

DESTINATION DEVELOPMENT & MANAGEMENT

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Unit 5

TOURISM POLICY OF INDIA – 1982, 1987 AND 2002

- The First Tourism policy was announced by the Government of India on **November 1982**. The mission of First Tourism Policy was to promote sustainable tourism as means of economic growth, social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present 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). This policy also gives importance to conservation of heritage, natural environment, development and promotion of tourist products.
- The **objectives** of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas. It also strives towards balance, sustainable development and preserve, enrich and promote India's cultural heritage.
- One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

- Highlights of tourism policy 1982:

1. The policy emphasis that development of tourism is connected to central, state and district level, public sector and private sector.
2. The policy encourages individuals to participate in tourism development and also create interest in local youth.
3. The policy encourages public private partnership for tourism growth.
4. Realizing that tourism is a multi -sectoral activity the policy ensures inter-governmental linkages and coordination.
5. The policy states that tourism development depends on private sector. Private sector has to build and manage tourist facility, preserve it, maintain it, involve local community, build security etc to develop tourism.
6. The role of voluntary agencies and volunteers in tourism development is recognized by the policy.

7. The policy implies to facilitate larger funds to tourism infrastructure.
8. The policy recognizes that high quality standards in services, hotels and tourism related industries are required for foreign investment.
9. The policy suggests giving priority to technological advancement especially to information technology.
10. The policy suggests for safety and security of tourism sector.
11. Through government agencies the policy provides facilities like obtaining visas, immigration checks, fees etc.
12. The policy creates tourism economic zones, circuits and tourism areas.
13. The policy introduces prospective plans, conservation of natural environment and cultural heritages, cost effectiveness etc.

- Tourism policy Under Seventh five year plan: 1987
- Indian tourism planning increased with the seventh five year plan (1985-1989).

The various policies advocated by the seventh five year plan for tourism planning in India are:

- 1.To promote aggressively domestic tourism.
 - 2.It laid stress on creating more beach resorts.
 - 3.To conduct conferences, trekking conventions and winter sports so that various options are available to the foreign tourists.
- These policies of the seventh five year plan in India gave a boost to the tourism planning in India

2002

- National Tourism policy 2002: Announcement of National tourism policy 2002 by the Government of India is a mile stone in tourism planning in India. This tourism policy 2002 is based on a multi faced approach, which includes faster or speedy implementation of tourism project development of integrated tourism circuits, capacity building in the hospitality sector and new marketing strategies. Main aim of National tourism policy 2002 is to position tourism as a major driver of economic growth. Government tries to achieve this aim by promoting domestic and international inbound tourism, developing tourist infrastructure, developing new destinations, promoting of agro-rural tourism, new tourist circuits, and public private partnership.

Main areas emphasized by the Government of India, in national policy 2002 are:

1. Tourism product or destination development: National policy 2002 emphasized to promote existing tourism product and destination. For the development of tourism product and destination development, central Government provided assistance to the state Government and large projects have been funded.
2. Integrated development of tourist circuits: Central Government provided funds to the state government to develop tourist circuits to international standard.
3. Assistance for large revenue generating projects: This policy emphasized private public partnership to undertake large revenue generating projects like convention centre"s, golf courses, cruises and tourist trains, which are used by tourists and provides large revenues to the state.
4. Support for private public partnership in infrastructure: This policy realized that private financial resource as well as technology and managerial talents are required for tourist infrastructure development. Therefore Government gives financial support to conduct study tour in India, fairs or exhibitions in abroad, publicity etc.

PUBLIC PRIVATE PARTNERSHIP MODEL IN TOURISM

- **PPP** refers to “an arrangement between the public and private sectors with clear agreement on shared objectives for the delivery of public infrastructure and/or public services.” **Research Republic LLP (2008: 13).**
- **The Department of Economic Affairs (DEA, 2008), Ministry of Finance, Government of India defines PPPs as:** A partnership between a public sector entity (sponsoring authority) and a private sector entity (a legal entity in which 51% or more of equity is with the private partner/s) for the creation and/or management of infrastructure for public purpose for a specified period of time (concession period) on commercial terms and in which the private partner has been procured through a transparent and open procurement system.

- PPPs are negotiated and designed by the two partners – a government body and a private company – with the support of other public and private agencies, eg. the PPP cells or the sectoral department and the empanelled corporate groups set up for the purpose.
- There is very little information provided about the role of the public, ie. communities affected by the project or benefiting from them ('users'), and civil society, ie. environmental groups, citizens' rights activists, urban planners, and so on. For instance, the DEA's Guidelines for Monitoring of PPP Projects outlines the obligations of the public sector and the concessionaire during the construction and operation phases, and lists a number of performance indicators for an evaluation of the projects. However, the emphasis is on whether or not the project complies with the agreed time, cost, and quantity and quality standards from a managerial point of view, not on the consequences of non-compliance for workers, local residents or users

TFCI

Tourism Finance Corporation of India Ltd. (TFCI) is an Indian Financial Institution, set-up in 1988 upon the recommendations of the National Committee of Tourism under the aegis of Planning Commission.

Established as a premier tourism financing institution, TFCI has acted as a catalyst in creation of infrastructure in hospitality segment in over 3 decades of its existence.

TFCI has also enabled various businesses to channelize their investments into different segments and locations of the tourism industry. Set-up by a group of government organisations like.

IFCI, LIC, OIC, SBI, BOI, Canara Bank, etc., TFCI was instrumental in creating many firsts (viz., Indian Railways' Palace on Wheels, Esselworld, spa/wellness resort Ananda in the Himalayas, etc.) in hospitality sector.

CASE STUDY – TOURISM POLICY OF GOVERNMENT OF TAMILNADU

Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadhru Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanical Gardens in Ooty, Kodaikanal and Coimbatore.

THANJAVUR BIG TEMPLE



It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvanmiyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad flock the tourist spots throughout the year. The spots get over-crowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc.



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