

# Middle class driving our tourism

Travel is all about broadening your perspective. It allows you to encounter different ideas, viewpoints, cultures, scenery, and even cuisines. There was a time when travelling was considered a luxury. It was only meant for the upper-class of society; middle-income families went for leisurely trips once in a blue moon, and mostly inside the country. This narrative has changed with time as travellers are now more inclined to taking trips, albeit ones that are more budget friendly.

Our country, which is rich in natural resources, already has a lot to offer tourists. A popular idea in the tourist sector right now, which is also quite budget friendly, is eco-living, sometimes known as eco-resorts. In a developing country like ours, they are still a relatively new notion but eco-resorts are critical to the expansion of our country's tourist economy.

To appeal to the tech-savvy young crowd who are now travelling to every nook and cranny of the country, travel companies are leaning more towards online booking and aiming to digitalise their operations as much as possible.

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