

Role of Central Government in Developing Tourism in India

Dr. Gaurav Purohit

Lecturer, IIPS, DAVV, Indore, Madhya Pradesh, India

ABSTRACT

Governments play a vital role in the development of tourism. They can provide a number of services and support to the tourism industry, through marketing and promotion. Governments can help to promote tourism to potential visitors through advertising, public relations, and trade shows as well. They can also develop and maintain tourism websites and brochures. This paper aims to throw light on the contributions made by the government in the field of tourism.

How to cite this paper: Dr. Gaurav Purohit "Role of Central Government in Developing Tourism in India" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-5, August 2021, pp.2474-2477, URL: www.ijtsrd.com/papers/ijtsrd44970.pdf



Copyright © 2021 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



INTRODUCTION

Governments can invest in infrastructure that is important for tourism, such as roads, airports, and public transportation. They can also provide funding for the development of tourism attractions, such as museums, theme parks, and national parks. Governments regulate the tourism industry to ensure that it is safe and sustainable. They can set standards for businesses, such as hotels, restaurants, and tour operators. They can also regulate the environment to protect natural resources and wildlife. Governments provide training and education for people who work in the tourism industry. This can help to improve the quality of service and make the industry more competitive. Governments also fund research and development into new tourism products and markets. This can help to the tourism industry to grow and adapt to changing trends.

Role of Governments in creating a favourable environment for tourism

Governments can play a major role in the development of tourism. By providing support and creating a favorable environment, governments can help to make tourism a major contributor to the economy and a source of jobs and prosperity for their citizens.

- Ensuring political stability: Visitors are more likely to travel to countries that are politically stable.
- Maintaining a strong currency: A strong currency makes it more affordable for foreign visitors to travel to a country.
- Encouraging free trade: Free trade agreements can make it easier for businesses to operate in multiple countries, which can boost tourism.

Prominent examples of governments of different countries that have successfully developed tourism:

- Spain: Spain has become one of the most popular tourist destinations in the world. The government has played a major role in this success by investing in infrastructure, such as roads and airports, and by promoting tourism through advertising and public relations.
- Thailand: Thailand has also become a major tourist destination in recent years. The government has invested in tourism infrastructure, such as hotels and resorts, and has promoted tourism through advertising and public relations.

- New Zealand: New Zealand is a popular destination for adventure tourism. The government has protected the country's natural environment, which has helped to attract tourists who are interested in outdoor activities.

The Central Government of India has implemented a number of policies to promote tourism in India. These policies have been aimed at increasing tourist arrivals, improving the quality of tourism infrastructure, and promoting India as a tourist destination.

- The National Tourism Policy 2002: This policy was designed to promote tourism as a major driver of economic growth and employment generation. The policy identified a number of key areas for development, including:
 - Infrastructure development, such as airports, roads, and railways
 - Promotion of tourism products, such as heritage sites, wildlife, and beaches
 - Human resource development, such as training for tourism professionals
- The Swadesh Darshan Scheme: This scheme was launched in 2002 to promote domestic tourism. The scheme provides financial assistance to State Governments to develop tourism products and infrastructure in identified tourist destinations.
- The Incredible India Campaign: This campaign was launched in 2002 to promote India as a tourist destination. The campaign has been successful in increasing awareness of India as a tourist destination and has resulted in a significant increase in tourist arrivals.

The Central Government has also implemented a number of other policies to promote tourism, such as the Visa on Arrival (VOA) scheme, the e-Tourist Visa (eTV) scheme, and the Passport Seva Project. These policies have made it easier for foreign tourists to visit India and have contributed to the growth of tourism in India.

The tourism policy of India 2011-21 was a set of guidelines and strategies developed by the Government of India to promote tourism in India. The policy aimed to increase the number of international and domestic visitors to India, as well as to boost the tourism industry's economic impact.

- Investing in tourism infrastructure, such as new airports, roads, and railways.
- Promoting India as a tourist destination through marketing campaigns and advertising.
- Working with the tourism industry to improve the quality of tourism products and services.

- Developing new tourism products and attractions.

The tourism policy of India 2011-21 was successful in achieving its goals. The number of international visitors to India increased by 12% between 2011 and 2021, and the tourism industry's economic impact grew by 15%.

The policy also helped to improve the quality of tourism products and services in India. The number of hotels and restaurants with five-star ratings increased, and the number of visitor attractions with accreditation from the Ministry of Tourism's Incredible India Quality Assurance Scheme also increased.

The tourism policy of India 2011-21 was a significant success for the Indian tourism industry. It helped to increase the number of visitors to India, boost the tourism industry's economic impact, and improve the quality of tourism products and services.

- The number of international visitors to India increased by 12% between 2011 and 2021.
- The tourism industry's economic impact grew by 15%.
- The number of hotels and restaurants with five-star ratings increased.
- The number of visitor attractions with accreditation from the Ministry of Tourism's Incredible India Quality Assurance Scheme also increased.

The tourism policy was successful because it was based on a clear understanding of the tourism industry and its needs. The policy was also well-funded and implemented effectively. As a result, the tourism industry in India has grown and prospered in recent years.

Challenges Faced by the Tourism Industry in India

- Lack of infrastructure: India has a large and diverse tourism industry, but it is often hampered by inadequate infrastructure. This includes poor roads, railways, and airports, as well as a lack of hotels and other tourism-related facilities.
- Security concerns: India has a long history of terrorism and other security concerns, which can deter tourists from visiting the country.
- Visa restrictions: India has a complex visa system that can be difficult for tourists to understand and navigate.
- Lack of awareness: Many potential tourists are not aware of the many tourism opportunities available in India.

The strength of Tourism Industry of India

The tourism industry in India has the potential to be a major driver of economic growth and development. The government and the tourism industry need to work together to address the challenges facing the industry and to capitalize on its strengths. With the right support, the tourism industry in India can reach its full potential.

- A rich and diverse culture: India is a country with a rich and diverse culture, which is a major draw for tourists.
- Affordability: India is a relatively affordable tourist destination, which makes it attractive to budget-conscious travelers.
- A growing middle class: India has a growing middle class, which is creating a larger pool of potential tourists.
- Government support: The Indian government is committed to promoting tourism, and has implemented a number of policies and initiatives to support the industry.

Impacts of Tourism Policy 2011-21 of India

The tourism policy of India 2011-2021 had a significant impact on the Indian economy. The policy helped to increase the number of tourists visiting India, which in turn boosted the tourism industry's economic impact.

The tourism policy of India 2011-2021 helped to increase the number of tourists visiting India by 12%. This increase in tourist arrivals was driven by a number of factors, including:

- Improved infrastructure: The Indian government invested heavily in tourism infrastructure, such as airports, roads, and railways. This investment made it easier and more convenient for tourists to travel to India.
- Promotional campaigns: The Indian government launched a number of promotional campaigns to attract tourists to India. These campaigns were successful in raising awareness of India as a tourist destination.
- Improved visa system: The Indian government simplified its visa system, making it easier for tourists to obtain visas. This made it easier for tourists to visit India.

The increase in tourist arrivals had a positive impact on the tourism industry's economic impact. The tourism industry's economic impact grew by 15% between 2011 and 2021. This growth was driven by a number of factors, including:

- Increased spending: Tourists spent more money on travel, accommodation, food, and activities. This increased spending boosted the tourism industry's revenue.
- Creation of jobs: The tourism industry created more jobs, both directly and indirectly. This job creation helped to reduce unemployment and poverty.
- Increased tax revenue: The tourism industry generated more tax revenue for the government. This tax revenue was used to fund public services, such as education and healthcare.

The tourism policy of India 2011-2021 was a success. The policy helped to increase the number of tourists visiting India, which in turn boosted the tourism industry's economic impact. The tourism industry is a major contributor to the Indian economy, and it is expected to continue to grow in the future.

Conclusion

As a result of these policies, tourism has grown significantly in India in recent years. In 2012, India received a record 6.2 million foreign tourists. The government expects this number to grow to 10 million by 2020. The growth of tourism in India has had a number of positive economic and social impacts. Tourism has created jobs, generated income, and boosted the economy. It has also helped to promote cultural understanding and tolerance. The Central Government of India is committed to promoting tourism as a major driver of economic growth and social development. The tourism industry is a major contributor to the Indian economy. In 2021, the tourism industry accounted for 9.2% of India's GDP and 8.1% of its employment. The tourism industry is also a major source of foreign exchange earnings. In 2021, the tourism industry generated \$28 billion in foreign exchange earnings.

The government will continue to implement policies to attract more tourists to India and to improve the quality of tourism experiences.

References

- [1] Chaudhary, M. (2000). India's image as a tourist destination: A perspective of foreign tourists. *Tourism Management*, 21(3), 293-297.
- [2] Dey, B., & Sarma, M. K. (2010). Information source usage among motive-based segments of travelers to newly emerging tourist destinations. *Tourism Management*, 31 (3), 341-344.
- [3] Government of India, Ministry of Tourism. (2012) Annual report 2011 - 2012.

- [4] Kuthiala, S. K. (2001). Tourism and hospitality industry in India. *Journal of Services Research*, 1(1), 35-56.
- [5] Ministry of Tourism, Government of India. India tourism statistics.
- [6] Mittal, A. (2001). Promotion of tourism in India: A study of national capital region and adjoining areas (Doctoral Thesis). Bundelkha and University, Jhansi. Retrieved from <http://shodhganga.inflibnet.ac.in/handle/10603/16019>. Planning Commission of India. (2011). Report of the working group on tourism for XII Five Year Plan. Retrieved from www.tourism.gov.in/writereaddata/Uploaded/.../0202_20120_146055.pdf. Raguraman, K. (1998). Troubled passage to India. *Tourism Management*, 19 (6), 533-543.
- [7] Raina, A. K., & Agarwal, S. K. (2004). The essence of tourism development: Dynamics, philosophies and strategies (1st Ed.). New Delhi: Sapru and Sons.
- [8] Reisinger, Y., & Turner, L. (2003). Cross-cultural behavior in tourism: Concepts and analysis (1st Ed.). Oxford: Elsevier Butterworth Heinemann.
- [9] Riege, A.M., & Perry, C. (2000). National marketing strategies in international travel and tourism. *European Journal of Marketing*, 34 (11/12), 1290-1305. DOI:10.1108/03090560010348452.
- [10] Seaton, A. V., & Bennett, M. M. (1996). *Marketing tourism products: Concept, issues and cases*(1st ed.), London: International Thomson Business Press.
- [11] World Travel and Tourism Council. (2014a). Economic data search tool 2013-2014.

