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Tourism Ambassador

Revenue Model:
Tourism Guide

Campaign Theme:
Together everyone flourish

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Creating New Career Roles | Strengthening Tourism Supporting economically weaker section | Global TV

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Youth at large should focus on efforts to create new career roles that are helpful to develop vitality and equality in the larger society. Tourism and Media are two interconnected areas that have great potential to strengthen the entire economy with massive career promotion and community development programs. Youth and Students can extensively work from **internship to entrepreneurship** in the process of Creating and developing New Career Roles.

Tourism **Ambassadors** and Tourism Guides are the two promising roles that we can promote extensively both in career and entrepreneurship models. These are models that can promote an average opportunity for about hundred people in a city in India. There are about 4,000 cities in India today. These careers can be taken up at a very basic level of referrals to an entrepreneurship model. These are roles to promote and establish regular link between the organised and the unorganised sector in tourism and media. The entire process can be oriented in line with our commitment towards the economically weaker sections.

Global TV envisions establishment of these two distinct career roles in a large scale. "Tourism Ambassadors" and "Tourism Guides" are roles that are tailored to enhance the experiences of tourists and travellers. These roles will transform the way we travel even within our country. Guides are an inevitable part in the tourism process everywhere in the world. We cannot explore a nation without the help of a tourism company and the guide accompanying our team. Going casually and coming back usually cannot be called as tourism exploration. Even local languages and practices are required to be coordinated proper.

Creation of career roles as mentioned above will enhance entire tourism sector across India. Forming a team at every city is important. Connecting between cities through media circles is also important. **Informality and flexibility** are the key words very difficult for many people to understand. **Responsible freedom** will transform our tourism and media economics enormously.

Establishment of the industry should be the target. Establishing a company and placing everyone and everything under it is a limiting factor. This factor is also very difficult to explain and establish. We should do our role and allow others to play their role. Work under me is a wrong concept. Successful people try for it extensively very often. Give option to everyone. Unit leadership is a great idea. Take leadership and responsibility of the activity that you are initiating.

Such a movement will give opportunity for every person. Let everyone to come to leadership roles. Let everyone to take as much each one can handle and manage. In other words, let people bite as much they can chew. Countries are poor not because there is dearth of hardworking people there. It is because of the greed of the people who are in the power. Imbalance in the remuneration system and lack of transparency in administration are the basic reasons for low initiatives from the youngsters in the country. This should change.

Give the assurance that the state is promoting justice and fair play. One upright Prime Minister cannot make a country to grow perfect. The system also has to become upright. India should travel a lot to reach the status of transparency and truth in the system of administration. Other countries are no better. But, there is openness to create opportunities for people in many countries. We call them advanced countries. Plenty of initiatives will be taken up at every place at every level simultaneously in such conditions. Can we adopt the characteristics of a developed country? Create avenues for revenue! Create opportunities!!

Government and the society should extensively promote informality; flexibility and invisibility in the system. In other words, IFI is the concept of incubation centres. Allow people to grow by putting efforts. Create safe environment and provide ways to progress and flourish. Companies and institutions can adopt this approach as a system to incentivise their employees and staff.

It is as simple as the family management system prevailing in the world. There are plenty of forms. Joint families to micro families, each one choose about the status and operational systems. How brilliantly we make our children to prosper and to be independent while we nurture relationship and values? There may be irregularities and imperfections there as well. But, that's how we progress in the social, regional and national systems of governance.

We should keep travelling towards perfection always and in all the ways. Create your world as big as you wish and as flexible as you can. Make your team fully informal and totally flexible. You and your team are working together. You can work on many units of activities, each one led by different team members. Such working model is very simple. It will lead the society towards social equality.

Promote leadership skills in every person. Support them unconditionally. Make sure that your participation is visible, unique and measurable. Let people grow in their own ways. Reciprocation is a currency that attracts people to each other. Those who are very selfish will end up in their small little circle of existence and the most flexible, truthful, transparent and sincere will win the entire world. There is no one to set target for you. It is your world. Create it on your way.

We can create plenty of career roles in Tourism and Media Sectors. It will help us to achieve massive career growth at regions with large potential for tourism development. Other sectors also can follow such non-hierarchical models. Use available land and infrastructure to an optimum level. Collective capital forms are far more powerful than overburdened capital forms. To know the difference is the wisdom that we should possess. There should be mergers between fixed capital, micro fixed capital and working capital. These are practiced everywhere but there is no equality and equal opportunities seen at those places.

For eg: The shopping malls at every city are built with capital participation from many people. Losses are borne by people and the profits are taken by the builders is the norm at all such places. Investors are trapped with exaggerations and false promises. Share market is comparatively flexible. Big players often try to manipulate there as well. Rarely get they caught even. In the long run, truth has to sustain and survive for the wellbeing of the larger society and world.

Role of leadership Initiatives in the society building process:

Lack of appropriate leadership is the cause of degeneration in the society. Make the youth to take up leadership roles. Let the process begin with their internship programs in the campuses. Give them opportunity to take up leadership roles in smaller units. Make plenty of such units to work together in a large project. Let each unit leadership to earn revenue with every achievement that they make in the process. Make the projects and units measurable and rewarding. It will inspire students to come into leadership roles without any persuasion or force.

Documentation of success stories in various forms, like articles, books, videos, films etc. is a massive initiative that can handle thousands of students in Joint Internship projects. Organising Festivals of various types with participation of people across the world will make it very big and promising.

Practical Implementation:

Education and Training: Global TV will collaborate with local educational institutions and tourism boards to develop specialized training programs for individuals interested in becoming Tourism Guides. These programs will focus on tour coordination, customer service, and cultural awareness. The aim is to equip Tourism Guides with the necessary skills to effectively coordinate and lead tour and travel programs for individuals and groups.

Recruitment and Placement of Tourism Guides: Global TV, in partnership with local governments and community organizations, will actively recruit and train individuals from various backgrounds for the role of Tourism Guides. This initiative aims to provide stable employment and income opportunities to those who are looking for leadership roles in their career paths. These Tourism Guides will serve as the frontline representatives, coordinating travel itineraries and ensuring memorable experiences for tourists.

Recruitment and Placement of Tourism Ambassadors: Those who wish to nurture their entrepreneurship skills can become Tourism Ambassadors. They can be selected from experienced Tourism Guides as well. Basic knowledge in the field is essential for leadership roles. They can then only be entrusted with the responsibility of managing teams of more than 7 Tourism Guides.

In addition to team management, Tourism Ambassadors will play a pivotal role in creating itineraries that showcase the unique cultural and natural attractions of their regions. They will also conduct promotional campaigns to attract tourists and boost local tourism. They will also collaborate with other tourism ambassadors from various cities in the country and across the world.

Partnerships: Global TV will establish partnerships with local businesses, hotels, and tourism agencies to facilitate the integration of Tourism Guides and Ambassadors into the existing tourism infrastructure. These partnerships will ensure that these new roles enhance the overall visitor experience by promoting responsible and sustainable tourism practices. Innovation is inevitable.

Inter-city Connections: Tourism Ambassadors will not only manage local teams but also engage with Tourism Ambassadors from other cities. This cross-city collaboration aims to share best practices, exchange ideas, and collectively work towards sustainable and inclusive tourism, fostering a sense of community among those involved in this mission.

Setting a Percentage for the Poor:

Tourism Revenue Allocation: Global TV commits to allocating a percentage of its revenue generated through tourism-related programming and content development towards poverty reduction initiatives in the regions where Tourism Guides and Ambassadors operate. This funding will be available for community development projects, job training programs, and infrastructure improvements, thereby directly benefiting the impoverished communities involved. It is always desirable to set higher standards even when we start up with small initiatives. It help to have clarity among the stakeholders about the dynamics of the dream.

Employment Opportunities: A portion of the job opportunities within the Tourism Guide and Ambassador roles will be reserved for individuals from economically disadvantaged backgrounds. This commitment aims to provide stable employment and income opportunities to those who may face barriers to traditional career paths. They will be supported by the mentors who are willing to give their time without taking any rewards or remuneration.

Community Engagement: Tourism Guides and Ambassadors will actively engage with local communities to identify their specific needs and challenges. They will also advocate for tourism-related projects that directly benefit the communities they represent. Micro tourism will be immensely promoted.

Impact Assessment: Global TV will establish a robust system for tracking and evaluating the social and economic impact of these initiatives. This data will be used to continuously refine and improve the quality of performance.

By creating and implementing these career roles, Global TV not only enhances the tourism experience but also fosters economic empowerment and community development. This approach aligns with Global TV's mission to make tourism a force for positive change and poverty reduction while promoting collaboration among Tourism Ambassadors across different cities.

Note:

Campus Partnerships:

Campuses can collaborate with Global TV for Skill Development and internship opportunities for their students. We can provide several Joint Internship avenues for students under mentorship of experts. Practical exposure, collective action and direct supervision are important for successful internships.

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Summary:

1. We should understand the importance of creating new career opportunities, particularly in the Tourism and Media sectors, to empower youth and promote economic vitality and equality in society, particularly in India. There are plenty of opportunities.
2. We should take advantage of the potential for careers such as "Tourism Ambassadors" and "Tourism Guides".
3. We should take concrete steps for creating career roles for many hundreds of people in each city across the country. Find roles that are prevalent in advanced countries and just replicate.
4. We should always advocate for a non-hierarchical, flexible, and informal approach to leadership and career development. We can then encourage individuals to take up roles that match with their real capabilities, interests and specialisations.
5. We should make sure transparency in economic systems and then encourage initiatives from the younger generation.
6. Take steps to implement these career roles at campuses during internships. Emphasize importance of partnerships, community engagement, and cost effectiveness. Tourism is a cash cow.
7. The ultimate goal is to enhance the tourism experience of guests visiting the district and there by fostering economic and social empowerment and community development, in alignment with Global TV's mission statement; Together Everyone Flourish.

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