

**Session Title : Seminar on development of website for promoting tourism in Sikkim**

**Session coordinator : Shri T. Samdup, Dy Dir, DIT, Govt of Sikkim**

**Date: 17<sup>th</sup> September 2009**

**Venue : Conference Hall, Chintan Bhavan**

**Schedule Time : 2:15 pm – 3:45 pm**

**Session Chaired by : Shri. S.B.S Bhaduria, Secretary, Tourism Department, Govt of Sikkim**

**Presentation By: Shri. T. Samdup, Dy Dir, DIT, Govt of Sikkim**

**Smt. Tenzeen T. Bhutia, Assistant Dir, Tourism Dept, Govt of Sikkim**

**Target Audience**

- Officials from Tourism Department .
- Tour Operators.
- Hoteliers.

### ***Proceedings of the session***

Seminar on developing website for promoting tourism in Sikkim was held at Chintan Bhavan, Gangtok, Sikkim which was chaired by Shri. S.B.S Bhaduria, Secretary Tourism, Govt of Sikkim. The session mainly focused on upgrading and maintaining the tourism website of Sikkim which was presented by Shri. T. Samdup, Dy Dir, DIT, Govt of Sikkim followed by Smt. Tenzeen T. Bhutia, Asst Dir, Tourism, Govt of Sikkim .The members participating in the session also actively suggested about payment gateways and other IT tools which should be incorporated in the website. To visit the website go to [www.sikkimtournet.com](http://www.sikkimtournet.com)

### ***Brief Summary of Discussion and Outcomes***

- Website for Tourism is updated and well maintained.
- Demonstration by Dy Dir DIT on the Sikkim Government website and its link to the tourism website.
- This site should be linked to the international tourism websites.
- Advertisement of this site at T.V channels like Discovery Channel, Travel and Living etc.
- Pictures with good resolution should be put in the site which can be provided by TAAS and also the precise contents for a particular matter.
- When updating of any datas. Pictures or contents TASS should be informed.
- The Tourism website should be linked to all the other Department websites.
- Uniform coloration should be implemented at the index page, the pictures, text format and the contents should be attractive.
- The home page should be made in such a way that when browsing this site, the home page should be displayed immediately.
- Language options including hindi language should be incorporated.
- Tourism dept must tie up with banks for on-line booking and payment (Payment Gateway).
- There should be a single body who gives the final go about the various facts, content and statistics of a particular matter of concern.
- Contents that are included in the website should be owned by the tourism dept.
- On-line help desk should be incorporated.(customer care)
- On-line booking for helicopter services.
- Videos should also be taken and put in the site.
- Newsletters or any information regarding updation or any rules that come to existence should be put in the website immediately.
- Tourism website should be linked to the other travels agency websites if they have one.
- If the pictures or any contents are taken from outside other than the tourism dept or TAAS courtesy of the photographer or the author should be mentioned.
- For authentic information on places of interest the travel agent should provide links from the website to the tourism website of Sikkim