

Development of tourism planning and policies in India

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Abstract

Tourism sector is the fastest growing sector in India. Tourism sector in India is not only creating employment, but also is the main source of foreign exchange and development. In this paper an attempt has been made to discuss on how tourism was recognised as a catalyst for growth and development of a country and its potential recognised. It will also throw light on planning and policies evolved for Tourism sector in India. The formation of different committees on tourism from British era has also been discussed in this paper.

Keywords: connoisseurs, UNCTAD, WTO, IUOTO, UNESCO, ASI, Atithi Devo Bhava, Incredible India

1. Introduction

The origin of tourism may be traced to the time of Alexander the Great from 356 B.C to 323 B.C. India's wealth and rich treasures were exposed to the western world only after the Persian and Macedonian invasions in India. The main form of tourism prevalent in India was pilgrimage tourism. This form of tourism was prevalent in India during ancient times. There was no proper planning even for pilgrimage tourism. Some sort of facilities for pilgrimage tourists were available only at pilgrimage centres. There were no adequate facilities available for them en route these pilgrimage centres. There were big Buddhist universities and Hindu teaching centres in India. People from different corners used to visit these universities to enlighten themselves and to spread the religious ideologies. With the advent of new routes to India, India was connected to outside world for trade and travel purposes. The western countries were more interested in India keeping in view its huge resources and market. Portuguese, French or English, everybody showed its interest in India and started exploring it.

1.1 Tourism planning background: - In 1963, the United Nations conference on international travel and tourism (Rome) gave a recommendations regarding tourism planning. These recommendations were as follows:-

1. The government of developing countries should give high priority to projects related to the development of tourism in their own countries.
2. They should ask for the support of United Nations special fund for regional and sub-regional survey of existing and potential tourist resources and also for guidance for the preparation of tourist traffic estimates and forecasts connoisseurs. This would help develop long term and short term plans for the development of tourism facilities.

This conference supported the view of the group of experts that had opined that tourism was expanding at a fast pace around the globe. It also stated that a country should develop new tourism spots. It asked the nations of the world to create new places of tourism that would have a host of tourism attractions and activities. The existing archaeological and ancient heritage was supposed to be protected. It also laid stress on preserving the social, cultural, artistic and other types

of heritage of such tourist spots. In 1965, the UNCTAD also pointed out that the developing nations could be benefited by the growing number of activities related to tourism. In 1964, the third international Union of Official Trade Organisations (IUOTO) organised a travel research seminar in Prague. It examined the problems being faced in the context of development of tourism industry. It concluded that the planning was required to be done at all levels –national, regional and local level. It concluded that the tourism planning should be based on two types of preliminary surveys, as follows:-

1. Detailed survey of the characteristics of the area being considered for development and its tourist resources.
2. Studies of prospective customers based on surveys and forecasts.

When the world became aware of the need to plan the tourism related activities on professional platform, developing nations started taking up professional planning tasks on a regular basis. India was one of the members of the IUOTO. Later the IUOTO was converted into WTO (world tourism organisation) and India was also one of its founder members.

The first step towards the promotion of tourism in India began in 1945 under the British crown. When the British's sense the huge potential of tourism in India, they set up the committee under the chairmanship of Sir John Sergeant, the then educational advisor to the govt. of India. The main recommendations of the committee were as under

1. Setting up a separate representative organisation of tourism with regional offices in metropolitan cities.
2. The promotion of tourist traffic was a matter of great national importance and therefore, deserves the whole-time attention of separate organisations which should take initiative in such matters as:-
 - I. Publicity both in India and abroad;
 - II. Production of suitable literature such as guide books, folders, posters etc.
 - III. Liaison with the hotels and catering institutions.
 - IV. Collection of tourist statistics.
 - V. Starting publicity bureau in London, New York and in the capitals of other countries from where large number of tourists might be coming.

- VI. Liaison with other govt. departments responsible for providing facilities required by tourists.
- VII. Liaison with travel agencies who provide travel services to tourists.
- VIII. Provision of a chain of first class hotels of international standard and
- IX. Provision for training of tourist guides.

Another step towards the development of tourism was taken in the 1948, when the govt. constituted an ad hoc committee under the Transport Ministry. However it was in the year 1949, when govt. of India set up a tourist traffic branch under the newly formed ministry of shipping and transport with an aim to increase the tourist traffic in India. The first five year plan started in India in the year 1951 (1951-1956) for the development of Indian economy was drafted by the newly established planning commission. In the first five year plan, no funds were allocated for tourism sector at all. In the second five year plan (1956-1961), the govt allocated only 3.36 crore rupees for the development of tourist infrastructure within central and state sectors for domestic and international tourists. During the second five year plan in 1958, a separate department of tourism was established under the ministry of transport and communication. In the third five year plan (1961-1966), 8 crore rupees were allocated for the tourism sector. During this plan, religious sites like Bodh Gaya, Konark, Sanchi, Khajuraho, Bhubaneshwar, Mahabalipuram, Madurai and several other places were provided basic facilities acceptable to foreign tourists.

However in the year 1962, there was a drastic decline in the foreign tourist arrivals in India. This decline in foreign tourist arrivals and also decrease in domestic tourism worries the govt. of India, which as a result appoint an ad hoc committee in march 1963 under the chairmanship of Lakshmi kant Jha popularly known as L.K. Jha committee to know the cause of decline and to examine the prevailing conditions for promoting tourist traffic; to access the basic requirements for tourists in respect to hotel accommodation, transportation etc. and to recommend necessary measures for the expansion of tourist traffic and to protect the breakage of foes. According to the L.K.Jha committee report, there were mainly two reasons for the decline of tourism in India which are as under:-

- 1. Chinese aggression and
- 2. Declaration of emergency.

Besides this, the committee suggested 15 point plan for certain organisational changes and other measures to improve the existing tourist trend. This committee came up with the following suggestions:-

- 1. Grant of landing permits on arrival to tourists coming without for more than seventy two hours.
- 2. Opening of additional tourist offices abroad.
- 3. Provision of shopping and entertainment facilities.
- 4. Setting up three government corporations to develop hotel, Transport and Entertainment facilities.
- 5. Need to build 5500 additional hotel rooms within the next five years.
- 6. Official approval of restaurants shops and guides.
- 7. Improvement of facilities at airports.
- 8. Provision of adequate facilities by the Indian Airlines.
- 9. Introduction of permit room system in Delhi.
- 10. Import of cars.
- 11. Training of immigration and customs staff.
- 12. Increase tourist publicity.

- 13. Integrated development of selected tourist centres.
- 14. Establishment of a standing committee of main departments dealing with Tourism for reviewing inadequacies and
- 15. The committee also recommended that public sector in tourism should Play a vital role.

During the years 1966-1967, 1967-1968, 1968-1969 there was a plan holiday due to India Pakistan war and severe drought in India. However in the year 1965-1966 three public sector corporations were established viz Indian Tourism Corporation Limited, Hotel Corporation of India Limited and Indian Tourism Transport Undertaking Limited, while these corporations were merged into one corporation called Indian Tourism Development Corporation (ITDC). However in march 1967, department of tourism and civil aviation was separated and converted into ministry of tourism. Since its inception, the ITDC has been responsible for building infrastructure, promotion and expansion of tourism in India. In the year 1968 the department of tourism govt. of India appointed a tourist expert Dr. F.R. Allchin through UNESCO in order to study the cultural and monumental heritage of India potentialities for the development of tourism in India. The following recommendations were made by the Dr. F.R. Allchin committee:-

- 1. Provide standardised facilities at all significant monumental sites.
- 2. All the monuments other than those controlled by tile Archaeological survey of India (ASI) should be scheduled and preserved.
- 3. Areas surrounding the monuments should be protected by creating 'National Parks around them.
- 4. The Tourism department should publish popular folders, tourist post cards, popular city guide books and regional hand books. While the archaeological survey of India may bring out more scholarly guide books on monuments.
- 5. There should be close co-ordination between the department of tourism and ASI.
- 6. Tours should be built around specific themes or aspects of India's culture based either upon a selection of monuments or upon some aspect of art or craft or upon some aspect of natural history.
- 7. Provide improved facilities at selected wildlife sanctuaries and 'photo-safari' should be encouraged.
- 8. A number of projects for protection, preservation anti conservation of monuments were suggested.

In the year 1969, Estimates Committee of parliament was formed. The committee give the opinion that the organisational setup of tourism department was not satisfactorily functioning. Further, it stated that an effective and efficient central organisation has to be set up to create a strong tourism consciousness at all levels of administration and to formulate well thought out proposals and policies for the development of tourism in the country. The committee again urged the govt. "to ensure that people of right calibre are selected to run the Department of Tourism, which has to perform predominantly commercial functions as the efficiency of an organisation depends largely on its staff and structural soundness."

In the year 1970 the department of tourism govt. of India authorised Indian institute of public administration (IIPA) to conduct a detailed study on the type and pattern of organisation and staffing required in the department of

tourism. As a result, IIPA in July 1970 submitted a report to the department of tourism govt. of India. The main points of the report are as under:-

1. The present departmental set up with all its bureaucratic rules, procedures and financial constraints clearly does not permit initiative in undertaking the dynamic promotional activities, and putting Indian Tourism on the world map. The organisational structure should combine the flexibility of commercial organisation with the legal authority of Government for regulating the tourist industry and ensuring co-operation of other Central departments, State Governments and local administration.
2. It suggested two quite different models for a reorganised tourism organisation. The first on a 'public sector model' and the second a 'model for re-organisations' to perform more aggressively.
3. The report said "what is needed is a single National Tourist Authority (NTA) primarily designed for a marketing and sales approach.
4. Form an advisory group called the India Tourism Council to advice on all matters concerning tourism. The Government did not consider the recommendations of the IIPA. Instead, a National Tourism Board was created under the chairmanship of the Minister of Tourism and Civil Aviation to advise him on all matters.

In the same year in 1970, the govt. of India invited a United Nations Development Programme (UNDP) team in order to make tourist organisations in India more effective wing of the govt. of India. This team was led by Dr. Timothy O' Driscoll who was a former head of national tourist organisation (NTO) of govt. of Ireland. The team made the following recommendations:-

1. Setting up a 'National tourist Authority, with a marketing and sales approach to sell the Indian tourist product in the world market.
2. Provide encouragement through vigorous incentives to trade and travel agencies.
3. A master plan at national level on tourism is required and it must be based on an insight into the market structure.
4. The volume of accommodation must be substantially increased.
5. The existence of reasonable good facilitation for tourists (immigration, health, travel agency, customs, currency controls etc.) is a significant factor in creating impressions and can be a very positive or very negative element in determining later traffic.
6. There is an urgent need for rendering training facilities to create skilled man-power required for the future.

However it was the year 1982 which was a milestone for tourism sector in India. Tourism was recognised as an industry in India. It was in the same year that first tourism policy was announced in India. In this policy, the main thrust was aimed at presenting India to the foreign tourist as the ultimate holiday resort. The main measures suggested in this policy were:-

1. Granting export industry status to tourism
2. Adopting a selective approach for developing tourist circuits.
3. Inviting private sector participation.
4. Utilization of national heritage for attracting tourists.

In 1986, planning commission set up the national committee on tourism to formulate plans for this sector. National Tourism

Organisation (NTO) is the body responsible for formation and implementation of national tourist policy. In 1992 national action plan for tourism was announced. The govt. of India feel the need of improvement of tourism policy 1982, as a result national action plan for tourism was announced in 1992. The main objectives of this national action plan are as under:

1. Increasing employment opportunities.
2. Developing domestic tourism especially for the budget category.
3. Diversification of tourism product.
4. Increase in India's share in world tourism.
5. Developing of international tourism and optimization of foreign exchange earnings.
6. Socio economic development of areas and
7. Preservation of national heritage and environment.

The second policy on tourism came up in 2002. This policy laid emphasis on the focus on domestic tourism, building of various tourist circuits, private investment (participation) and employment generation. However tourism policy 2002 highlighted seven key areas that would provide the required thrust to tourism development. These seven key areas include swagat (welcome), soochana (information), suvidha (facilitation), suraksha (safety), sahyog (cooperation), samrachana (infrastructure development) and safai (cleanliness). Tourism policy 2002 also launched 'Athithi Devo Bawa' (guest is god) campaign and 'Incredible India' campaign

2. Conclusion

Tourism gives the second highest net foreign earnings to economy. Total share of India in international tourism receipts in world in 2014 was 1.58% (source: UNWTO). According to tourism policy of India, India's share in international tourism will be 2% by 2025. The tourism industry in India is a fastest growing industry, it needs a great attention. In order to direct the development of tourism in a country or at destination, it is essential that there must be a policy with identified targets and a plan to achieve them. The planning and policies remove, minimise or prevent the negative impact of uncontrolled mass tourism. Different strategies, policies and planning for tourism promotion are very necessary to achieve the desired goals. To make tourism sector more profitable and sustainable, better planning and policies are to be designated.

3. References

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