



Tourism Policy-A new Financial support towards economy by adding Historical and Heritage values , providing innovative changes in the Tourism Industry

Dr.Sumanta Bhattacharya Research Scholar at MAKAUT ,C.E, Ch.E ,CCIO , Zonal Advisor at Consumer Rights Organization, ORCID ID : 0000-0003-2563-2787

Bhavneet Kaur Sachdev Political Science (Hons) and post graduation diploma in Human Rights

Abstract

People across the world travel from one place to another or country for relaxation , jobs, education , medical and pilgrimage purpose. The Travel and tourism Industry ply a very important role in making their journey better and enjoyable by providing proper hotel , social , airlines , railways , transportation facilities at a reasonable rate . However , the tourist face a lot of problems while travelling to India due to many reasons starting from lack of infrastructure facilities to poor road connectivity , no social security , un hygiene atmosphere, cases of kidnapping , robbery at heritage places, which calls for improvement . Tourism Industry support and play a very important role in the economic growth and provide employment opportunities to a huge population , Tourism policy requires changes along with it introducing special insurance scheme for travels , students , old age people, introducing mobile vendor facilities , introducing soldier tour package , making geographical and historical tours mandatory for students . Special vehicles for disabled and pregnant women at tourism spots and promoting high alert security force at heritage spots for the safety and security of tourist both domestic and International .

Keywords: Travel and Tourism Industry , tourism policy , lack of Infrastructure tourism scheme, high alert security forces , poor road connectivity , mobile vendor facilities

Introduction

Tourism can be delineated as a process in which people travel to different cities, countries for peace, work and relaxation. There are three principle elements which enhances tourism that is the beauty of the destination, the historical events of that place, facilities provided in that particular country/state and availability. Tourism industry has gathered must attention from the early 21st century but its origin can be traced back to 17th century western Europe found in ancient Greece and Rome. The Seven wonders of the world was the first site for tourist attraction for the people of Rome and Greece supporting infrastructure, sightseeing. Tourism can also incorporate education Tourism, medical tourism and sports tourism where people travel to different countries to gain education, medical treatment. In India, Tourism Industry has grown with time and has become an important component for economic growth and development, the tourism industry assist foreign discussion. It helps in fostering foreign currency. People from all over the world visit places, do shopping and stay which contributes to a good amount of foreign currency. India ranks 34 out of 140 countries in tourism according to the travel and tourism report 2019. Tourism helps in income generation for both private and public sector. Private income is earned by selling local products, handicraft work to the tourist and public income would incorporate taxes charged by the government for which the country. Tourism helps to generate employment with the construction of hotels, cafes and restaurant and also for their maintenance and running of it, which calls for more employment, in the transport, entertainment, service sector and Hotel Management. Tourism promotes construction and development of infrastructure. It is the beauty of the place which attracts people, which calls for infrastructure in the form of dams, roads connectivity, transport development, cleanliness and hazard free environment. Tourism promotes cultural exchange where we get to know about each other cultural and develop love, tolerance and respect for it thus bringing progress in the society. Tourism promotes the art, culture and heritage of our country. India has a diverse culture with 22 languages with people from different culture living together, Every state has its own culture, art, history and beauty It helps tourist to explore the different culture and food of the country. Educational tours have gained a significant importance in the recent years where students are send to different countries or states for student education programme, competitions and conferences for exchange of knowledge and better understanding, even sport tourism falls under this category. Tourism also calls for environment protection, maintenance of biodiversity, clean environment, pollution free air as these all factors attract tourism in India. Tourism plays a very significant role in the development of economic and business in the country along with maintaining stable International relation as diplomatic relation has an equal effect on the Tourism factor which is vital for the success of the nation and trade increment.

Research Methodology

For the purpose of this exploration, I have used a amalgamation of two of the archetypical social sciences research tools application –as they are authentic and brilliant method to assemble statistics from multiple appellants in a methodical and convenient way. Question were asked to the parents and their children, survey, interviews –consisting of several interrogation which were dispersed among representative of each contender group.

Objective of Research

In this Research paper the main area of studies include

1. A in depth study on Tourism in India
2. How tourism generate income, employment in India and about the rich heritage of India
3. What are the problems India tourism Industry is facing

4. National Tourism policy in India and government measure to improve it

5. How can we overcome and improve the situations and a few policies which can help us .

Literature Review

The word Tour is derived from the Latin word Tornus which means a tool for making a circle . Tourism can be explained as the manoeuvre of humans from one conurbation to another or even to a different country for some relaxation or work purpose and then return back to its place of residence which is temporary in nature . Travel and existence of mankind on his earth evolved together, man use to travel in search of food , shelter across the earth surface, due to climate change and environment hazard , natural calamities people couldn't resist in one place for a long span of time , However with time , development of trade, commerce , change in lifestyle patterns things have changed . Travel and tourism are integral to living . Today people travel across the world and explore new places and things. In recent time Tourism has been classified into International and Domestic tourism. International Tourism , where people travel to foreign country for which a person requires a passport , health supporting documents , visa and foreign currency. International tourism is divided into inbound and outbound tourism . Domestic tourism where people travel from place to another within their country . Further the tourism commerce is divided into eight different sectors which incorporates: accommodation, Adventure Tourism and recreation, attractions, Transportation, events and Conferences, Travel Trade , food and Beverage and Tourism services . Tourism acts as a vital element in the development of a country. Tourism as a subject is gaining a lot of importance , it started in Europe in the 16th century where studying tourism was part of self-development and education in itself , The educational travel was referred to as Grand Tour. Every country has a tourism policy which helps them to regulate and make the tourist sector a success. The First Tourism Policy in India was announced in 1983 . The objective of the policy was to encourage sustainable tourism for economic development , social unification and proselytize the picture of India abroad as a nation with a marvellous past , flamboyant present and a shining future . However with time many policies have come up and had its own success and failures . Trans border conflict , water wars , unfriendly diplomatic relations and foreign policy of a country has an effect on the tourism sector also . With urbanization and advance in technology , taking grounds we have seen improvement in railways , airways and communication , made travel easy for all people . Today tourism is developing has the fastest growing industry across the globe. Tourism , with the adoption of sustainable Tourism approach , Travel and tourism has to be brought to a point which will amplify the employment rate and escalate development in the tourist sector which will make India a top destination in the world by 2025 with maximum tourist and maximum revenue from it.

Findings

The objective of the tourism policy in India to make India as one of most liked destination and increased foreign tourist exchange , to stimulate domestic tourism in the country and amplify the number to 1 Billion by 2025. Creation of skill training and education infrastructure in the hospitality department so that we don't fall short of manpower during high tourism season . To bring in new infrastructure facilities and improve the existing one , along with it introduce budget categorical accommodation facilities for tourist , to strengthen the safety and service in the tourism service , along with introduction of tourism niche products . Proselytize and market to escalate the limpiness of Indian Tourist sector . In the Hospitality sector to meet the growing demand of quality human resources , development of HRD infrastructure is required. To meet the growing demand , development of hotel accommodation of required standards , provide provisions for better safety and security in the tourism sector . Tourism sector contributes 6.8% to GDP , domestic tourism is estimated to contribute three-fourth of the country's economy , In 2013 there were 6.97 million tourist arrived in India .

India is regarded as one of the oldest civilization, with a rich heritage and multifarious attraction, India is regarded as a very popular destination in the world. It covers an area of 32-87-263 sq km covering snow covered Himalayas in the north to tropical rain forests in the south, it is 7th largest country in the world with a unique geographical identity with a huge range of mountains and deep seas. India has an exceptional architectural heritage, composed ghats, eye-catching scenery and wide-ranging tiger reserve. Agra, Maharashtra, Delhi, Rajasthan, Varanasi, Tamil Nadu are the main spots of tourism attraction in India. According to UNESCO – India has world's 38 heritage sites to visit.



India has to encounter a number of challenges in the tourist department which are as follows:

Lack of Infrastructure provisions – Good quality transport facilities, health facilities, hotel facilities and travel facilities and human resource requirement with standardized connectivity are necessary for serving good and proper tourism facilities to people. India is a developing country with a poor infrastructure system with poor quality roads, no availability of transport to reach certain locations, poor road connectivity, poor health facilities and less accommodation available at a very high cost. India ranks 104 in the health and hygiene element according to the Travel and Tourist competitiveness 2017 report.

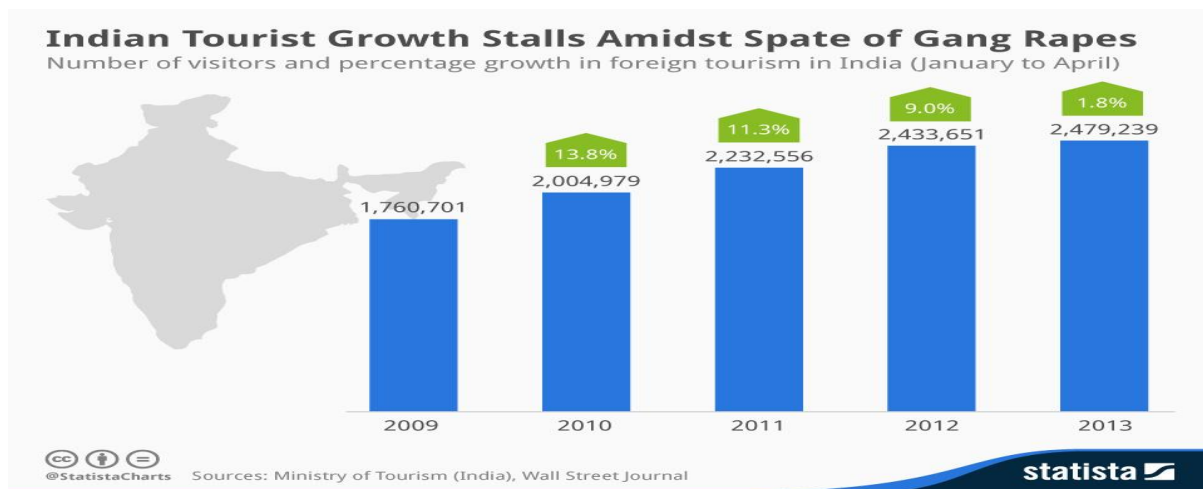
Human Resources – A massive number of skilled people are required at different levels in the travel and tourist industry for the fast and smooth running of the tourism industry. People from different sectors are being appointed in the tourism and hospitality sector due to the huge gap in the availability of manpower. In the line of transportation, entertainment, social sector and health care sector under the tourism department there is huge requirement.

Inadequate promoting and marketing – Good promotion and enough marketing are two most important components which are required in India tourism industry to bring about improvement. The financial allocation of resources are unevenly distributed among the different sectors compared to other countries. India still uses conventional marketing techniques in this modern era.

Taxation – Tourism can be defined as a collection of commodities providing goods and services to different consumers. The value chain incorporates a number of actors from different sectors which include airways, railways, travel and tour, travel agents, transport carrier. Tourism is an open market in which particular destinations are decided by travellers with multiple destinations, which amplifies the cost. Taxing tourism can seem enchanting when majority of the taxes are placed on fragments but taxing inbound travel is similar to taxing exports as it stimulates competition. The difference can be softened between taxes paid as end users and those which affect the tourism sector and the taxes that are charged directly from the tourist. They are indirect taxes which are collected by intermediaries in the

form services tax, VAT, Customs and Excise and Other taxes ,taxes charged by the government , taxes on travelling etc which is very expensive and many people can't afford .Foreigners are charged more compared to domestic travels when they visit a particular heritage place like for Instance 500 rupees is charged to visit Red Fort by foreigner that is too much .

Safety and security – Security has become a major concern for the travel and tourism industry . The tourism officers , travel agents have no or very less contact with the law department . The police department don't have much officers who are trained in the field of tourism , women safety. India has been declared as a rape country where no guarantee a women is safe or not from two years old child to 70 old women, has resulted in a decline in the tourist visiting India.



Lack of cleanliness and hygiene maintained at the tourist spots-In India we see most of the people throwing garbage on the road and sight-seeing places when they go , there are bins placed at different part of the city and near sight- seeing places still they don't which makes the place dirty and create a bad impression on the people who come from different places , the vendors selling food outside these destination spots do not maintain hygiene , rivers and lakes are polluted with garbage and industrial waste which ruins up the beauty of it , today 70 % of the forest are cut for big development projects , agriculture and forest land is been taken away for the installation of renewable energy in case of biomass energy and hydropower which involves construction of dams and wind turbines across the coastline which effects the biodiversity and bird and animas have to migrant to other places . Biodiversity , greenery attracts the people. Writing on the walls the name of your names and ruining up the walls and causing destruction to the monuments thus lows the attractiveness of the place. Air pollution caused by Industrial and vehicles have direct effect n tourism shots .

According to a report 10 million foreigner visited India in the year 2019 and spent around 1800 billion and is 3.2% more than the previous year , the government of India has may easy availability of e-visa and reduce the cost of it to amplify tourism and the government has also reduced GST on hotel rooms with tariff for one per night , 12 % reduced and from hotels above rupees 7501 they has been a reduce of 18% . Swadesh Darshan Scheme government has undertaken thematic circuit incorporating 77 projects at 6035.70 crore which will stimulate adventure tourism for trekking and mountaineering , 120 mountain peak has been opened.

The government has also adopted a heritage Apni Dharohar Apni Pechchaan scheme project for establishing tourist amenities at heritage , making the tourist sites tourist friendly this has been done in cooperation with the tourism and culture industry and Archaeological survey in India . 27 Memorandum of Understanding (MoUs) under the adopt of Heritage project by the Tourism ministry .It has also renovated the Incredible India website which display India as a comprehensive destination pirouette around major experiences such as adventure, heritage , yoga, culture , spirituality , wellness .The website is available in Hindi and other International Languages . It has also decided to work on the

newly formed territory Ladakh after the abrogation of Article 370 . A number of roadways are under construction which will directly connect people and make tourism more attractive in India.

Suggestion

Tourism is an important part for Indian economy as it generate 16,91 lakh crore or 9.2% of India's GDP in between 2018 to 2020 before pandemic and it also support million of jobs, marketing and employment in this sector . As we know India is the owner of heterogeneous landscape , stupendous heritage and prodigious culture, ginormous flora and fauna. After COVID-19 pandemic, India's tourism power house fail to make significant contribution in GDP and encouraging foreign tourism in India .

Being a country encircled by the Himalayas , Arabian sea, the Indian Ocean and Bay of Bengal , as we all know that it is rich in its distinctive temples , heritage buildings , wildlife ,sanctuary and many tributaries like Ganga, Yamuna , Brahmaputra and many more .

- 1.We need to introduce special pilgrimage package , provide sufficient assistant regarding spiritual practice.
- 2.We need to reintroduce foreign tour policy and make modern introduction in it to reduce travel related hazard
- 3.We need to introduce people exchange programme with our neighbours who are cultural wise connected with us since ancient times.
- 4.We need to modify hotel industry and management and introduce special package regarding this
- 5.We need to add provisions in our administration to provide better safety and security towards tourist
- 6.We need to introduce tourist protection force (TPF) a segment of local administration for tourism related welfare
- 7.We need to adopt various design and planning for maintenance of our heritage sight and architecture .
- 8.We need to introduce special vehicle package and facility for disable person
- 9.We need to introduce special insurance policy for tourist who are travelling through railway , airlines etc.
- 10.We need to introduce special transport package for old people, pregnant mother , child who are actually opt for local, national tour.
- 11.We also need to introduce foreign travel insurance to provide hazard less foreign travel
- 12.We also introduce migrant workers travel insurance to promote safety and security towards labour class .
- 13.We also introduce special student tourist insurance policy to providing phenomenon change for global exploration .
- 14.We need to make mandatory geographical tour in every school and institution from primary to higher secondary to stimulate mental stability , mental relaxation , national heritage exploration and giving a chance to learn diversity in Indigenous sub-continent .

15. We also need to introduce special tour packages for government employees for stable growth , for diversity exploration throughout national history and culture
16. We need to introduce remote medical support camps to make significant changes , promote safety and hospitality in remote heritage areas .
17. We need to built disaster management and supporting station in mountains , waterfalls and other geographical areas to provide safety and security to our travels.
18. We need to initiate tribal tourism and make it hat valuable which will upgrade tribal income , community exchange programmes, promote cultural heterogeneity .
19. We need to generate employment through tourism sector by PPP model or Dayananda Saraswati employment scheme.
20. We need to introduce mobile vendor shop to promote India's diverse culture and heritage related significant , special heritage related object which will promote national heritage in global platform
21. We can generate employment in heritage sight for providing history , culture and other information regarding that sight by educating them through national skill development programme
22. We need to introduce special heritage insurance policy to promote best safety and security , proper maintenance and global exploration .
23. We need to introduce special judicial system for foreign travellers and make quick response to them
24. We need to introduce national tourism grievance council and national tourism corporation or commission to uplift our tourist related standard and management across the globe overall social economic paradigm
25. We need to introduce special planning loans to provide expanding of tourism industry in a small medium and micro scale basis which will add maximum revenue to Indian economy .
26. We need to introduce special security force in tourism sector for avoiding drugs, kidnapping ,female trapping for introducing a sustainable growth in society .
27. We need to introduce special visa and travel package for foreign travels for older people and teenagers and motivate them for global and neighbour exploration.
28. We need to promote "Heritage Transport" in specific zone both rural and urban sector such as tram in Kolkata , man pulled rickshaw
29. We need to introduce special digital platform to provide tour and travel related updates in a healthy financial standard .
30. We need army tourism package for providing peace , happiness and social bonding related tranquillity for army families and their sustainable social mental growth .

Conclusion

Tourism is serving as an important component in the development of economy in recent years in India . Tourism helps to generate employment facilities to a massive population in different sectors . Incredible India is home to the ancient heritage buildings and exquisite temples , followed by adventure places , with various sports places , promotes yoga and spirituality . Pilgrimage Tourism in India is increasing at a high rate. Almost every second person in India plans for a pilgrimage tour , the cost of living and the whole expenditure of the trip is too high with poor road connectivity and hotel facilities . Moreover India lacks infrastructure facilities followed by high Taxation and security issues which calls for new policies and solutions which will resolve the issue . We require special tourism package for students and sports men , followed by tourism employee scheme for employees who have to travel for business purpose to different parts of the world, special heritage insurance policy to promote safety and security and a judiciary system for resolving foreign travellers grievances as early as possible , providing proper police facilities at heritage places which high security force to prevent kidnapping of children , female trapping and robbery and also make sure that foreigners are not harassed at any point . After so many rape against happening in India, we have seen a decline in the number of tourist visiting India especially women , the biggest question that arises among the foreign is whether India is save for women , mandatory geographical tours at the school and college level so that students can explore their subject in a better way , and same for History students making heritage tours an important part of the academies . After COVID-19 pandemic the situation has changed which requires new measurement and policies for uplifting the tourism Industry.

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