

## TOURISM CONCLAVE TECH 2.0

*Driving ₹2.4 Lakh Crore GVA Through Smart Circuits, Spiritual Destinations & Inclusive Tourism Innovation*

*June 25-27, 2025, Fortune Murali Park, Vijayawada, Andhra Pradesh*





## *Introduction*

The Tourism Tech AI 2.0 Conclave was organized by the Department of Tourism, Government of Andhra Pradesh, from 25th to 27th June 2025 in Vijayawada, with strategic support from the Global Forum for Sustainable Transformation (GFST).

The overarching goal was to articulate a strategic roadmap to position Andhra Pradesh as a world-class tourism destination by 2029, increase the state's tourism Gross Value Added (GVA) from ₹74,000 crore to ₹2.4 lakh crore, and create over 10 lakh new jobs across 25 circuits and 7 anchor hubs. The conclave sought to leverage technology, wellness, cultural capital, and investor partnerships to diversify tourism offerings, extend average tourist stay, and build a sustainable, inclusive tourism economy aligned with the vision of Swarnandhra 2047 and Viksit Bharat 2047.

The event showcased the deployment of AI-powered dashboards for real-time tracking, circuit planning, and policy iteration. Over three days, senior government leaders, industry experts, investors, spiritual leaders, Hotel chains and Tour Operators came together to shape the future of Andhra Pradesh's tourism ecosystem.

## *Summary of deliberations*

Over three days, the conclave advanced a cohesive vision for Andhra Pradesh's tourism sector built on the pillars of technology, sustainability, and inclusive growth. Day 1 focused on internal strategy design and agenda finalization led by GFST and the Department of Tourism. Day 2 convened over 100 tourism professionals and stakeholders in 7 themed working groups to co-develop actionable recommendations aligned with Tourism Vision 2029. Day 3 featured the launch of flagship digital tools, release of the Vision document, and the Hon'ble Chief Minister's strategic directives for execution. A total of 82 MoUs amounting to ₹10,329 crore were formalized, further reinforcing the state's commitment to rapid and responsible tourism development.

### *Day 1*

#### *Internal Lab & Strategic Discussions (25 June 2025)*

#### **PRE-CONCLAVE PROCESS AND PREPARATIONS**

The conclave was preceded by an intensive strategic planning process jointly led by the Department of Tourism, Government of Andhra Pradesh, and Shri S.P. Tucker, Vice Chairman and Director, GFST and former Chief Secretary to the Government of Andhra Pradesh. This collaborative effort included consultations with tourism sector experts, planning officials, and industry stakeholders to ensure the conclave agenda reflected ground realities and emerging opportunities.

Thematic research inputs and circuit-level asset reviews were consolidated to frame the conclave tracks and design each day's sessions in a structured and outcome-oriented manner. A key focus was on actionable implementation pathways to achieve the state's targets under the Tourism Vision 2029. The Department of Tourism and GFST jointly curated technical sessions, dashboard frameworks, investment roadmaps, and knowledge products to ensure strategic alignment and execution readiness.

### *Day 2*

#### *Conclave deliberations (26 June 2025)*

#### **STAKEHOLDER ROUNDTABLES & STRATEGIC RECOMMENDATIONS**

Day 2 featured intensive closed-door roundtables with seven working groups convened at Fortune Murali ITC, Vijayawada. Each group addressed a strategic domain critical to tourism sector acceleration and presented detailed recommendations aligned with the Tourism Vision 2029 roadmap.





## Group 1: Investments

Focused on enhancing investor confidence and capital inflow into the tourism sector, this group recommended AI-based project assessment, risk profiling tools, GIS-based investment asset mapping, and SPOC deployment in districts. It proposed a monthly investor newsletter

showcasing five investable projects and advocated waiving off annual license renewals for the first five years.

### **Group 2: Branding and Marketing**

This group recommended forming a dedicated Andhra Pradesh Tourism Board chaired by the Hon'ble Chief Minister. It proposed real-time digital dashboards to track campaign performance, public sentiment mapping, and an annual recognition program for contributors. Hosting two national and two international flagship events such as AeroSports Games annually was also suggested.

### **Group 3: Capacity Building**

Targeting the upskilling of 1 lakh individuals per annum, this group emphasized digital and on-ground training programs with AI-powered need assessments. It proposed establishing India's first PPP-based skilling university focused on tourism niches such as water and aero sports. Other key points included appointment of trained tourist police and real-time safety response mechanisms.

### **Group 4: Creative Economy and ODOP Tourism**

The group focused on integrating tourism with the creative and cultural economy through digital storytelling, GI-tagged product promotion, and immersive content (360° VR, geotagging). It emphasized expanding GI tag exports, promoting niche tourism like film and wedding tourism, and ensuring local value addition without disrupting community livelihoods.

### **Group 5: Products and Projects – Hotels and MICE**

This subgroup addressed gaps in accommodation and MICE infrastructure. It recommended destination certification standards, promotion of heritage hotels, and identification of flagship hotel and convention center projects through GIS tools. It also highlighted the need to facilitate quick clearances for MICE events.

### **Group 6: Products and Projects – Adventure Tourism and Experiences**

The second products subgroup focused on adventure and eco-tourism. It emphasized cruise development, aero-sports, tribal and rural circuits, and experiential tourism. Development of globally competitive adventure trails and certification-based standards for operators were proposed.

### **Group 7: Technology Enablement**

This group provided a digital roadmap to unify all tourism-related services and data under one Super App. Recommendations included API integration across departments, real-time service



tracking, GIS and drone-based mapping, AI-based forecasting of demand and security risks, and open digital platforms for transparency and innovation.

Stakeholder ideas from Day 2 were consolidated into the Tourism Vision 2029 execution blueprint, ensuring alignment with technology, infrastructure, branding, and community engagement goals.

### *Day 3*

#### *Vision Launch, MoUs & Execution Roadmap (27 Jun 2025)*



#### **STRATEGIC DIRECTIVES FROM THE HON'BLE CHIEF MINISTER**

The final day of the conclave marked the high-level policy and leadership engagement with the presence of Hon'ble Chief Minister Shri N. Chandrababu Naidu.

It commenced with the formal welcoming of the Hon'ble Chief Minister and other distinguished dignitaries by Shri S.P. Tucker, IAS (Retd.), Former Chief Secretary to the Government of Andhra Pradesh and Vice-Chairman & Director, GFST. In his opening remarks, Shri Tucker provided a comprehensive overview of the deliberations from the previous two days, underscoring the significance of tourism as a cross-cutting sector to drive inclusive growth and sustainable livelihoods. He also emphasized the transformative role of technology and community partnerships in making Andhra Pradesh a future-ready destination.

In his keynote address, **Hon'ble Chief Minister Shri N. Chandrababu Naidu** emphasized the centrality of tourism to Andhra Pradesh's economic future, calling it the most sustainable and people-centric form of development.

Recalling his long-standing belief, he stated, "Capitalism, communism, socialism, and all other isms will become irrelevant. The only 'ism' that matters is tourism." He described tourism as a convergence platform capable of creating jobs, enabling entrepreneurship, and uplifting rural communities. He underscored the importance of achieving the state's goal of becoming a world-class tourism destination by 2029 through integrated circuits, enhanced infrastructure, and digital platforms. The Chief Minister also called for a dynamic five-year action plan, with strong district ownership and private participation.

The session also featured a series of landmark announcements and launches that reaffirmed Andhra Pradesh's leadership in tech-enabled, circuit-driven tourism. These included the rollout of the Tourism Growth Dashboard and the TTD Smart Dashboard for predictive analytics and visitor management, the unveiling of the Andhra Pradesh Tourism Caravan as a model for experiential tourism, and the release of the comprehensive Tourism Vision 2029 strategy and Digital Event Calendar. The conclave concluded with a MoU signing ceremony encompassing 82 partnerships with an investment potential of ₹10,329 crore.

The conclave also celebrated Andhra Pradesh's leadership in integrating wellness, spiritual, cultural, eco, and tech-driven tourism. Cruise tourism, wedding tourism, and film-based tourism were emphasized as growth segments. Infrastructure investments in seaplanes, adventure tourism zones, and heritage stays were reaffirmed by the leadership.

The day culminated in a landmark **MoU exchange**, with **82 partnerships** inked across wellness, hospitality, and smart infrastructure segments—representing a combined investment commitment of **₹10,329 crore**. A roadmap was shared for activating District Tourism Cells, tracking implementation through the dashboard, and fast-tracking circuit infrastructure via Destination Management Entities.

## **Knowledge Framework and Blueprints**

Key flagship knowledge products were formally launched by the Hon'ble Chief Minister during the conclave:

### **1. Divine Destinations – Andhra Pradesh Coffee Table Book**

A visually rich narrative mapping Andhra Pradesh's spiritual and sacred geography. The publication highlights key sites, themes, and cultural symbols designed to inspire pilgrimage and heritage tourism.



## 2. Andhra Pradesh Tourism Strategy - Path to 2029

A comprehensive strategy to position Andhra Pradesh as a world-class tourism destination by 2029. The blueprint outlines the state's roadmap to increase tourism GVA from ₹74,000 crore to ₹2.4 lakh crore and create 10 lakh jobs through integrated circuits, infrastructure investments, and digital governance.

## 3. Digital Event Calendar

A structured, year-long calendar of over 100 cultural, spiritual, and eco-tourism events across 25 circuits. Designed to enhance tourist engagement, it enables better coordination among stakeholders and helps extend the average tourist stay.

## The Way Forward

The momentum generated by the Tourism Tech AI 2.0 Conclave will now transition into a structured execution phase anchored in district-level implementation and real-time monitoring. The Department of Tourism, in coordination with GFST and other stakeholders, will activate the signed MoUs through circuit-level infrastructure projects, service innovation, and digital integration. The Tourism Growth Dashboard and the TTD Smart Dashboard will be scaled up for predictive analytics, crowd management, and investment tracking. Concurrently, the Tourism Super App will be launched to integrate destination content, real-time mapping, bookings, and promotional campaigns. Marketing and branding efforts will be centralized through a proposed Tourism Development Board, as suggested by Shri S.P. Tucker, to institutionalize leadership, promote convergence, and accelerate visibility at national and international levels. These coordinated efforts will drive Andhra Pradesh's transformation into a world-class tourism hub by 2029.



## *Conclusion*

The Tourism Tech AI 2.0 Conclave marked a significant milestone in the evolution of Andhra Pradesh's tourism sector, signaling a strategic pivot toward technology-led, circuit-based, and investment-ready tourism development. The conclave was built on a robust foundation of strategic planning led by Shri S.P. Tucker, Vice Chairman & Director, GFST, in close coordination with the Department of Tourism, Government of Andhra Pradesh. This pre-conclave preparation involved extensive consultations with tourism sector stakeholders, industry leaders, and senior government officials, and culminated in the design of seven working group themes aligned with the Vision 2029 roadmap.

The final day of the conclave elevated the dialogue to the highest levels of policymaking, with Hon'ble Chief Minister Shri N. Chandrababu Naidu delivering a visionary address positioning tourism as the most sustainable and people-centric sector for Andhra Pradesh's development. Leadership from GFST, APTA, the Ministry of Tourism, and private sector partners lent further momentum by unveiling tools such as the AI-powered Tourism Growth Dashboard, TTD Smart Dashboard, Digital Event Calendar, and the AP Tourism Caravan.

With 82 MoUs signed worth over ₹10,000 crore and knowledge frameworks formally launched by the Chief Minister, Andhra Pradesh has firmly positioned itself as a national leader in tourism innovation. As the state begins execution of its five-year tourism action plan, the conclave's outcomes are expected to result in long-term gains across employment, investment, cultural preservation, and visitor experience.

The Tourism Tech AI 2.0 Conclave not only set the stage for strategic action but also illustrated Andhra Pradesh's capability to lead India's next wave of sustainable, tech-driven tourism. It affirmed that the future of tourism in Andhra Pradesh will be defined by convergence—of heritage and innovation, experience and infrastructure—anchoring the state's contribution to Swarnandhra 2047 and Viksit Bharat 2047.

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