

BA (P) GEOGRAPHY DISCIPLINE

SEMESTER VI

GEOGRAPHY OF TOURISM

Unit 5: Tourism in India: Tourism Infrastructure; Case Studies of Himalaya, Desert and Coastal and Heritage; **National Tourism Policy**

Introduction: Tourism Policy in India

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. 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 would lead to larger foreign exchange earnings and create conditions for more foreign direct investment.

Origin of Tourism policy in India

Tourism planning in India was started after Independence. The conscious and organized efforts to promote tourism in India were made in 1945, when a committee was set up by the Government under the leadership of Sir John Sargent, then Educational Adviser to the Government of India (Krishna.A.G. 1993). Thereafter systematic tourism development took place in 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. After 1980s tourism activity gained momentum as

employment generator, source of income, foreign exchange earnings and as a leisure industry.

The government has taken several significant measures to promote tourism industry.

Table 3.1: Major Tourism Promotion Campaigns and Initiatives at a Glance

Year	Particulars
1945	Sir John Sergeant Committee on Tourism
1947	Report of Sir John Committee
1949	Sir John Committee Suggestions, Govt. started branches of Tourism in Delhi, Calcutta Bombay and Madras
1951-55	First Five Year Plan, No allotment for tourism development
1956-60	Allotment for tourism with name of transportation Division
1957	Establishment of Department of Tourism
1958	Establishment of Tourism Department Council
1960	Establishment of Indian Tourism Development Corporation (ITDC)
1963	L.K. Jha Committee Recommendations on tourism
1966	Establishment of Department of Aviation
1966	Establishment of Department of Aviation and Tourism
1967	Establishment of Ministry of Tourism and civil Aviation
1968	Report on Cultural Tourism
1969	Estimates Committee of the Parliament on tourism
1970	Report of Indian Institute of Public Administration (IIPA) on tourism
1970	UNDP Study on Tourist Organization
1982	Declared First time Tourism Policy

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1986	Establishment of National Committee on Tourism
1986	Separate Department of Tourism
1986	Tourism as an industry declared by Government
1986	Separate department with cabinet minister
1988	Establishment of Ministry of civil Aviation Tourism
1991	Tourism as a source of Foreign Investment
1992	Nation action plan for tourism
1992	Tourism Year
1995	Establishment of Tourism cell
1988-99	Tourism with export businesses
1999-2000	Visit India Year
2002	The concept of highway tourism, agricultural tourism, and rural tourism A campaign titled as Incredible India was launched
2009	Another campaign titled as Athithi Devo Bhava
2009-10	Hunar Se Rozgar Programme launched
2010-11	The Ministry launched its International TV Campaign 2010-11- Europe
2013	“Clean India” campaign launched

Tourism policy 1982 The First Tourism policy was announced by the Government of India on November 1982. The mission of First Tourism Policy 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. Policies to achieve this will be evolved around six broad areas such as Welcome (Swagat), Information (Suchana), Facilitation (Suvidha), Safety (Suraksha), Cooperation (Sahyog) and Infrastructure

Development (Samrachana). This policy also gives importance to conservation of heritage, natural environment, development and promotion of tourist products. The objectives of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas. It also strives towards balance, sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development. Given the low cost of employment creation in the tourism sector and the low level of exploitation of India's tourism potential, the new tourism policy seeks to expand foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimized. The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would tune with India's traditional philosophy of giving the highest honor to a guest (Athithi devo bhava).

Highlights of tourism policy 1982:

1. The policy emphasis that development of tourism is connected to central, state and district level, public sector and private sector.
2. The policy encourages individuals to participate in tourism development and also create interest in local youth.
3. The policy encourages public private partnership for tourism growth.
4. Realizing that tourism is a multi -sectoral activity the policy ensures inter-governmental linkages and co-ordination.

5. The policy states that tourism development depends on private sector. Private sector has to build and manage tourist facility, preserve it, maintain it, involve local community, build security etc to develop tourism.
6. The role of voluntary agencies and volunteers in tourism development is recognized by the policy.
7. The policy implies to facilitate larger funds to tourism infrastructure.
8. The policy recognizes that high quality standards in services, hotels and tourism related industries are required of foreign investment.
9. The policy suggests giving priority to technological advancement especially to information technology.
10. The policy suggests for safety and security of tourism sector.
11. Through government agencies the policy provides facilities like obtaining visas, immigration checks, fees etc.
12. The policy creates tourism economic zones, circuits and tourism areas.
13. The policy introduces prospective plans, conservation of natural environment and cultural heritages, cost effectiveness etc.

In brief this policy has succeeded in providing a strong policy foundation for Tourism Development in the country focusing on co-ordination of all tourism related activities, Public Private Partnership, Voluntary Organizations, Infrastructure Development, Foreign Direct Investment, Information Technology, Creation of Tourism Economic Zones and Sustainable Tourism development.