National Tourism Policy of India

**Introduction**

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 cultural and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. A New Tourism Policy, which builds on the strength of the national Tourism Policy of 1982. which new initiatives towards making employment generation, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration is, therefore, vital to our economy. It would lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment*.*

**The Mission**

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with a glorious past 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). Conservation of heritage, natural environments, etc. and development and promotion of tourist products would also be given importance.

**Objectives**

1. To create employment opportunities and bring about socio-economic benefits to the community
2. particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve.
3. Enrich and promote India’s cultural heritage.
4. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.
5. Making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs.

**Action programme**

The following is a list of action points emerging from the National Tourism Policy indicating the Ministries/Departments/Agencies responsible for implementing these actions.

1. Paryatan Bhawan in Delhi and at State Capitals: Setting up of Paryatan Bhawan in Delhi as one stop tourist reception centre to cater to various needs of travelers, foreign as well as domestic and offer air and train reservations, money changing counters and information about all tourist centres with e-connectivity and networking facilities to all State tourist offices. Construction of similar State level Paryatan Bhawans at State Capitals.
2. Increasing the number of tourist trains. Special funds need to be earmarked for this purpose.
3. Improving hygienic conditions, environment and passenger facilities in and around Railway Stations serving important tourist centres.
4. Ensuring proper maintenance and professional site management of important tourist attractions/monuments under the control of Archaeological Survey of India/State Archaeology Departments.
5. Identification, documentation and video publishing of all the monuments which are great tourist attractions.
6. Computerisation of the system of issue of visas by the Embassies/High Commissions.
7. Introduction of issue of visas on arrival atleast for 15 days at all the airports.
8. Introduction of audio-guides at the important tourist places on a commercial basis.
9. Introducing tourist police at important tourist centres through the respective State Governments.
10. Efforts will be made to prepare Master Plan for land use in each tourist destination/urban centre for infrastructure purposes.
11. Encouraging Panchayati Raj Institutions, local bodies, religious trusts, co-operatives, and other community level institutions to take up tourism promotion activities through the general rural development and employment generation programmes and specific rural tourism development schemes.
12. Encouragement of non-governmental organisations to create and manage tourist facilities.
13. Involvement of non-governmental organisations to create environmental awareness on Eco-tourism, national parks, coastal tourism and urban/rural hygiene in tourist centres.
14. Developing the places of pilgrimage by providing the requisite infrastructural facilities with a view to promote domestic and international pilgrim tourism.
15. Developing heritage and village tourism as a package by identifying and developing villages around heritage properties, which have already been restored.
16. Creating public awareness about economic and social benefits of tourism amongst administrators, planners and the masses through seminars, workshops, presentations, etc.

**National Action Plan, 1992**

National Action Plan for Tourism was presented to the Parliament in May 1992. It outlined the importance of the industry in the global context and in the national context, its effect on employment generation, foreign exchange earnings etc. it recognized the great potential, which existed in the country for the development of tourism and the tremendous scope for accelerated growth.

Following were some of the main objectives of the National Action Plan of 1992:

I. Socio-economic development of the area.

II. Increase in the employment opportunities.

III. Preservation of national heritage and environment.

IV. Optimization of foreign exchange earnings through international tourism.

V. Increase in India’s share of world tourism.

VI. Developing tourism facilities for budgetary category;

VII. Increase India's share in world tourism from the present 0.4 per cent level to 1 percent within the next 5 years.

The National Action Plan, 1992 summarized following recommendations:

i. Creation of Special Tourism Areas as notified zones for intensive investment and development.

ii. Starting the Scheme for giving Assistance for Special Tourism Areas (ASTA) for providing finances for tourism and tourism related industry in specified areas/circuits.

iii. Special category of Heritage Hotels/Health Resorts to be created and provided.

a. Technical/consultancy help

b. Loans for financial institutions

c. Interest subsidy

d. Marketing and operational expertise.

iv. Tourism trains to be started on important tourist routes based on the success of Palace-on-wheels.

v. River cruises to be operated in specified circuits.

vi. Revamping of foreign offices to make them more accountable in terms of specified targets.

vii. Information revolution; information system to be revamped to provide positive projection of India in all leading markets.

viii. Special airline/hotel packages for selected tourist destinations.

ix. Provision of information counter for airlines, trains, hotels, tourist information at major international airports.

**Strategy**

Strategy for the development of tourism has recently been developed for synergizing the activities of different infrastructure sectors, the state governments and the private sector for tourism development. The specific components of the strategy include:

1. Infrastructure development
2. Product development and diversification, including development of mega- tourism resorts
3. Entrepreneurial development and promotion of self- employment opportunities
4. Enhanced tourist facilities
5. Human resources development
6. Research and computerization
7. Promotion and marketing
8. Environmental protection and cultural preservation
9. Provision of incentives
10. Monitoring and evaluation and strengthening of organization.