No.	Particulars	Details
1	Vision	"To transform Goa into an innovative and responsible tourism destination, while preserving its cultural values and providing ample opportunities for economic prosperity for all".
2	Objective	**Objective-1:** Turn Goa into the 'Responsible tourism capital of India' to attract a wider range of tourists and ensure sustainability. **Objective-2:** Continuously improve our processes for tourism stakeholders and tourists to make Goa a smooth place to invest and a problem-free holiday destination. **Objective-3:** Make innovation and growth as integral elements of our decision-making process thereby stepping up the standards of the tourism industry **Objective-4:** Maintain tourism as a key economic pillar for the state to maximize job generation and foster entrepreneurship.
3	Short-term goals (by 2021)	**Goals to meet Objective-1:** • Change and manage the brand image of Goa *Physical target: appoint a PR agency, organize awareness creation sessions with the tourism stakeholders, increase customer engagement including social media platforms and website* • Develop and maintain world-class and relevant public infrastructure and services across Goa. *Physical target: Installation, operations and maintenance of public infrastructure like public conveniences, Tourist Information Centers, CCTV surveillance, WiFi hotspots, illumination, signages, dustbins, seating arrangement etc.* **Goals to meet Objective-2:** • Simplify administrative processes and procedures, thereby creating a conducive business environment. *Physical target: increase in count of registrations / licenses issued / renewals, reduction in time for issuance of license / renewals.* • Enforce existing policies and procedures thereby minimizing irregularities. *Physical target: reduction in number of illegal / unregistered accommodations / activities.*

		• Incentivize innovative and responsible initiatives by tourism stakeholders thereby encouraging their replication. *Physical target: introduction of quality labels / incentives to tourism businesses. Promotion of new technologies / practices / services practiced by various responsible / innovative tourism businesses.* **Goals to meet Objective-3:** • Build awareness among industry stakeholders about responsible practices, technological innovations and latest global travel trends. *Physical target: Conduct Webinars / seminars / newsletters / other information dissemination methods periodically (at least once in a month) for creating awareness on new technologies / practices / services in the tourism industry.* • Provide support to the most vulnerable and smallest tourism business units *Physical target: increase in categories of registration and number of registrations within each of them by including small tourism trades (like photographers, musicians, souvenir shops etc.) that are dependent on tourism industry growth.*
4	Medium-term goals (by 2023)	**Goals to meet Objective-1:** • Proactively assist tourists in making informed travel decisions, based on data / research / certification. *Physical target: Increase usage of Goa Tourism app (app downloads) and increased revenue for establishments with government certification.* **Goals to meet Objective-2:** • Continuously improve the experience of tourists by collecting feedbacks, acting in a pro-active and responsive manner and by guaranteeing transparency. *Physical target: Increased satisfaction from tourists collected periodically.* • Define and monitor minimum service standards for the industry that are world-class and environment friendly. *Physical target: Increased adoption of best practices in terms of waste management, water treatment and environmental conservation.* **Goals to meet Objective-3:** • Provide handholding support to high-quality private investors willing to undertake projects in line with Goa Tourism's vision *Physical target: Increased development of projects on PPP*

		basis, and increase in number of PPP projects that kickstart commercial operations.
		Goals to meet Objective-4:
		• Minimize financial leakages thereby creating a level-playing field for all tourism stakeholders. *Physical target: Increase of GST collection for the state*
5	Long-term goals by 2025)	**Goals to meet Objective-3:**
		• Enhance the skills of the tourism industry by creating new training platforms and by introducing new sets of skills. *Physical target: Train of at least 5000 tourism business operators / tour operators / guides etc. related to heritage & culture of Goa / new technologies / practices / services in the tourism industry*
		• Foster entrepreneurship with the creation of tourism incubators. *Physical target: Registration of new startups in the state in tourism sector*
		Goals to meet Objective-4:
		• Explore new funding sources for innovative tourism projects. *Physical target: Creating an alternate channel of funds (apart from Government and private funds) for tourism businesses in Goa by direct participation from bi-lateral / multi-lateral/ financial institutions / hedge funds etc.*
		• Undertake development programs that increase the added value brought by tourists while minimizing the negative social, economic and environmental impact. *Physical target: increase in the average length of the stay and average per-capita expenditures*
6	Strategic planning	The first major strategic intervention will be to strengthen the institutional structure of Goa Tourism. This will imply the creation of Goa Tourism Board and the establishment of a Goa Tourism Fund.
		The second key strategic undertaking will be to strengthen the economic linkages between Goa Tourism and the private sector. Redefining the roles of each stakeholder will be required, with the government focusing on vision and regulation, while the task of investing and operating will predominantly lie with the private sector. Policy adjustments will be enforced to facilitate investments in the state.

		The third priority strategic measure will be to develop / facilitate programs to introduce new tourism products / services / models in the state. These projects will fit into six strategic programs: (1) Goan Waters, (2) Culture & Heritage, (3) Nature-based Wellness, (4) Leisure & Entertainment, (5) MICE & Weddings and (6) Wellness.
7	Action plan	Action plans for the upcoming five years: - Establishment of Goa Tourism Board and Tourism Fund; - Uniformization and completion of existing policies - Identification and prioritization of sub-programs and sub-projects; - Project monitoring; - Branding strategy.