

Exploring Indian Tourism: A Comprehensive Analysis of Policy, Role, Challenges, and Key Stakeholders.

Explorando el Turismo en India: Un Análisis Integral de la Política, Rol, Desafíos y Actores Clave

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ABSTRACT

Tourism in India plays a significant role in the country's economy and cultural heritage. This research paper comprehensively reviews the Indian tourism policy, highlighting its strengths and weaknesses. The emerging policy paradigm aims to enhance inter-governmental and public-private sector collaboration and improve the capacity for participatory governance and strategic planning at the local and regional levels. Governments and development organizations worldwide favor tourism as an economic instrument for local development. However, the concept of a region can be complex, as regions often evolve based on changing conditions. Various state institutions have the power to influence how tourism is utilized as a catalyst for regional development. These institutions include the central government, administrative departments, the courts and judiciary, enforcement agencies, other levels of government, government business enterprises, regulatory and assistance authorities, and a range of semi-state organizations. The central government also intends to recognize the positive impact of tourism on society and economic development.

Keywords: Indian Tourism, Government Institution, Policy, Regional Development, Tourism Industry.

RESUMEN

El turismo en la India juega un papel importante en la economía y el patrimonio cultural del país. Este trabajo de investigación revisa exhaustivamente la política turística de la India, destacando sus fortalezas y debilidades. El paradigma político emergente tiene como objetivo mejorar la colaboración intergubernamental y del sector público-privado y mejorar la capacidad de gobernanza participativa y planificación estratégica a nivel local y regional. Los gobiernos y las organizaciones de desarrollo de todo el mundo favorecen el turismo como instrumento económico para el desarrollo local. Sin embargo, el concepto de región puede ser complejo, ya que las regiones a menudo evolucionan en función de condiciones cambiantes. Varias instituciones estatales tienen el poder de influir en cómo se utiliza el turismo como catalizador del desarrollo regional. Estas instituciones incluyen el gobierno central, los departamentos administrativos, los tribunales y el poder judicial, los organismos encargados de hacer cumplir la ley, otros niveles de gobierno, las empresas comerciales del gobierno, las

autoridades reguladoras y de asistencia, y una variedad de organizaciones semiestatales. El gobierno central también pretende reconocer el impacto positivo del turismo en la sociedad y el desarrollo económico.

Palabras clave: Turismo indio, Institución gubernamental, Política, Desarrollo regional, Industria turística.

INTRODUCTION

Tourism planning and policy is, arguably, one of the most significant influences on how tourism develops, who wins and loses, and how the benefits and impacts of tourism are distributed (Dredge & Jenkins, 2007; Hall & Jenkins, 1995). A country's general level of governance is reflected in the public policies about the tourism industry. It is generally accepted that even though the availability of numerous and varied tourism resources may be sufficient for tourist activity, the success of the tourism and hospitality industry as a whole can be primarily attributed to the policy that has been enacted and the subsequent implementation of that policy. The tourism policies of developing nations, particularly those in South Asia, are not sufficiently developed, nor are they carried out appropriately. India is not an exception to this rule. This paper will begin with a concise summary of the current conditions, typically the deciding factor in policy formulation. In light of this context, a presentation on the current situation of tourist planning processes and implementation in India follows. In terms of both demand and supply, it has been observed that traditional Indian tourism practices were primarily geared toward a domestic base rather than international tourism. This was the case for both demand and supply. According to Richter (1989), the formulation of Indian tourist policy has unquestionably lacked a "sense of urgency," which is evident in the approach that the Indian Government takes towards tourism policy. There were no significant policy announcements after 2002. Although the Government made a fresh policy proposal in 2015, it has yet to emerge from the shadows of the planning and review stages.

The past century has seen tourism develop into a fundamental component of society. In addition to its significance as an economic component, it also plays a role in the individual's growth and development." According to (Hall and Page, 2000), India's tourism industry is poised to become a significant driver of economic growth and the country's third-largest export sector ". Because of the liberalization in 1991, India has witnessed significant economic growth in every area, which has contributed to the rise of the tourism industry in the country. This growth has helped India become a more tourist-friendly destination. The revenue generated by India's tourist sector is rapidly rising to become one of the country's most important sources of foreign currency.

Despite being endowed with a rich culture and beautiful historical monuments, tourist performances have been far from their potential. After having all the natural beauty and rich cultural heritage, Indian tourism is lagging behind its neighboring countries. Still, tourism policy has not had that much impact on the landscape of the tourism industry in India.

TOURISM POLICY AND PLANNING

The growth potential of tourism as a generator of foreign exchange, along with the sector's perceived suitability as a mechanism by which to address the rural decline and community sustainability, has thus led to refocusing on the way tourism is now encapsulated within the policy frameworks for regional development and strategic planning (Memon et al., 2005). This emerging policy paradigm anticipates improved inter-governmental

and public-private sector collaboration and enhanced capacity for participatory governance and strategic planning at the local and regional levels. Tourism policy-making and implementation is a complex process and is constrained by several factors, including the nature of tourism policy, the participation of different sectors, resources, and politics (Briassoulis, 2000; Hall, 2008; Pforr, 2006) Tourism planning and policy is, arguably, one of the most significant influences on how tourism develops, who wins and losses, and how benefits and impacts of tourism are distributed (Dredge & Jenkins, 2007); (Hall & Jenkins, 1995).

Gunn with var, (2002), in their book titled *Tourism Planning*, have put the opening phrase 'if tourism is to reach toward economic impact, it must be planned as well towards goals of enhanced visitor satisfaction, community integration, and above all, greater resource protection.'

Public policy can also be studied for professional reasons to understand the policy's causes and consequences. Thus, we might seek solutions to practical problems concerning tourism and feed that knowledge into the political process. A more detailed understanding of policy implementation can improve the Government's tourism policy-making process and theoretical knowledge of the political dimensions of tourism development (Hall, 2008; Hall & Jenkins, 1995; Zhang, Chong, & Jenkins, 2002).

Public policy can be studied for political purposes to ensure that the 'right' policies are adopted 'to achieve the "right" goals' (Dye, 1992). This latter focus raises the critical issues of defining what is 'right' and identifying by whom 'right' is determined. These issues reflect the play of interests and values in the influence and determination of the tourism planning and policy processes (Hall & Jenkins 1995); (Dredge & Jenkins 2007)

As Dye (1992) has said, public policy 'is whatever governments choose to do or not to do, but in Tourism, public policy is whatever governments choose to do or not to do concerning tourism (Jenkins 1993). For a policy to be regarded as public policy, at the very least, it must have been processed by public agencies, even if only authorized or ratified (Hall & Jenkins 1995). As a general field of research, tourism planning has mirrored broader trends within the urban and regional planning traditions (Inskeep 1991); (Gunn & Var 2002); (Dredge & Jenkins 2007), primarily because it has tended to be focused on destination planning rather than individual tourism business planning, although that had started to change by the end of the 1990s (Evans et al. 2003) forms (e.g., development, infrastructure, land, and resource use, the organization, human resources, promotion, and marketing); structures (e.g., different government, quasigovernment, and non-government organizations); scales of governance (international, transnational, national, regional, local, site, sectoral, and personal); spatial scales (international, supranational, national, regional, local, and site); and temporal (time) scales (for measuring change, development, implementation, evaluation, and satisfactory fulfillment of planning objectives)." (Hall, 2008)

Planning within public agencies is rarely exclusively devoted to tourism per se. Instead, planning for tourism tends to be an amalgam of economic, social, political, and environmental considerations that reflect the diversity of the factors influencing tourism development (Heeley, 1981). Planning is the purposive process in which goals are set, and policies are elaborated to implement them. In contrast, policy analysis is 'concerned with understanding and explaining the substance of policy content and policy decisions, and how policy decisions are made (Barrett & Fudge, 1981). The policy should therefore be seen as a consequence of the political environment, values, and ideologies, the distribution of power, institutional frameworks, and decision-making processes (Simeon, 1976); (Hall & Jenkins, 1995); (Elliot, 1997); (Dredge & Jenkins, 2007). Public policy is 'the structure or

confluence of values and behavior involving a governmental prescription' (Kroll, 1969). Although planning is not a cure-all, in its most total process-oriented sense, planning may be able to minimize potential negative impacts and maximize economic returns to the destination (Benckendorff & Pearce 2003); (Evans et al. 2003)

TOURISM AND REGIONAL DEVELOPMENT

Tourism is favored as an economic instrument for local development by governments and development organizations worldwide. The concept of a region can be quite complex, as regions are often not static but evolve as conditions warrant (Malecki, 1997). In the context of core-periphery, Christaler (1963) argued that tourism could obtain economic development in peripheral regions, with wealthy tourists traveling from the metropolitan center to the periphery, bringing foreign exchange and creating jobs.

According to Hall (2007), it has become something of a truism to study that tourism is an effective tool for regional development. In the competitive environment of tourism destinations, Hall (2008) suggests a range of regional competitiveness strategies can be implemented from a low road to a high road." It is becoming increasingly crucial for regional policy and tourism marketing to portray areas as tourist destinations. An essential component of competitive marketing strategies is destination positioning, which may be understood as "developing and sustaining a distinguishing place in the market for a business and its various product offerings" (Lovelock, 1991).

European Union argued that 'The importance of tourism in a region's development is due in particular to its job-creating capacity, to its contribution to the diversification of regional economic activities and various indirect effects of expenditure by tourists' (E.U. 1998: Sec. 74),. Jafari (1989) draws our attention to the multi-dimensional implications of tourism by candidly presenting how it means differently to its multifarious stakeholders, such as governments, tourists, destinations and its people, researchers, anthropologists, and so on. The prospect of tourism triggering economic activities in a cross-section of sectors and industries has widely been acknowledged (Deloitte, 2013); (Frederick, 1993); (Tisdell, 2001); (WTTC, 2016) as it maintains a cluster approach to regional development (Vijayakumar & Pillai, 2008), It is understood that tourism spending has a multiplier effect on the economy of any nation and a real driving force of economic development (Bhatt & Munjal, 2013). At a broad level, Malecki (1997) evaluates some of the concepts of tourism that make it attractive as a regional development tool. Tourism is a growing focus of economic policy in regions and the employment creator sector,

Though tourism was included in the powerful framework of cooperation and regional partnership right from the inception of the regional agreement (Timothy, 2002), its impacts on promoting the same in the region largely remained unimpressive (Rasul & Manandhar, 2014). Funds for regional tourism development are available, and sophisticated plans based on place branding, infrastructure development, and collaboration networks are being created for regions to compete in what Kotler et al. (1993) term 'place wars.

Government should empower every region to reach its potential intrinsic value, it will be done through the proper promotion of regional tourism, and it will be done through developing regional machinery and providing them autonomy to a local decision body. This implies that different parties will adopt different approaches to regional development resulting in some regions favoring others depending on which party comes into power at

any particular time. Hall (1994) notes that not just political parties impact regional development through their control over policy but other institutions such as 'administering departments', judiciary, etc.

Tourism can serve as a platform for cultural interchange for developed urban areas, but for underdeveloped and rural regions, it is necessary for economic development. Every part should be given the resources and support required to realize its full potential and value. It will be done by building regional machinery, allowing them to make the necessary decisions, and properly promoting regional tourism. The challenge in using tourism for regional development is 'to what extent tourism contributes to the regional dispersion of economic development, and to what extent it is a better regional development agent than other industries or services remains largely unexplored' (Oppermann & Chon, 1997).

GOVERNMENT ROLE IN THE TOURISM INDUSTRY

The state's various institutions can impact how tourism is used as a vehicle for regional development. The state's leading institutions include 'the central Government, administrative departments, the courts and judiciary, enforcement agencies, other levels of Government, government business enterprises, regulatory and assistance authorities and a range of semi-state organizations'. "The parliamentary institutions (whether democratic or not) provide the framework for the development of alternative policies and the decision-making process as to which policies are adopted (Hall, 1994). Tourism may be politically and economically appealing to the Government because it can potentially give the appearance of producing results from policy initiatives in a short period in terms of visitor numbers and employment generation (Hall 1998);

One of the main activities of the Government is the promotion of tourism through tourism marketing campaigns. This suggests that the decisions of the central government impact regions and tourism in various ways. As Hall (1994) notes, 'the nature of the political system and political parties determine the structure of power within the state' (Hall, 1994). In a democracy, this means that both policy and control are divided between different groups and interests.

The states have considerable autonomy concerning tourism development but, at the same time, are subject to a range of national policies (such as taxation) and national regulations that come under the Central Government. There is considerable diversity between states regarding their economic base, historical development, and relationships with the center and other states. Theoretically, as in a hierarchy, 'national policies set a broad agenda for development that directly shapes regional-level policies while forming a framework for locally implemented plans. As the scale of intervention diminishes, the level of detail in planning proposals increases' (Williams, 1998). At a national level, the objectives of Thailand's national growth policies have been to foster growth throughout the country by selectively designating key development areas (Pearce, 1989) Ioannides (1995) identifies two broad important roles for governments in the tourism sector. The first is establishing a forum enabling suppliers to coordinate their activities in the tourism industry. The second significant role is that of the promoter. Elliot (1997) argues that the tourism industry could not survive without governments as they can provide the political stability, security, and legal and financial framework that tourism requires, and we have seen those states have more stable Governments. Their tourism industry has grown except for some famous monument that doesn't need marketing. Oppermann and Chon (1997) indicate that governments of developing countries can

influence tourism development through fiscal and investment policies such as investment into the general infrastructure of a destination or region, investment into tourism infrastructure, investment incentives for companies, and influencing exchange rates.

There is increasing skepticism about the effectiveness of Government, particularly central Government, and the intended consequences and impacts of much government policy, including with respect to tourism (Jenkins 1997)

CENTRE VERSUS STATE AND OTHER STAKEHOLDERS

After seeing the positive effects that tourism can have on society and various nations' levels of economic development, the central Government also wants to get involved in the policy-making process. The states do not have as much equipment to establish a policy as the Central Government. The Planning Commission of India recognized the tourist sector as an industry in June 1982. The Seventh Schedule of the Indian Constitution does not include a section on tourism, even though some of its components are in the Union, State, or Concurrent lists. Under the new policy, tourism will be added to the concurrent list to provide the Industry with constitutional recognition and to help systematically channel the industry's growth by allowing the Central government to enact legislation regulating the operations of various service providers in the tourism sector. One significant achievement of India's first tourist policy is including the industry in the Concurrent List of the country's Constitution. North (1990) defines institutions as "webs of inter-related rules and norms that govern social relationships and comprise the formal and informal social constraints that shape the choice-set of actors." In the context of tourism, Wang and Ap (2013) suggest that inter-organizational relations, complexities, and collaborative policy-making are critical factors affecting tourism policy development and implementation.

CENTRE

The Government has taken over the development and management of tourism to promote tourism's expansion and rapidly expand the sector's contribution to the nation's economy. A tourism administration structure was established so that the formulation and implementation of tourism policy could proceed more smoothly. This structure includes tourism authorities at both the national and numerous local levels. In addition to its other responsibilities, the Ministry of Tourism is the central institution responsible for creating national policy. The Government of India has established tourism authorities, also known as "tourist administrations" or "tourist organizations," to direct, regulate, and foster tourism growth on both the national and local levels. Tourism authorities include "tourist administrations" and "tourist organizations." The management of tourism development and operations previously carried out by the Indian Government has been transferred to the States government to expeditiously boost the tourist industry's contribution to the country's economy. This structure includes national, state, district, and local tourism authorities. At the national level, the formulation of tourist policy and its development, promotion, and regulatory oversight are the purviews of the Ministry of Tourism, which serves as the head administrative tourism agency. The Ministry of Tourism is also the nodal agency for formulating national policies and programs and coordinating activities of various central government agencies, state governments/U.T.s, and the private sector to develop and promote tourism throughout the country. This function

falls under the purview of the Ministry of Tourism. This Ministry is responsible for creating national tourism policies, proposing new visa schemes, and carrying out initiatives to develop infrastructure. Another responsibility of the central Government has been to sell and promote tourism by introducing several branding and marketing initiatives, one example of which is the “Incredible India” campaign. Additionally, the Ministry of Tourism strives to coordinate and integrate the policies of central ministries to affect tourism development, as well as to mobilize state governments and the private sector to develop tourism products and locations that are fascinating and attractive. Unfortunately, throughout the years, the Ministry has focused mainly on its function as the proponent of international tourism without paying much attention to the inter-sectoral policy integration role it initially planned to play.

STATE GOVERNMENT

The role of the state in tourism development is not always clear-cut. It is not always apparent whether such development should be linked to national or regional growth strategies or should be seen as a self-contained activity that can significantly contribute to the economy in its own right (Hall, 1994). State Governments have a vital role in developing tourism in their respective states. Many states have taken substantial measures to develop sustainable and responsible tourism. Many states have also framed eco-tourism policies and prioritized the development of ecotourism and adventure tourism. State Governments will have the primary role in creating momentum for sustainable tourism. Every state makes policy for their perspective state according to their need and plan, but very few states have excelled and developed the machinery and capacity.

PANCHAYATI RAJ INSTITUTIONS

Panchayati Raj Institutions strongly influence local communities, and their support is vital to the success of ecotourism and rural tourism. Village Panchayats and other institutions must be consulted and involved in preparing plans for developing ecotourism in their villages.

The Panchayati Raj system has played an important role in tourism planning in India by empowering local communities and involving them in decision-making processes related to tourism development. Here are a few ways in which the Panchayati Raj system has contributed to tourism planning:

Local Participation and Decision-making: The Panchayati Raj system ensures that local communities have a say in tourism planning and development. Through elected representatives at the village, block, and district levels, local residents can actively participate in discussions, prioritize tourism initiatives, and provide inputs on tourism infrastructure, conservation, and promotion.

Identification of Tourism Potential: Panchayati Raj Institutions are often well aware of the tourism potential of their regions. They can identify and highlight local attractions, cultural heritage, natural landscapes, and traditional practices that have the potential to attract tourists. This knowledge from the grassroots level is valuable for tourism planners in recognizing the unique offerings of each region.

Community-based Tourism Initiatives: Panchayati Raj Institutions can support and facilitate community-based tourism initiatives. They can collaborate with local communities to develop sustainable tourism models that

promote local culture, heritage, and traditional livelihoods. Such initiatives contribute to the overall tourism development and ensure that the benefits of tourism reach the local population.

Tourism Infrastructure Development: Panchayati Raj Institutions can play a crucial role in the development of tourism infrastructure at the local level. They can prioritize the allocation of funds for the construction or improvement of roads, sanitation facilities, accommodation options, visitor centers, and other necessary infrastructure. This helps in creating a conducive environment for tourism activities and enhances the overall tourism experience.

Conservation and Sustainable Practices: The Panchayati Raj system can actively participate in promoting sustainable tourism practices and conservation efforts. They can implement waste management systems, promote eco-friendly tourism activities, and work towards the preservation of natural and cultural heritage sites. The involvement of local communities through the Panchayati Raj system ensures a sense of ownership and responsibility towards sustainable tourism practices.

Overall, the Panchayati Raj system plays a vital role in tourism planning by fostering local participation, identifying tourism potential, facilitating community-based initiatives, developing infrastructure, and promoting sustainable practices. By involving the local communities, the system ensures that tourism development aligns with the aspirations and needs of the people, while also preserving the cultural and natural heritage of the regions.

LOCAL COMMUNITY

The local community is a key stakeholder and has to be taken on board. The community must be aware of the benefits of sustainable adventure and ecotourism. Their apprehensions, if any, must be allayed, and they must be encouraged to participate and be part of the value chain. Most supplies and services must be sourced from local providers to ensure inclusive and responsible tourism. Their capacity building must be done to ensure they become part of the supply chain. In India, multiple committees have been made on tourism development policy from Independence to till date that has been submitted their report to respective governments; action has been taken on some issues, but by and large, it did not work out in favor of the tourism industry, committee report till date.

During the historical era, India was widely renowned as a significant destination for religious pilgrimage. The historical accounts of foreign visitors to India for cultural exploration and societal study have been documented. Subsequently, it is the Buddhist monks who undertake frequent travels throughout India. There have been visitors from time to time who visited India in different periods and kingdoms.

Technology has enabled people to travel faster and further, changing the definition of accessibility of people reaching places that were impossible to reach in a limited time for various reasons. The physical boundary set by humans to define short-term travel have become fluid due to rapid globalization, physical boundaries shrinking, and the world becoming a typical village. However, pandemics have halted that process and made us think about what we were taking a granted. Now that the pandemic has made it through every city. The Government is afraid to open their gate to tourists from other countries. Despite the recent formulation of a

national tourism strategy for India, many of the problems faced by the sector during the neo-liberal era of the 1980 and 1990 are still evident in the present policy regime

AN OVERVIEW OF INDIAN TOURISM POLICY IS PROVIDED BELOW

Tourism planning in India was started after Independence. The conscious and organized efforts to promote tourism in India were made in 1945 when the Government set up a committee under the leadership of Sir John Sargent, then Educational Adviser to the Government of India. After that, systematic tourism development took place in India. The tourism planning approach has been evolved in the Second and Third five-year plans. The sixth five-year plan emphasizes tourism as an economic development and integration instrument and maintains social harmony. After the 1980s, tourism activity gained momentum as an employment generator, source of income, foreign exchange earnings, and leisure industry. The Government has taken several significant measures to promote the tourism industry.

The role of the Ministry of Tourism and Department of Tourism has been increased to a great extent. However, the current approach is not all that different from the one that existed in the mid-1950s. India's tourism policy and planning have not changed much over the past three decades. What is the impact of tourism on India? What are the positive and negative impacts? How can we measure these impacts? This paper attempts to analyze the impact of tourism on India by adopting a macroeconomic framework. The main objective is to examine how tourism affects different economic sectors and its linkages with other sectors. There are three types of impacts: Direct, Indirect effects (inducement effects), and Induced effects. Direct impacts refer to those that directly result from changes in tourist expenditure. Changes in tourist spending that trigger additional spending by the other sectors of the economy due to a multiplier effect are known as indirect effects (or inducement effects). This additional spending can be split into two categories: (a) Expenditure by business firms, such as growth brought on by increased demand for goods and services; (b) Expenditure by households, such as consumer spending on goods and services provided by expanded business enterprises as a result of rising tourist demand. Induced effects refer to changes in household consumption expenditures resulting from changes in household incomes resulting from indirect or direct effects (Mansfield 1986). The macroeconomic framework typically divides an economy into three sectors: Households, businesses, and Government. By observing how households' demand for goods and services affects production activities within businesses or Government, macroeconomics reveals how economic activity varies with time and among countries with different structures or systems (Mankiw 2002). A country's production activities consist mainly of goods and services produced during market transactions between households and businesses or the Government; these transactions occur under conditions determined by prices set within each market where buyers exchange money for goods or services with sellers who produce them (Mankiw 2002).

TOURISM POLICY 1982

In November 1982, the Indian Government publicly introduced the first tourism policy. The primary objective of the First Tourism Policy was to facilitate sustainable tourism as a mechanism for fostering economic development and social cohesion while concurrently enhancing India's global reputation as a nation with a rich

historical legacy, a dynamic contemporary culture, and a bright future. The attainment of these objectives was to be facilitated through the execution of the initial tourism policy. To attain the objective, policies shall be formulated with a focus on six primary categories: safety, cooperation, infrastructure development, information sharing, and facilitation. Furthermore, this policy emphasizes the conservation of both natural and cultural environments and the facilitation of the production and promotion of tourist-related commodities. The primary objectives of tourism development should be centered on fostering intercultural understanding, creating new business and employment prospects, and providing socio-economic benefits to the local populace, particularly in remote and rural areas. Furthermore, the initiative endeavors to uphold balance, promote enduring growth, and conserve, augment, and propel India's abundant cultural heritage. Conservation of natural resources and the surrounding environment is crucial to sustainable development. The new tourism policy aims to increase the number of foreign tourists and encourage sustainable domestic tourism. It does this by considering the low cost of creating jobs in the tourism industry and the fact that India is not making the most of its tourism potential. The goal is to get the desired result to reduce any possible adverse effects, such as cultural loss and environmental damage. One of the additional aims of the new tourism policy is to guarantee a satisfactory and pleasurable experience for international tourists visiting India through the provision of reliable and affordable services. It is expected that this will serve as a source of motivation for them to visit India repeatedly as acquaintances. This would align with India's longstanding tradition of showing great reverence to guests. (Athithi Devo Bhava).

THE MAJOR HIGHLIGHT OF THE FIRST TOURISM POLICIES

The policy emphasizes that tourism development is connected to the central, state, and district levels, public and private sectors. The policy encourages individuals to participate in tourism development and creates interest in local youth. The policy encourages public-private partnerships for tourism growth. Realizing that tourism is a multi-sectoral activity, the policy ensures intergovernmental linkages and coordination. The policy states that tourism development depends on the private sector. The private sector must build and manage tourist facilities, preserve them, maintain them, involve the local community, build security, and develop tourism. The policy recognizes the role of voluntary agencies and volunteers in tourism development. The policy implies facilitating more significant funds for tourism infrastructure. The policy recognizes that high-quality standards in services, hotels, and tourism-related industries are required for foreign investment. The policy suggests giving priority to technological advancement, especially to information technology. The policy suggests for safety and security of the tourism sector. The policy provides facilities like obtaining visas, immigration checks, and fees through government agencies. The policy creates tourism economic zones, circuits, and tourism areas. The policy introduces plans, conservation of the natural environment and cultural heritages, and cost-effectiveness. In brief, this policy has provided a solid foundation for Tourism Development in the country, focusing on coordinating all tourism-related activities, Public-Private partnerships, Voluntary Organizations, Infrastructure Development, Foreign Direct Investment, Information Technology, Creation of Tourism Economic Zones, and Sustainable Tourism development.

TOURISM POLICY 2002

One of the overarching goals of the Indian Tourism Policy (2002) is to "significantly expand the proportion of the urban resident leisure and pilgrimage tourism to rural areas." This is one of the primary aims of the policy. It suggests establishing tourist services in out-of-the-way communities and rural areas away from popular tourist destinations. To this end, in conjunction with the United Nations Development Plan (UNDP), it launched a public rural tourism program aimed at the rapid, all-round development of villages. This program is called the Endogenous Tourism Project/Rural Tourism Scheme (2003-2007). The plan called for the project to be carried out in 31 communities located in 20 different states. It was believed that tourists would be drawn to most of these settlements since they housed traditional artists such as weavers, potters, sculptors, and block printers, among others. Local or adjacent non-governmental organizations were recognized as the essential implementing agents in the project that were considered "community-owned."

This held for different states to different degrees. Tourism in Kerala, Jammu and Kashmir, Goa, and Himachal Pradesh was more consistently incorporated into the state (five-year) plans than in other states, even relatively early in the 1970s. At that time, these states had already attracted a relatively large share of India's international tourists and were to become India's leading tourist states and 'models for tourism development' (Singh, 2001). Still, even in these states, tourism was largely left to the private sector and a comparatively unrestricted market. While there have been slight modifications in policy, this basic condition has not changed much until the present day.

The Tamil Nadu Tourism Policy is a comprehensive document that lays down a roadmap for the sustainable development of the tourism industry in the state. The policy is aligned with the United Nations Sustainable Development Goals and aims to promote tourism responsibly and sustainably. The policy has identified various challenges that need to be addressed to promote tourism in the state, such as the lack of infrastructure, inadequate marketing and promotion, and insufficient community participation. The policy seeks to address these challenges through various measures and initiatives.

In conclusion, the Tamil Nadu Tourism Policy is a progressive and comprehensive policy that aims to promote tourism in the state responsibly and sustainably. The policy focuses on various areas such as infrastructure development, marketing and promotion, heritage conservation, and community participation. The policy recognizes the tourism industry's importance in Tamil Nadu's economy and seeks to create a conducive environment for investment and growth. The policy could transform the tourism industry in Tamil Nadu and make the state a major tourist destination in India.

CHALLENGES FOR THE TOURISM INDUSTRY IN INDIA

The steadily expanding middle class has provided domestic tourism a much-needed boost in the twenty-first century. Because a significant portion of Indian society is lower middle class and there is a less social movement towards higher-income families, domestic tourism will rise due to our policy priorities being shifted to domestic travel. As we all know, domestic travel accounts for 95 percent of all tourists visiting India. The Indian tourism industry is facing, or rather, some fundamental challenges shortly, in addition to this high rocket demand. It is only possible to move forward with resolving these problems.

1. Sustainability

As we stepped into the 21st century, the impacts of global warming and climate change started exacerbating through frequent natural calamities, not only causing damage to life and property but also proving detrimental to the tourism industry globally, including many developing and underdeveloped regions where tourism constituted a major share of the GDP.

However, this also spotlighted tourism value chains' increasing share in GHG emissions and other indices negatively impacting the environment, including accommodation units, tour operators, MSME providers of visitor services, transporters, and nature tour outfitters.

According to United Nations World Tourism Organization (UNWTO), tourism contributes 5% of global carbon dioxide emissions and 4.6% of global warming by radioactive forcing. Transport accounts for 75% of the total CO₂ emissions by the sector, with aviation and road transport accounting for 40% and 32%, respectively, and accommodation stands at 21% of the total tourism sector emissions.

On a global policy level, initiatives to promote sustainable tourism have been consistently introduced to lay out broad adaptive frameworks that are flexible enough to be adopted by both developed and developing countries. Institutional mechanisms have evolved in Sustainable Tourism from the first U.N. Earth Summit 'Rio 92' to the third Earth Summit (United Nations Conference on Sustainable Development) 'Rio +20' held in 2012. Establishing the Global Sustainable Tourism Council (GSTC) has been one of the critical developments in promoting sustainable tourism globally.

2. Human Resource

It is possible that to meet the increased demand for human resources and skills, the hospitality and travel trade sectors will require the establishment of additional training institutes, the expansion of the capabilities of existing ones, as well as the development of summarised training programs designed to teach employees of those sectors specialized skills. There is a pressing need to develop foundational skill sets for part-time workers, particularly those in the travel trade sector. Training for certain occupations could be offered to young people living in rural areas by means of specialized institutes to improve their chances of finding work.

3. Community Participation

Community development involves coordinated processes employed by various actors to build a community that a group of people aspires to live in (e.g., Matarrita-Cascante & Brennan, 2012). Tourism can be a crucial driver of inclusive community development contributing to resiliency, inclusivity, and empowerment while safeguarding natural and cultural resources. This challenge can be met by revisiting and redeveloping tourism strategies for sustainability. The Government has focused on implementing its policy, but no concrete plan exists. Except for Kerala, no other states have made some progress. Kerala is becoming the flag bearer in community-based tourism (Venu & Goodwin, 2008), and another form of it has signed a memorandum of understanding with another state to help them with training and workshop with local tourism officers. Improving the methodology of the social sciences and improving policy and planning requires the study of the principal actors where they are at regional and community levels."

4. Climate Change

Climate change is an indisputable phenomenon characterized by the warming of the atmosphere and oceans, the reduction in the extent and volume of snow and ice, the elevation of sea levels, and the alteration of weather patterns. The conclusions presented herein pertain to the Fifth Assessment Report, issued by the Intergovernmental Panel on Climate Change (IPCC) in 2014. Esteemed scholars widely acknowledge this report as an all-encompassing and pertinent examination of the global climate's evolving dynamics. The Intergovernmental Panel on Climate Change (IPCC) additionally asserts that human activities are highly probable to be the primary factor, particularly due to the release of carbon dioxide emissions. Nevertheless, there exist individuals who hold dissenting views and express skepticism regarding the trajectory and magnitude of climate change. These dissenters are particularly skeptical about the extent to which human activities, including tourism, contribute to this phenomenon.

Based on the research conducted by UNWTO/ITF and presented at the UNFCCC COP25 in December 2019, it is projected that carbon dioxide (CO₂) emissions resulting from tourism activities will experience a 25% rise by the year 2030, relative to the levels observed in 2016. This projection is in comparison to the existing scenario of ambition. (World Tourism Organization (UNWTO) & International Transport Forum, 2019).

5. Socio-Cultural Change

Approaches often are framed within a particular cultural and institutional setting; they are often linear explanations and therefore do not adequately consider the influence of complex, multi-layered, multi-sectoral shifts in ideas that occur in Luhmann (1995) calls a different "social interaction system. Huntington and others consider the clash of civilizations to be the defining political battle of the future, but often the most savage struggles involve culture clashes within nations (Huntington, 1993).

The sociocultural setting in India is a significant contributor to the country's tourism industry's status quo. Cultural obstacles to tourist development in the country include religious inflexibility, a lack of a coherent conceptual framework regarding tourism and its socio-economic benefits, and a lack of a conceptual expansion of travel and tourism as supporting a contemporary way of life. Factors such as a lack of a proper image of tourism and tourists, cultural and religious disparities, and a history of colonization have contributed to xenophobia and even anti-tourism sentiment in India's traditional society. There is much evidence in the tourism literature that tourists make their decisions based on a comprehensive awareness of sociocultural conditions in the destinations (Vellas & Bécherel, 1995). despite many potential destinations, tourism in India has not grown through the types of leisure or ecotourism., there is a need to find new approaches: to follow new trends in global tourism and to reassure international tourists about the safety and security standards of the country and the huge portfolio of tourism experiences that it could offer to international tourists as well as to domestic travelers and travelers visiting India from neighboring and nearby countries and countries that share with India significant cultural and religious similarities.

The almost complete disregard for sociocultural factors in tourism policy is one of the most significant drawbacks of this strategy. This demonstrates that there is a lack of coherence, integration, and rationality in the process of developing tourism as an industry. Because the formulation and enforcement of policies are essentially

the entire domain of economically dominating groups, the benefits nearly exclusively accrue to those organizations. At the same time, almost none flow down to less economically advantaged groups.

CONCLUSION

The primary motivation behind conducting specific public tourism studies is validating and strengthening previously established policy positions. No large-scale study has been conducted to realistically incorporate the purpose and potential of tourism into conceptualization, to hone ideas and bring them in line with the reality of day-to-day living. A study of this kind can fill a substantial knowledge void.

The role of tourism in India is undeniably significant, as it contributes extensively to the country's economy and cultural heritage. In this research paper, a comprehensive review of the Indian tourism policy is presented, shedding light on its strengths and weaknesses. The focus of this study is on the emerging policy paradigm, which aims to foster improved collaboration between the inter-governmental and public-private sectors, while enhancing capacity for participatory governance and strategic planning at the local and regional levels.

Governments and development organizations worldwide have recognized tourism as a powerful economic instrument for local development. However, it is important to acknowledge the complexity of the concept of a region, as regions are not static entities but evolve based on changing conditions. Consequently, the various institutions within the state play a crucial role in shaping how tourism is utilized as a vehicle for regional development.

Key state institutions involved in this process include the central government, state governments, other levels of government, government business enterprises, regulatory and assistance authorities, as well as a range of semi-state organizations. These institutions collectively influence and impact the policies and strategies surrounding tourism. It is worth noting that the central government itself has recognized the positive effects that tourism can have on society and economic development, leading them to engage in the policy-making process actively.

This research paper also delves into the challenges faced by the Indian tourism industry and examines the roles played by various stakeholders in driving its growth. By considering factors such as the central and state government's involvement in policy formulation, sustainability measures, marketing strategies, and regulatory frameworks, the study explores the dynamic landscape of Indian tourism.

Major stakeholders involved in the tourism industry include government bodies, tourism boards, private enterprises, and local communities. Understanding their roles and interactions is essential in identifying the key opportunities and obstacles for the Indian tourism industry. Moreover, this research paper highlights the potential of tourism as an agent of regional development within the local context, emphasizing its impact on the economic and social fabric of different regions.

Overall, this comprehensive review and analysis of Indian tourism policy provide valuable insights into the strengths, weaknesses, opportunities, and challenges associated with the sector. By recognizing the significance of tourism and the crucial role played by various stakeholders, policymakers and industry leaders can make informed decisions and implement effective strategies to promote sustainable tourism development in India.

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