

Changing outlook towards the Tourism industry through the lenses of public policies

Name of the Authors:

- 1) **Ms. Vibhuti Gunjal (Ph.D Research Scholar)**
Department of Economics,
University of Mumbai, Kalina, Santacruz East, Mumbai-400098
- 2) **Associate Professor, Dr. Aditi Abhyankar (Ph.D Research Guide)**
Department of Economics,
University of Mumbai, Kalina, Santacruz East, Mumbai-400098

Introduction:

Tourism is one of the fastest-growing sectors in the global economy. The increased tourism flow can accelerate the nation's economic growth and development. According to the World Travel and Tourism Council (WTTC), travel and tourism, including its direct, indirect, and induced impacts, before the pandemic, accounted for 1 in 4 of all new jobs in travel and created worldwide. The travel and tourism sector's contribution to GDP in India was 6.8% of the total economy.

It has the potential to achieve steady economic growth and ensure an international economic stature. An increasing number of tourists crossing the domestic and international borders every year directly and indirectly impacts employment, consumption, income, and physical and social development. Tourism development is essential to bridge the gap between the unequal segments of society. Also, to advance from a developing economy towards the developed World.

The Ministry of Tourism plan and prepares national policies and introduce different schemes to accelerate and achieve targeted tourism growth. The Government of India presented its first tourism policy in 1982. Looking back, the tourism industry's potential to drive the growth engine was doubted. It took 20 years to implement the new tourism policy in 2002. It was introduced to enhance domestic tourism and position India as a global brand for travel and tourism. The draft policy of 2022 refers to tourism as the fastest-growing economic sector and has vast potential to

contribute to sustainable development goals. This shift in government policy objectives shows society's changing perspective towards the Tourism industry and its emergence as a potential and crucial sector for growth and development.

Objectives:

- To review the tourism policy in India.
- To understand the changing perspective towards tourism development by understanding the public policies.
- To review different schemes introduced by the government of India to increase the effectiveness of tourism management.

Literature Review:

With an increasing number of tourists crossing domestic and international borders every year, the tourism industry can show an intense and far-reaching impact on natural surroundings, communities, and the economy.

In 2015, the United Nations (UN) adopted Sustainable Development Goals (SDG) 2030, which aims for growth and development, realizing social, economic, and environmental sustainability. According to UNDP, the tourism sector is mentioned in SDG 2030. It must deliver on three of the 17 SDGs, namely SDG 8 on 'Decent Work and Economic Growth,' SDG 12 on 'Responsible Consumption and Production' and SDG 14 on 'Life below Water.' Nevertheless, despite the several interlinkages with other sectors and industries due to its extensive value chain, the tourism industry has the potential to expedite the passage towards all 17 SDGs.

Tourism promotion led to an increase in income. Nearly 59.5% of respondents reported this in a survey conducted by UNWTO. As a labor-intensive industry, it provides job opportunities for skilled and unskilled workers. (Godara, Fetrat, Nazari, 2020). As per International Labour Organisation data, the tourism sector involves a high share of women and youth. In 2019, women accounted for more than 50 percent of workers in the sector, most of whom were in the age group below 35.

The tourism and hospitality sector has been globally recognized as an agent of development, an engine for socio-economic growth, and an essential source of foreign exchange earnings in many countries (EXIM Bank, 2019). Tourism has a profound impact on the socio-economic conditions of society by increasing racial and cultural tolerance, creating new job opportunities, developing infrastructural facilities, and contributing to its overall economic growth and development (Deshpande, 2020). This industry is a catalyst for financial development and brings balance to regional development due to its multifaceted nature. (Kumar, Yadav, Raj, 2020).

Over the past two decades, the travel and tourism industry has been showing substantial development due to abundant recreational resources and convenient accessibility, significantly boosting local economies. (Wang, Hung, Gong, Cao, 2020). The simple urge of humans to recognize different and unreached regions of the globe fosters tourism. The advancement in information and communication technology (ICT), improved and multiple modes of transportation, and development in tourist-friendly facilities have contributed to increased tourism in recent years. (Deshpande, 2020).

Leisure comprising travel and tourism, has a deep reference to the SDGs. (Gambhir, Khalid, Sharma, 2021). SDG 3, which promotes well-being and good health, is directly connected to tourism. There are various types of tourism, including ecotourism, sports tourism, adventure tourism, religious tourism, cultural tourism, and agri-tourism. Religious Tourism has an essential role in developing countries like India, which have a rich, multi-cultural

and religious heritage. It must be focused and promoted to align with India's agenda to achieve SDGs. (Gambhir, Khalid, Sharma, 2021). The revenue generated through fees and other charges paid by the tourists can help meet the maintenance expenditure of archaeological and historical sites

Overview of the National Tourism Policies and different schemes introduced for tourism development:

National Tourism Policy 1982

Minister for Tourism presented tourism policy in Lok Sabha and Rajya Sabha in November 1982. The parameters of tourism are broad and far-reaching. From individual travelers in search of

adventure, pilgrimage, and trade to the mass movement of people from one country to another country has given rise to an inter-sectoral industry – Tourism. Being an inter-sectoral linked industry, regulating tourism is challenging, and it may cause unbalanced social change and environmental degradation. 1982 tourism policy focuses on the following objectives:

- Tourism becomes an integrated force to foster better understanding nationally and internationally through travel.
- It helps preserve and enrich our local lifestyle, culture, and heritage.
- India must hold its terms and refrain from imitating other countries, cultures, and lifestyles.
- Tourism must generate employment opportunities, revenue to the destination states, and foreign exchange earnings.
- Tourism-led growth and development must cause human habitat improvement.
- It can provide a path and open opportunities to the country's youth.
- Domestic and international tourism can bring about National integration and cohesion by sharing and understanding the aspirations and viewpoints of others.
- It is an industry that will help the youth build the nation through sports, adventures, and related activities.

Planning of tourism policy implementations in 1982

- A concept of a travel circuit in the next 5-10 years will be developed. This will highlight the selected centers and help diversify tourist destinations. This will open up opportunities to economically backward areas with historical, heritage, and cultural backgrounds.
- 'Youth' is the central focus of this policy, expansion of youth hostels and strengthening the network of hostels substantially.

- Tourism facilities for the lower income group were considered, and with reference to this setting up of cheap accommodation facility near pilgrimage centers were planned.
- The infrastructure development plan was formulated to cater to the mass tourism from different regions of the World and within the country.
- Weightage was given to human resource development and training for effective management of tourist facilities.

Development during the 1990's in tourism industry:

- In the 1980s, the growing demand for tourism resulted in the changing view towards tourism as a foreign exchange earning industry (including the implied tax exemptions).
- A special public tourism finance corporation was created in 1987. This was initiated to motivate private investors and entrepreneurs to contribute to tourism development.
- A National Tourism Action Plan was published by the Department of Tourism in 1997.
- The restrictions to moving around in areas of natural parks and sanctuaries were removed.
- Private investors started with 'heritage tourism,' offering accommodation combined with nature walks, backwaters, organizing expeditions, and adventure activities. And Ayurvedic treatment.
- Kerala experienced a remarkable change in the supply of tourist services through heritage accommodations with services like cultural food and Ayurveda treatments.
- This shift in the paradigm of Holiday making, exploring, and leisure led to the emergence of travel and tourism in newspapers and magazines and caught the special attention of the upper and the middle-class group in India.
- Liberalization, Privatisation, and globalization (LPG, 1991) paved the way for foreign and private investments and collaboration to give a push to the tourism industry.
- The focus was shifted to the Northeast regions of India to develop ecotourism in the North- East states.

New Tourism Policy 2002

The New tourism policy was jointly published by Central-State government.

- It suggested that tourism fosters optimum utilization of India's limited resources, sustainable development, and stable national employment.
- The policy document attempts to consider tourism's significant share in national development and its role as an engine of growth.
- The policy also focuses on generating significant employment in formal and informal sectors and income generation among marginalized groups.
- Exploit tourism to impact employment and income generation's direct and multiplier effects.
- The below seven areas were considered in the policy to bring efficiency to tourism management.
 - 1. Swagat (Welcome)
 - 2. Soochana (Information)
 - 3. Suvidha (facilitation)
 - 4. Suraksha (Safety)
 - 5. Sahyog (Cooperation)
 - 6. Samrachana (Infrastructure development)
 - 7. Safai (Cleanliness)
- In 2009, the Ministry of Tourism launched a campaign called 'Atithi Devo.
- Bhava is spreading awareness among the locals about good behavior and
- etiquette while dealing with foreign tourists. It also focussed on intensifying awareness about preserving India's heritage and and culture and developingdeveloping a sense of

responsibility towards foreign tourists to gain their confidence in preferring India as a Tourist destination.

- As a part of marketing the diversified tourist destinations in India among domestic and international tourists, the official branding of tourism as "Incredible India" has been promoted since 2002. It showcased the multi-culturalism of India, referring to several aspects of Indian culture and history, like yoga and spirituality.
- The promotion of these campaigns and the brand name was done by well know Bollywood actors. The veteran actor Amitabh Bachchan was chosen as the new brand ambassador for the Incredible India campaign.

Development in Tourism initiatives post 2002:

- SWADESH DARSHAN was introduced for the integrated development of theme based 5
- The circuit includes North East, Coastal, Himalayan, and Krishna Circuit. In 2014-15, the Northeast, Buddhist, and Coastal circuits were sanctioned.
- For the beautification and cleanliness of pilgrimage sites of all faiths, a drive was organized under the name National Mission on Pilgrimage Rejuvenation and Augmentation Drive (PRASAD)
- National Mission on Pilgrimage Rejuvenation and Augmentation Drive (PRASAD) was initially introduced in 12 cities Varanasi, Amristar, Ajmer, Mathura, Gaya, Kanchipuram, Velankanni, Dwarka, Puri, Amaravathi, Kedarnath and Kamakhya.
- This also included a sanction of Rs. 50 crores for the project for infrastructure development at
- Puri and for the Nabakalevara ceremony at Puri.
- Upgradation of 24 railway stations of tourist importance on cost sharing basis
- (50:50) with the Ministry of railways at a total cost of Rs. 240 crores were undertaken.
- The introduction of a mobile app for the tourism industry, online tracking of hotel classification applications, and E-management of tourism and hospitality institutes and programs, including Hunar Se Rozgar Tak, was introduced.

Draft National Tourism Policy 2022

- An examination of the policy objectives outlined in the document, including the promotion of sustainable tourism, the development of tourism infrastructure, and the creation of new employment opportunities in the sector.
- An assessment of the strategies proposed to implement the policy policy, including the role of government, private sector, and local communities, and an evaluation of the feasibility of these strategies.
- The policy policy's potential impact on India's tourism sector, including its economic, social, and environmental implications, and identification of the gaps or limitations in achieving the policy goals.
- An exploration of the perspectives and opinions of different stakeholders in the tourism sector, such as tour operators, hoteliers, tourists, and local communities, on the effectiveness of the policy policy.
- Aatmanirbhar Bharat – Realizing the full potential of Tourism - Challenged by COVID-19, India has come out with the resolve to become self-reliant. "Aatmanirbhar Bharat" is a call to become vocal for locals. It is about empowering our people that can build a strong, robust, and dynamic India.
- **Azadi Ka Amrut Mahotsav:** India is currently celebrating the Azadi Ka Amrut Mahotsav, which marks 75 years of progressive India and honors the rich history, culture, and achievements of its people. This presents an ideal opportunity to unveil a unified vision for the future of India's tourism industry, guiding its trajectory for the next 25 years with the aim of positioning India as the world's premier travel destination by the time we celebrate India@100 in 2047.
- India, an emerging superpower in the world, embraces the 'Vasudhaiva Kutumbakam' philosophy, which sees the world as one family. This belief in multilateralism is ingrained in India's cultural heritage, which also values nonviolence, pluralism, diversity, tolerance, yoga, Ayurveda, Bollywood, and classical dances. Such rich traditions have the potential to propel India's tourism industry to new heights.

- Tourism is now a way of life for millions of people seeking unique travel experiences, be it for business or leisure, domestically, regionally, or internationally. As the world recovers from the pandemic, tourism growth worldwide is projected to exceed overall world economic growth, with one in three jobs created in the sector in the next ten years.
- However, for India to maximize the impact of the tourism sector, it is crucial to prioritize and invest in it at the national level. Prioritization would ensure focus, investment, alignment, and competitiveness, ultimately benefiting the country.

Conclusion:

- it is been observed that the government's policy in 2002 viewed tourism as the primary driver of economic growth, resulting in an exaggerated emphasis on international tourism and an overestimation of its economic potential. Our analysis also aimed to support the argument that the 'responsible development' idea, which was only partially supported by the government policy, was a more balanced approach.
- The National Tourism Policy 2022 is aligned with the vision of New India's high trajectory of growth and prosperity. It provides a comprehensive framework for the sustainable and accountable growth of the tourism sector in the country. The policy is designed around six crucial guiding principles, five national tourism missions, and eight strategic pillars, all of which are supported by an extensive institutional and governance framework.
- Tourism policies have evolved to shift their focus from solely concentrating on tourist arrivals to providing integrated services utilizing information and communication technology. Additionally, policies now promote various forms of tourism, such as ecotourism, medical tourism, and education tourism, among others.
- Before making any policy changes, it is crucial to understand how tourism policies impact other sectors. However, the current policies have not adequately addressed the linkages between tourism policies and other related policies, such as employment and environmental policies. It is essential to consider these linkages to ensure that the overall impact of tourism policies is positive and sustainable.

References

- A. Dubey, A. Khalid, Developing an indicator set for measuring sustainable development in India, *Natural Resources Forum*, 2018, 10.1111/1477-8947.12151
- A. Kumar, A. Yadav, S. Raj, Impact of Tourism on the Economy: A Case Study of Indian Tourism Industry, *Alochana Chakra Journal*, 2020, 2231-3990
- A. Naik, S. Sharma, R. Sharma, Sustainable Tourism Development through Integrated Planning in Uttarakhand, *International Journal of Scientific and Research Publications*, 2012, 2250-3153
- D. Gambhir, A. Khalid, S. Sharma, Religious tourism and sustainable development: perspectives from hill states of India, *Handbook of sustainable development and leisure services*, Springer international publishing, 2021
- Dwyer, L. (2022). Tourism contribution to the SDGs: applying a well-being lens. *European Journal of Tourism Research* 32, 3212.
- Exim Bank, Indian Tourism Industry: Exploring Opportunities For Enhancing Growth, Working paper no. 84, 2019
- H. Deshpande, Study of impact of tourism over economic growth in India, *European Journal of Molecular & Clinical Medicine*, 2020, 2515-8260
- H. Rasool, S. Maqbool, M. Tarique, The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis, *Future business journal*, 2021
- J. Wang, X. Huang, Z. Gong, K. Cao, Dynamic assessment of tourism carrying capacity and its impacts on tourism economic growth in urban tourism destinations in China, *Journal of destination marketing and management*, 15 (2020) 100083
- Knut Aukland, Pilgrimage expansion through tourism in contemporary India: the development and promotion of a Hindu pilgrimage circuit, *Journal of Contemporary Religion*, 2017, 32:2, 283-298
- Ministry of tourism, Government of India, India tourism statistics report, 2018.
- Ministry of tourism, Government of India, India tourism statistics report, 2019.

- Ministry of tourism, Government of India, India tourism statistics report, 2020.
- Ministry of tourism, Government of India, National strategy and roadmap for sustainable tourism, 2021
- Pragya Verma, Shivani Bhardwaj, Bhagyashree Sisode, Dr. Krupesh A. Chauhan, Tourism and Culture: Pioneers of Development, Local Rural Resort, Hodka Village (Bhuj), GRD Journals | GRD Journal for Engineering | Emerging Research and Innovations in Civil Engineering (ERICE - 2019) | February 2019
- R. Godara, T. Fetrat, A. Nazari, Contribution of Tourism Industry in Indian Economy: an Analysis, International Journal of Recent Technology and Engineering (IJRTE), 2020, 2277-3878
- Ramphul Ohlan, The relationship between tourism, financial development and economic growth in India, Future Business Journal 3, 2017, 9–22
- Shilpa Mitra, Sustainable Tourism, a Step Towards India's Economic Growth and Development, International Advanced Research Journal in Science, Engineering and Technology, 2021
- Subzar Bashir, Subhrangsu Goswami, Elsevier, ScienceDirect, International Conference on Solid Waste Management, 5IconSWM 2015
- T. Venugopalan, Tourism and Sustainability in India – Exploring Sustainability of Goa Tourism from the Perspective of Local Community, European journal of business and management research,

Bibliography

- <https://nmcg.nic.in/NamamiGanga.aspx>
- <https://swachhbharatmission.gov.in/sbmcms/index.htm>
- <https://www.incredibleindia.org/content/incredible-india-v2/en.html>

- <https://www.eximbankindia.in/Assets/Dynamic/PDF/Publication-Resources/ResearchPapers/109file.pdf>
- <https://sustainabledevelopment.un.org/memberstates/india>
- <https://sustainabledevelopment.un.org/post2015/transformingourworld>
- <https://sdgs.un.org/2030agenda>
- <https://www.undp.org/publications/tourism-and-sustainable-development-goals-journey-2030>
- <https://www.ilo.org>
- <https://tourism.gov.in>
- <https://mospi.gov.in/sites/default/files/NIF.pdf>