9%	6300	21600	15300	6.12	459000	2295
Total	100%	70000	240000	170000	68	5100000	25500

CHAPTER 3

KEY ENABLERS TO TRANSFORM ANDHRA PRADESH INTO A PREMIER TOURISM DESTINATION

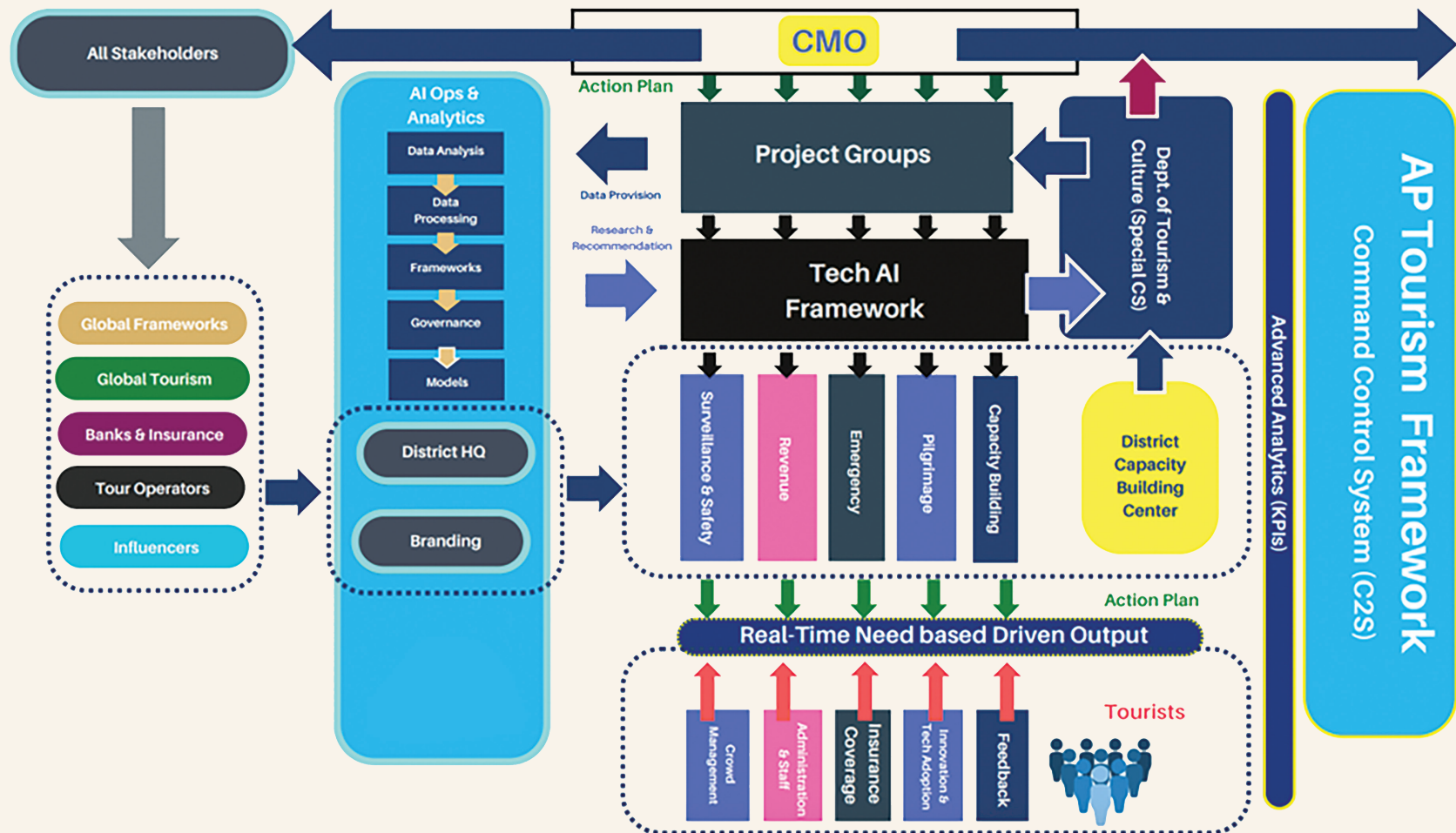
Strategic Thrust Areas to Enhance Experience, Drive Innovation, and Build a Globally Competitive Tourism Ecosystem



Powering Tourism Growth through Innovation, Partnerships, and People-first Planning

#TransformTourismAP | #DiscoverAndhra | #SmartTourism

TECH AI CONCEPT



ANDHRA PRADESH TOURISM GROWTH DASHBOARD

Macro Overview

Macro Indicators — Tourism Performance

Tourism GVA
Share (%)

4.6



58% of target achieved
Target: 8.0%

Tourism GDP (₹
Cr)

₹ 74k



28% of target achieved
Target: ₹2,60,000 Cr

Employment Share
(%)

12



80% of target achieved
Target: 15.0%

FTA Rank

13



Target: 9th; Close to target

Spend per Tourist
(₹)

1.7k



7% of target achieved
Target: ₹25,000

DTA Rank (India)

4



Target: 1st; Close to target

Avg Stay Duration
(Days)

2



40% of target achieved
Target: 5

Investment & Infrastructure

Committed Investment*



10% of achieved (₹ Cr)
Target: ₹38269 (₹ Cr)

Committed Employment*



Employment in Value (Inr Cr)*
Target: ₹1.56 (₹ Cr)

GoI Pending Grants (₹ Cr)



67% of target achieved
Target: ₹562.5*

Total MoUs Signed



80% of target achieved
Target: 11

Employment Generated*



59% of target achieved
Target: 4,534

Total Investment*



63% of target achieved
Target: 1,947

Micro Indicators — Projects & Execution

Project Grounded



24% of target achieved
Target: 348*

Grounded Employment



26% achieved
Target: 13,016*

Grounded Investment



25% of target achieved
Target: 2,478* (INR Lakhs)

Hotel Metrics

Unclassified Hotels (Rooms)



50% of target achieved
Target: 30k

Classified Hotels (Rooms)



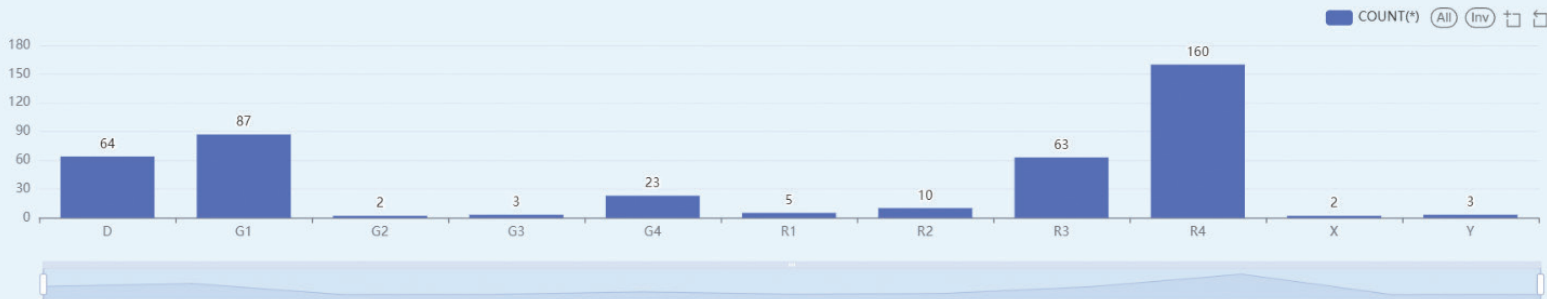
22% of target achieved
Target: 20k

Andhra Pradesh Tourism Growth Dashboard

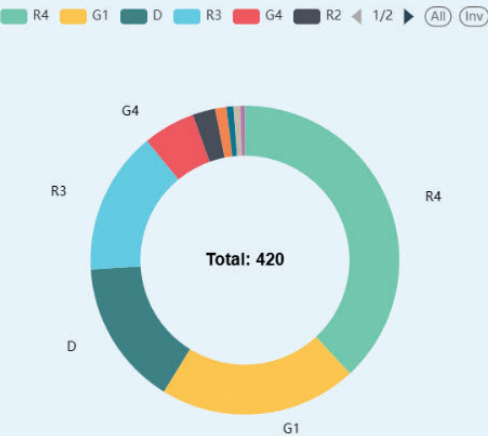
Concept Tracker (2024-2029) | Government of Andhra Pradesh

Overview | Product Growth Pillars (2024-2029) | Project & MoU Stage Tracker | Branding & Promotion | Capacity Building | Tech AI

MoU Stage



Project Stages



Projects Details

Show entries per page

Status	District	Name_of_Lead	Committed_Investment_inCr	Committed_Employment
R3	Visakhapatnam	Fleur Hotels (Lemon Tree and Redfox Hotels)	100	300
G1	Anantapuram	QUALITY HOME FOODS	0.4	13
R4	Not Decided Yet	Uber Technologies	0	0
R3	Visakhapatnam	HOTEL ANNAPURNA HERITAGE	5	50
G1	Eluru	Kranthi Restaurant	1.2	15
R2	Chittoor	YUKRA PROJECTS Pvt. Ltd.	100	120
D	Krishna	Amaravathi Tourism Project Ltd	115	65
G3	Tirupati	Post Card Hotel	60	75
G4	Bapatla	Ajantha Bramara Township	26	30
G1	Vizianagaram	Biryanis and More	2	60

1234567...20

CHAPTER 4

DIVINE DESTINATIONS: ANDHRA PRADESH

Explore the Sanctity, Sculptural Grace, and Sacred Harmony

SIGNIFICANCE OF THE SPECIAL EDITION

This exclusive coffee table book, *Divine Destinations: Andhra Pradesh*, offers a timeless journey through the state's sacred & spiritual legacy. Blending evocative visuals with heritage-rich narratives, it serves as both a tribute and a window into Andhra Pradesh's identity—where ancient wisdom inspires modern vision. Curated for discerning readers, travellers, and policymakers alike, this edition redefines how Andhra Pradesh is remembered and rediscovered.



SPIRITUAL DESTINATIONS

The Inner Pilgrimage Including Hindu, Muslim, Christian, Jain, and Sikh Heritage

Andhra Pradesh's sacred geography is a living testimony to India's pluralistic soul. From the divine aura of Tirumala to the serenity of Ameen Peer Dargah, the grace of Gunadala Matha Shrine, the ancient tranquility of Jain relics at Danuvulapadu and Ambapuram Caves and the revered Sikh gurdwaras in Vijayawada and Visakhapatnam, this journey unites Hindu, Muslim, Christian, Jain, and Sikh legacies—where faith flows across time and tradition.



BUDDHIST CIRCUIT

Where Silence and Stone Whisper the Buddhas Journey Including Kalachakra & Amaravathi

The state's timeless Buddhist landscape—Amaravati, Nagarjunakonda, Thotlakonda—echoes the footsteps of ancient monks and the teachings of peace. Kalachakra Tantra, revived here by the Dalai Lama in 2006, brings global spiritual resonance.

CHAPTER 5

UNLOCKING TOURISM'S POTENTIAL: SESSIONS & FOCUS AREAS

1. CREATIVE ECONOMY

- Tourism revenue, expenditure, and per capita returns.
- Share of tourism in GSDP and GVA.
- Avg. stay, spend per tourist, and room availability.
- Data-driven insights for economic planning and impact.

2. SUSTAINABLE, INCLUSIVE, BUDDHIST & ADVENTURE TOURISM

- Promote eco-tourism, green certifications, and climate-friendly practices including circular economy models.
- Develop Buddhist tourism circuits, heritage trails, and spiritual experiences.
- Boost adventure and nature-based tourism with activities like trekking, water sports, and offbeat rural destinations.
- Ensure inclusivity by engaging SHGs, artisans, and tribal communities in tourism value chains.

3. INVESTMENTS IN TOURISM

- Review of current MoUs and investment commitments across tourism sectors.
- Pipeline of future investment opportunities—public and private sector.
- Infrastructure development linked to tourism growth (hotels, roads, ports, wellness centers).
- Enabling policy ecosystem for domestic and foreign investors.

4. DEEPTech AND AI IN TOURISM

- Development of AI-powered tourism dashboards for Tirupati, Visakhapatnam, Amaravati, and other destinations.
- Integration of digital tools such as AR/VR experiences, AI guides, chatbots, and digital kiosks.
- Smart visitor management systems and real-time analytics.
- Use of IoT, ML, Blockchain technologies, and GIS-based mapping for tourism asset monitoring.

5. BRANDING AND PROMOTION

- Unified branding strategy under “Brand Andhra Pradesh” with a compelling tagline.
- Use of high-impact videos, promotional campaigns, and storytelling.
- Active engagement through social media, influencers, and travel bloggers.
- Launch and promotion of an official YouTube tourism channel and destination portals.

6. CAPACITY BUILDING AND SKILL DEVELOPMENT

- Training programs for tour operators, taxi drivers, hospitality staff, homestay operators, and tourist guides.
- Language training and soft skills enhancement.
- Certification programs with national and international tourism bodies.
- Partnerships with tourism and hospitality training institutes.

7. ORGANISATIONAL DEVELOPMENT

- Strengthening coordination between State and District Tourism wings.
- Institutional setup for planning, policy execution, and inter-departmental coordination.
- Role of Tourism Promotion Boards and PPP models.
- Framework creation for decentralized tourism governance and monitoring.

TENTATIVE AGENDA



DAY 1

Innovation Lab & Roundtable with Experts “Co-Creating the Future of Andhra Tourism”

Deep-dive Labs on 5 Thematic Areas:

- Smart Destinations & Digital Infrastructure
- Eco-Tourism & Sustainable Practices
- Heritage & Cultural Experience Mapping
- Smart Mobility & Safety Solutions
- Community Engagement & SHG Participation

Participants: Dept. of Tourism, Tech Experts, Startup Founders, SHG Women, NGOs, Hospitality Stakeholders



DAY 2

Formal Inauguration of the Conclave by Hon'ble Tourism Minister

Key Note : Tech-Powered Tourism for a New Andhra Pradesh”

Interactive Panels on:

- Future of DeepTech in Tourism
- Sustainability & Smart Travel
- Showcases by Innovators & Startups

Experience Zones: VR Temple Walkthroughs, Drone Trails, AR Craft Tours



FINAL DAY

HCM Interaction + Policy Launches + Vision 2030 “Reimagining Andhra as a Global Tourism Powerhouse”

- Group Presentations on actionable plans
- Launch of Dashboard & Mobile App
- Launch of Strategic Policies
- AP Tourism Vision 2030 – 5-Year Action Plan
- MoUs
- Awards & Mementos

Q & A / HCM Message

WHY YOU SHOULDN'T MISS THIS

EXPERIENCE THE FUTURE OF TRAVEL

See how DeepTech like AI, AR/VR, and drones are reshaping the way we explore.

SMART, SAFE & SEAMLESS JOURNEYS

Discover digital innovations that make travel secure, efficient, and stress-free.

EXPLORE ECO-FRIENDLY TOURISM MODELS

Get inspired by green stays, EV mobility, and low-impact tourism solutions.

CELEBRATE ANDHRA'S RICH CULTURAL HERITAGE

Experience traditional dance, craft, cuisine, and temples through immersive tech.

CONNECT WITH GLOBAL TOURISM INNOVATORS

Network with visionaries across tourism, technology, and policy.

ATTEND POWER-PACKED SESSIONS & SHOWCASES

Catch live demos, keynote talks, and policy launches that shape the future.

UNLOCK NEW OPPORTUNITIES IN TOURISM

Perfect for startups, investors, planners, and creatives in the travel space.

CHAPTER 6

THE GFST INNOVATION SERIES: FROM VISION TO IMPACT

Harnessing technology for sectoral transformation

Action-Oriented:

From conclaves to implementation

Tech-Forward: AI/ML, IoT, Blockchain integration

Scalable: AP models -> National blueprints

1. 17-JUNE 2023

DEEPTech/GOVTECH INNOVATION CONCLAVE STRATEGY FOR INDIA @ 100 YEARS

- Envisioned India as the world's top economy by 2047, urging tech-driven inclusive growth, demographic management, and strong public-private partnerships.

2. 5-6 DECEMBER 2024

DEEPTech/GOVTECH INNOVATION - Health Care AI - SHAPING THE NEXT ERA OF GOVERNANCE

- Created Virtual PMU, Developed AI/ML-powered digital stack for health sector, CoE for MedTech
- Delivered actionable insights through GovTech solutions
- Sustained post-event engagement with 90-day implementation support

3. 17-18 FEBRUARY 2025

DEEPTech/GOVTECH INNOVATION CONCLAVE - AQUACULTURE INNOVATION TECH 2.0

- Adoption of precision aquaculture technologies
- Policy frameworks for value addition & geo-tagging
- Entrepreneurship development in blue economy

4. 13-14 MAY 2025

DEEPTech/GOVTECH INNOVATION CONCLAVE - ANIMAL HUSBANDRY TECH AI 2.0

- Hands-on approach with farmer surveys
- Wearable Sensors for livestock health monitoring
- DeepTech/Blockchain for supply chain transparency
- Outcomes:
- Strengthened global market positioning
- Laid foundation for 20% sectoral growth

5. 25-26 JUNE 2025

DEEPTech/GOVTECH INNOVATION CONCLAVE - TOURISM

- Vision to Transform AP into AI-powered tourism hub
- Tech Interventions: Smart pilgrimage experiences, Cultural tourism digitization, Infrastructure modernization

6. 24 - 25 JULY 2025

DEEPTech/GOVTECH INNOVATION CONCLAVE - LOGISTICS

- Leveraging AP's 1053km coastline
- Developing smart supply chains
- Enhancing port-hinterland connectivity

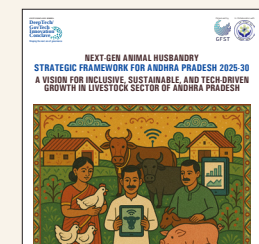
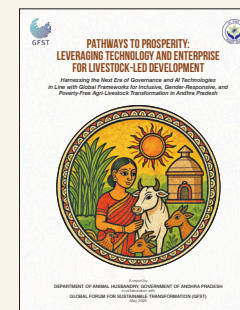
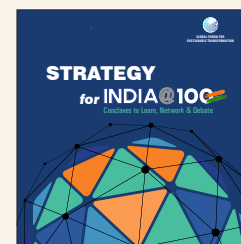
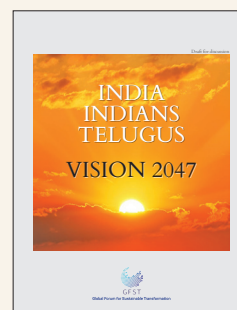
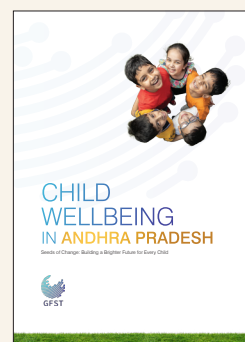
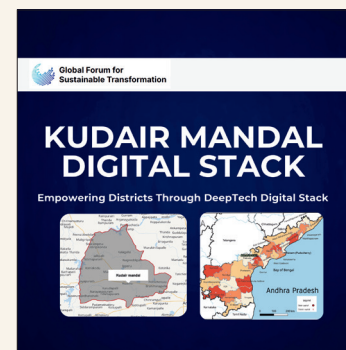
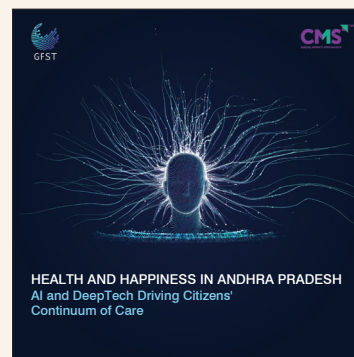
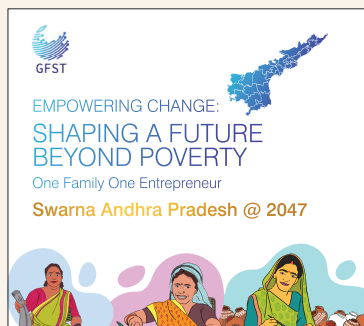
7. AUGUST 2025

DEEPTech/GOVTECH INNOVATION CONCLAVE - POVERTY ERADICATION

- Empowering 1.2 Crore SHG Women
- SHG-Driven Transformation, and DeepTech/GovTech Innovation for Sectoral Advancement



PREVIOUS PUBLICATIONS



ORGANISING COMMITTEE

GFST



Prof. S. Vijay Kumar



Dr. P. Sambasiva Rao



Dr. Ch. Srinivasa Raju



Mr. GMVGK Bangaru Raju



Mr. Sk. Adil Akram



Mr. G. Vinod Kumar



Ms. K.P. Anusha

Technical Partners



Mr. Anand Sharma



Mr. Shakeel Dhada



Mr. Binish Thomas



Mr. Saurabh Sharma



Mr. Shadab Ahmed



Mr. Mihir Mainkar

Ernst & Young



Mr. Soumya Ranjan



Mr. Gandham M Atique



Mr. Abhishek Gupta







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