

Tourism Policy of India

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Tourism Policy in India

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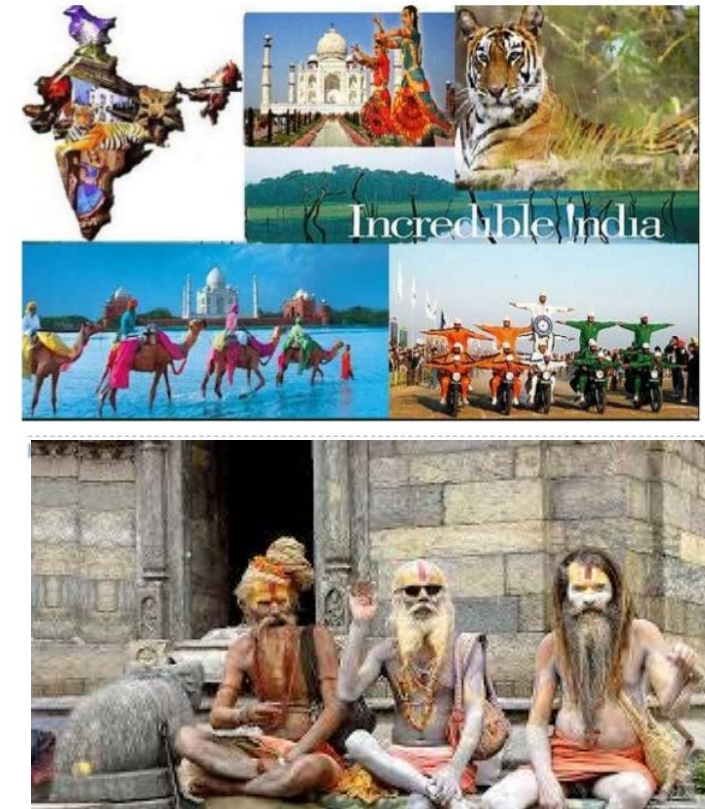
Tourism

According to Nehru, Tourism is not only an instrument of earning foreign exchange but also a means of seeking international cooperation, understanding and peace between the nations.

Initially going on a pilgrimage or visiting your friends and relatives is what was meant to be Tourism in India.

Eventually tourism started to be seen as holidays and leisure ,a part of economy.

India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions and vast diversity.



Evolution of Tourism Policy

Tourism policy strengthens the tourism sector and envisages new initiatives towards making tourism the catalyst in employment generation, environmental regeneration, development of remote areas and development of women and other disadvantaged groups in the country.

It leads to larger foreign exchange earnings and create conditions for more foreign direct investment.

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Evolution of Tourism Policy

1945 British India ,a committee was set up by the Government under the leadership of **Sir John Sargent**, then Educational Adviser to the Government of India.

The tourism planning approach has been evolved in **Second and Third five year plans**. The **sixth five year plan** emphasizes tourism as an instrument for economic development, integration and maintains social harmony

1966 INDIA TOURISM DEVELOPMENT CORPORATION (ITDC) was setup with objective of providing proper consultancy services and promoting Tourism in India for developmental purpose.

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Evolution of Tourism Policy

Government of India appointed **L. k. Jha committee** on tourism in **1963**, to investigate the reasons for decline in tourist arrivals in 1962.

In order to investigate the potentialities of cultural and monumental heritage of India for tourism development, the GOI obtained the service of a tourism expert named Dr. F. R. Allchin, through **UNESCO in 1968**.

The Indian Institute of Public Administration (IIPA) was authorized to conduct a study on the type of organization and staffing pattern required in the department of tourism, in **1970**.

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Evolution of Tourism Policy

Tourism was recognized as an industry by the Planning commission of India in June, 1982

The **First Tourism policy** was announced in **1982** and tourism included in the concurrent list of 7th Schedule.

It gave a six point plan for Tourism development of **Swagat, Suchana, Suvidha, Suraksha, Sahyog and Samrachana**, meaning **Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure Development** respectively.

The mission was to promote sustainable tourism as means of economic growth, social integration and to promote the image of India abroad as a country **with a glorious past, a vibrant present and a bright future.**

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Evolution of Tourism Policy

National Committee on Tourism was set up in 1986 by the planning commission.

The Tourism Finance Corporation was set up in 1989 to finance tourism projects and the National Action Plan was announced in 1992.

A National Tourism Policy (NTP) was formulated in 2002.



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National Tourism Policy (NTP) 2002

To position tourism as a major engine of economic growth.

To harness the direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner.

To focus on domestic tourism as a major driver of tourism growth.

To position India as one of the global brand to reap off benefits from the global tourism trade and to promote the untapped potential of India as a destination.

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National Tourism Policy (NTP) 2002

To create and develop integrated tourism circuits based on cultural and socio economic aspects along with States, private sector and other agencies.

To recognize the importance of **private sector** and private investment in tourism industry, with Government acting as a catalyst to boost up tourism earnings.

Considering the widespread, interrelated global developments and advancements, which have had a strong bearing on the Tourism sector, a new **draft National Tourism Policy** has been formulated.

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Draft National Tourism Policy

Focus of the Policy on employment generation and community participation in tourism development.

Stress on development of tourism in a sustainable and responsible manner.

An all-encompassing Policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.

The Policy enshrines the vision of developing and positioning India as a “MUST EXPERIENCE” and “MUST RE-VISIT” Destination for global travellers, whilst encouraging Indians to explore their own country.

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Draft National Tourism Policy

Development and promotion of varied tourism products including the rich Culture and Heritage of the country, as well as niche products such as Medical & Wellness, Meetings, Incentives, Conferences and Exhibitions (MICE), Adventure, Wildlife, etc.

Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.

Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation.

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Draft National Tourism Policy

Creating an enabling environment for investment in tourism and tourism-related infrastructure.

Emphasis on technology enabled development in tourism.

Focus on domestic tourism as a major driver of tourism growth.

Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.

Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with

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References

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