

## **POLICIES FORMULATED FOR THE TOURISM DEVELOPMENT IN INDIA**

**Durgesh<sup>1</sup>, Dr. Vipul Kulshrestha<sup>2</sup>, Dr. Dinesh Kumar<sup>3</sup>**

**<sup>1</sup>Research Scholar, Singhania University, Pacheri Bari, Jhunjhunu (Rajasthan)**

**<sup>2</sup>Assistant Professor, Singhania University, Pacheri Bari, Jhunjhunu (Rajasthan)**

**<sup>3</sup>Associate Professor, Pt. J.L.N. Govt. College, Faridabad (Haryana)**

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**ABSTRACT.** In 1982, first tourism policy was launched by the govt .of india. Contrary to this, one might claim that the subject's novelty, its main weakness and the trust that it has as a tool for social exploitation contributed to a rather simplistic piece of work. Government had to apply a updated policy paper until 2002. Those who expect a clear line of thought and policy must have been misled by the law in place. It is determined by a range of incompatible perspectives, the most prominent of which are those of the international community and of the international tourism and travel association (WTTC).Our perspectives are focused under our own observations as tour guides in India and our (limited) analysis of government documents and academic studies. Our specialty areas lie somewhere else as research scientists. However, we think we could have a constructive discussion on key policy matters with our conclusions.

**Keywords.** Tourism development, government initiatives, government policies.

### ***INTRODUCTION***

Tourism is one of the largest industries for services which is growing exponentially. The need for proposed community is of the paramount importance Significance in the field. Preparation is the foundation of every kind Sector and the tourism sector have nothing like this. Tourist Planning is recognized as continuous, versatile and responsive. And the mechanism is straightforward. This article is an effort to analyze policy Indian tourism sector system with particular emphasis To the Punjab. To address the Indian policy process Tourist sector, the model established has been classified In four phases, on the basis of the initiatives taken by the this is the national authority. Tourism would carry money

into the city and the nation around the world. The tourist industry also provides the local inhabitants of the city with job opportunities. The advantages of this sector have been achieved in India. As India is culturally diverse and affluent, with the development of its economy, India Tourism annually contributes billions of dollars to its economy. The rise in the number of foreign tourists is attributed to the growing number of domestic tourists. The number of domestic tourists is rising. A couple of words to describe India's elegance. Asia, the countries with a cultural and traditional diversity. India's natural beauty, festivals, clothing and historical monuments are very common in India. Indians, Darjeelings, Goa, Kerala (I have left several) and Manali have several picturesque blessings. Those are famous locations. It is the important thing to draw world visitors. The Tourism authorities have taken care of this project as an optimal tourist attraction and has developed an objective oversight of India that values tourism in context of public law. The key steps taken by the government is a massive message atithi devo bhavah campaign to make the "honor your visitors in its counterpart always to God" and the Incredible India is very good in creating an picture vibrant and animated is our ideal holiday destination.

### ***GOVERNMENT INITIATIVES REGARDING TOURISM PROMOTION***

#### **Hunar se rozgarprogramme**

The particular initiative aims at creating incentives for young people in order to minimize the effect of skills shortages in the home and tourism industry 's skills on the economic benefits of the influx of youth who belong to economically deprived countries within populations between 18 and 25 years to the age limit of 28 (November 2010) The plan provides stages for six to eight weeks, all carried out by the Tourism Department.

#### **Visa on arrival**

Taking into consideration the need to improve tourist visas, long-term tourist visa facilities and multi-entry transport, this provision implemented 90 days of visits to the pilot scheme or the 18 countries identified by the Commission has enhance the conviction that the existence of the equipment was strengthened by the outcome of the research to assess the Ministry of Education. In the course of the year 2012, a total of 16 084 (voas visas on

arrival) were issued 12 761 compared to voas has increased by 26%, thus showing the year 2011. For citizens of other nations, attempts are made to mount VOA.

### **Types of tourism in India**

India is a vast country whose ecological diversity has been attested to mythology, the diversity of geographical, historical of the mountain, aircraft, highlands and pluralistic medicinal also teach our sector of the life sciences (Ayurveda). India The demonstration of a wide range of options of tourism, including tourism and ecotourism and adventure travel, tourism, tourism historical medical festival and tourism in order to herbs in India recently, tourism can be classified according to the categories above.

### **Leisure Tourism**

The time is free, without doing any work, can be described as the dead time. This is the time to do in no time what you normally do in your daily life. Outdoor activities: holiday house:

- Rest and sleep: reading, biking on the beach, cycling , swimming, windsurfing or a panoramic path, results.
- Opportunities for tourists and visiting friends and family opportunities
- Buy items used in the tourism industry.

### **Business tourism**

Business travel can be defined as "tourism" for the purposes of the company.

Business travel can be divided into three parts:

- The exchange of goods for resale in the wholesale.
- As for commercial transactions. The client access, the negotiation of the contract.
- Participation in conferences, exhibitions or activities with their business.

### **Pilgrimage tourism**

India has a deep history and the story is known as the earth 's mother and queen. In India, several saints, writers, and philosopher have had significant growth in tourism pilgrimage, since ancestral times, as one of the most developed countries and cultures in the native houses. Some of the popular attractions in Pilgrimage tourism are: Kedarnath, Badrinath, Amarnath, Amritsar, Dwarka, Dargah and Masshid, Goa churches and temples.

Historical tourism:

India is a nation where many leaders establish the glorious past of legendary combatants. Every town or India has its own story to tell. Popular tourist attractions, including the Taj Mahal of Agra, the same lovely sculptures and the cave of Khajuraho Ajanta Ellora, the Rajasthan and Maharashtra fortified New Delhi, India, and the oldest of the ancient city of Madurai.

### **Medical tourism:**

Health tourism is a tourist in India who is successful as soon as possible in comparison with the care facilities of growing millions around the world, which assume Indian drugs are better chosen. The medical tourism report is the back of the study paper.

### **Ayurveda and yoga tourism:**

In 600 BC, the Ayurveda may be considered a "science." The overall development of India after the traveler and potential travel is witnessed. Ayurveda's Herbs in the South of the Indian state of Kerala is among the most popular tourist attractions. Indian yoga center is literally a yoga and relaxation that reactivates the brain, body and soul. In India has many ashrams encourage tourism yoga the kedarnathRishikeshmountains of the Himalayas gangotriin some sectors of the northern part of India that people can obtain the everlasting bliss and fulfill their spiritual search and Governor of destinations for the tourism of yoga.

### **Adventure tourism:**

Due to its geographic variety is the perfect place in India the tourism of adventure. Hiking, skiing, mountaineering, trekking chameliere travel range in the Himalayas of Rajasthan in the Ganges River near Rishikesh rafting, climbing, the wind and the more exciting adventure in rafting each time lover is granted by the Government of India as visitors.

### **Sports tourism:**

The sport tourism, the ticket if watch or engage in sports activities. Of example: the Olympic World Cup and the Olympics, the football, cricket, basketball, golf, Formula 1 and Grand Prize. The international tournaments will be the first.

### **Wildlife tourism:**

The tourism industry shall monitor or detain wild animals of wildlife (non-residential). This covers art, video and animal movements. This category of tourists provides personalized packages and travel, and is closely linked to eco-sustainable tourism. Many forms of tourism, including slum agriculture, tourism, tourism, gastronomy, luxury georural tourism, etc. In the following sectors, the tourism industry is also a source of money: hotels, guides, recreational activities, tourist attractions, conferences, catering, transportation and education.

### **Tourist attractions in india**

India, This country with its rich care, if they come from any tourist. Indis'a relationship with the world is an everlasting draw of diverse customs, lifestyles and cultural heritage and of vibrant souk and tourism festivities. Certain attractions include large beaches, trees, and wildlife, and eco-tourism landscapes; snow, rivers and mountains; adventure hotel; the Science Museum's Technological Park and visitor centre, the tourism, festival spiritual heritage, and the train and resort are historic tourism attractions. You will also find yoga, herbs and medical devices and the resort to attract visitors.

The main shopping district for foreign tourists' articles is Indian handicraft and jewelry, tapestries, leather items, especially ivory and brass works. The research on tourist shopping is expected to spend approximately 40% on such items.

In India, given the economic slowdown, medical tourism is part of the tourism industry's strongest development, the complete expansion of the "Indian medical tourism" research study.

The study even said that India provides enormous potential for medical tourism growth. In the development of methods of treatment to increase tourist appeal the factors such as cost savings, size and reach of the City.

### **Domestic tourism flows in India**

In 2012, the industry of tourism will retain the two-digit ratio. The growth of national tourism, pilgrimage, hiking, wildlife and photography in adventure sports have been steadily growing. Shows the net contribution of job prospects for travel and tourism. Certain considerations include economic development in some regions as well, increased disposable income for formal employment benefiting from leave and internal tourism, due to the rise in advertisement, marketing, tourism and the promotion of the best state experience. The annual compound growth rate of domestic tourism is projected to increase by 11% in the number of travel forecast period. In order to promote internal tourism, the number of days of personal leave will rise at a compound annual levels of growth of 5 percent. The income would also rise with more trips each year at the premises. In addition, the disadvantage of Indian rupees for the major currencies will encourage the entire country, where local authorities will have more purchasing power on the commercial aspects of intellectual property rights. (More than 30 per cent of the Indian state of Gujarat: Department of Tourism) in Gujarat, 9-bit to attract visitors from India and other countries not among the top 10 to visit foreign tourists. However, in order to take an interest in the State of Maharashtra, countries have taken the upper-ranking travel, either in national areas or internationally.

The two of Gujarat and Maharashtra provides the tourists of the first plan on the national circuit and international. The total of the tourists to visit India domestic flights as well as

international destinations, 30 to 40 per cent of Gujarat. Throughout this reference, the review predilection for travel, Gujarat, Narendra Modi Guajarat Chief Minister, said during his visits to the Government of West Bengal, the State of Gujarat never really had a tourist destination, but Guajarat was the best. In addition to the State of Gujarat and Maharashtra, Delhi and the Government of West Bengal are sent to an external destination with the largest number of visitors. According to the data of the Ministry of Tourism, whose number of India for the tourists from everywhere in the world has increased from 6.7% to 14.92 million of outgoing calls from the previous year. 2012. The data have also noted that, in 2012, the total number was 103.6 million, internal tourism more times that the figure of 103.6 million dollars is domestic tourists to visit the country in the course of the year 2012 will be 850 million visitors in 2011.

### ***Travel and tourism's growth***

Tourism is not only income development, it is also a source of income. According to the Annual Economic Survey, the Department has the ability to create direct and indirect jobs and a pluralist society which is the most company specializing in non-qualified work. It offers 6 to 7 % of the total jobs in the world directly and indirectly through the intermediary of a further million multiplier effects within the framework of the World Tourism Organization ( UNWTO).

Because completely India go the rape and harassment of several of the incident came to light in the last year," he said. The companies of the Tourism hopes that as a result of the devaluation of the rupee inbound tourism in 2013 will significantly improve. Figure 2 shows the tourist trip abroad. However, declines have been observed challenges of growth still exists and is now locked their hopes in 2014 "maximum during the last year, the development of tourism receiver that we did not expect that the slowdown in the atmosphere, because the source of the market. We believe that this will change the tourism industry and India benefit from this recovery. Another factor that will contribute to the rupee depreciated by 12%, this will accelerate the season of tourism receiver, 2014-15", Officer (Special Project), Cox Arup Sen and Wang. Figure 3 shows the decrease in the gross domestic product (GDP) in 2013 Tourism 2010-2011. The revenues in foreign currencies increased by \$181 billion, compared to 2.2% growth of 7% in recent years.

### ***Travel and tourism's contribution to GDP***

Travel & leisure in India play a crucial role in the financial; in comparison to other countries, India is the tourism sector 14 Classification, its goal is to contribute to the gross domestic product ( GDP). At the time of publication, the Council of the World Tourism Organization considered India to retain the fifth-largest volume of growth in the tourism sector in all countries. Tourism provides substantial support to the economy of the country.

Direct benefits including hotels, retail, services of economic support, entertainment and attractions of indirect benefits, including the expenses of the related infrastructure, as well as the domestic consumption of Indians were employed in the tourism industry. The tourist consumption or a job in the same economic concept overall in the national income accounts published or the statistics on the labor market. Has the India. Union of export that the exports of goods and services of all domestic tourism expenditures is the government and the GDP in most of the expenditures of the individual tourists is the total public expenditure of domestic tourism consumption is higher than the total domestic consumption (total of consumption more gross receipts from the export). Leisure and tourism to GDP is compared to the contribution to the gross domestic product of business tourism contribution to GDP that the gross domestic product is the tourism of capital investments and all expenses of fixed investment.

### ***Impacts of tourism on the economy***

Tourism provides many significant economic benefits, in specific in the rural areas and in developing economies, but the mass tourist trade has also adversely affected. Tourism may be sustainable if it is carefully controlled to avoid more economic activity from having a detrimental impact on the local communities and the environment. The tourism industry in India has several of the economic and social impact of positive and negative. The following are the effects underlined:



## **Positive impacts**

### **Generating Income and Employment**

India's tourism industry has become an instrument for rising wealth, generating jobs, poverty and sustainable human growth. This contributes 6.23% of the country's GDP and 8.78% of total Indian jobs. In the tourism industry in India almost 2 million people.

### **Source of Foreign Exchange Earnings**

In Indian currencies, tourism is a significant source of profits. The balance of payments is supported by this. The Hong Kong tourism industry in India is projected to rise to \$275.5 billion in 2008, an annual growth of 9.4%, in 2008, nearly \$100 billion.

### **Preservation of National Heritage and Environment**

Tourism contributes to the conservation of several places of historical importance, declared their heritage. For example, QutabMinar, the Taj Mahal, the temples of Ellora and Ajanta are perishable and destroyed if there is no ministry of tourism to protect them. Similarly, the tourism industry also contributes to the protection of the natural habitat of many endangered species.

### **Developing Infrastructure**

Tourism appears to promote the growth of the facilities, including the numerous means of transport, the group of home health institutions and centers of operations, in addition to the hotel and the high of range encounter international tourists. Infrastructure growth and the growth of direct manufacturing among other activities.

### **Promoting Peace and Stability**

It also indicates that the tourism sector promotes peace, stability and the creation of jobs, income creation, economic diversification, environmental protection and promotion of intercultural understanding in developing countries such as India. The greatest challenge, however, is to achieve this growth of industry by means of regulatory frameworks to minimize crime and corruption if peace is achieved.

## **Negative impacts**

### **Undesirable Social and Cultural Change:**

Often tourism will result in the destruction of the community's social fabric. The more visitors there, the biggest threat and their reputation would be lost. Goa's a successful case in point. Goa is also at its best in the years from the end of the years 1960 to 1980. We came to this haven for hippies and changed the national culture, thus increasing substance addiction, prostitution, and the trade in men. It's the product of the country's push.

### **Increase Tension and Hostility**

Tourism can significantly raise the pressure, hostility and suspicion of tourists and local communities when there is no regard for and understanding of other cultures of others and of life. This could lead to further abuse and other crimes. The Russian tourists who have recently visited Goa are suspect.

### **Creating a Sense of Antipathy**

Tourist industry to surrounding communities of any kind- Most of the travel price for passengers is more than 8 per cent of the school fees paid to airlines , hotels and other international companies , local businesses and workers. In addition , the large chains of hotel restaurants are generally food imports to meet foreign visitors and support employees are infrequently employed to avoid unwanted natives and workers from collecting preferences. This is often a source of affinity to tourists as well as the government.

### **Adverse Effects on Environment and Ecology**

Among the most substantial negative impacts of tourism development is the increased pressure on the ecosystem integrate information of each tourist destination. Increased transport and construction activities, resulting in large-scale deforestation and degradation of habitats land, and higher efficiency, leading to increased solid waste disposal and water and fuel consumption of resources. The flow of visitors to environmentally sensitive areas, causing the destruction of rare and endangered species due to man, killings, disruption of breeding habitats. The pollution by the noise of the vehicles and a public broadcasting

system, the pollution of the water, automobile emissions, such as wastewater has also a direct impact on biodiversity and the immediate environment and universal tourist attractions.

### **RESULTS AND DISCUSSION**

The deterioration of the environment (pollution), because the marketing of tourism tourism, should be taken into account. The eco-tourism should be encouraged. Protection of wildlife and the environment at the same time, consideration should be given to the promotion of the development of the tourism industry. Because the interpretation and behavioral stress of wildlife has altered. Noise and vibration of negative effect on the behavior of tourists. The impact of the tourism sector on the different divisions of government services should be taken into account at the same time as promoting the development of tourism. Because the impacts of tourism development The most important is that it has an almost quickly captured. Thanks to the use of the local population to help clean up and make their lives a lot easier. A little Advertising campaign must be carried out on tourist attractions to attract more and more visitors. It would be appropriate to simplify the procedures for the airport. In short, if you want to take advantage of the nature must retain, alternatively, all the unusual tourist attractions are genocide, as well as the world won't be a fantastic place to live. Eco-tourism should be promoted around the world, if the wonders of nature are to be maintained, business organizations should take into account the concept and guidelines of environmental sustainability.

### **CONCLUSION**

India is also likely to have different cultures and traditions. India is fantastic natural, festivals, dress, historical monuments of India the unit of area is extremely popular and tourists. The State of Kerala, Darjeeling, Goa, in Kashmir (I to name only a few) and Manali Shimla most picturesque of India the units of surface. The commercial enterprises in India has a great potential for creating employment and earn a large number of exchangers in addition to give a positive impetus to the whole of the economic and social development. The promotion of tourist attractions should do to enable companies in India to help protect and maintain in India for the natural and cultural environment in a variety of

activities of enterprises in India should in the development of such instruments to a certain extent on its ability to adapt to and is the easiest way to you in the very invasive slightly dangerous or to install and maintain and support the local culture in the commercial enterprise business. Could be a variety of activities and is essentially a business. The wings of all the countries of Central Europe and the governments of Member States, non-governmental organizations and institutions of the voluntary sector must become active partners in their efforts to achieve a commercial enterprise of ownership if India is to become a commercial enterprise players business.

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