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INDIAN TOURISM AND FIVE YEARS PLANS IN INDIA

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Abstract

In last decades tourism has been widely recognized as one of the largest and rapidly growing industries in the global economy. Tourism has become one of the fastest growing industries in the developing in many countries. In line with the new direction and priorities envisaged for India tourism, the Government of India has formulated a New Tourism Policy to guide development of the tourism sector.

India, the seventh largest country in the world and the second most populated nation. In 1966, the Department of Aviation and Tourism was established. In 1967, the Ministry of Tourism and Civil Aviation was formed. Since 1951, India adopted a policy of five years planned approach for the development of the nation.

Keywords: Decade, Formula, Aviation and Tourism.

INTRODUCTION

In last decades tourism has been widely recognised as one of the largest and rapidly growing industries in the global economy. Tourism has become one of the fastest growing industries in the developing worldⁱ. In many developing countries, tourism plays a principal role in economic development. It has been realized that well-designed and well-managed tourism can make a significant contribution in terms of the growth of other sectors, creation of decent jobs, and generation of trade and business opportunitiesⁱⁱ.

In 1966, the Department of Aviation and Tourism was established. In 1967, the Ministry of Tourism and Civil Aviation was formed. Then several studies were made and/or committees were constituted for the growth of tourism such as 1968 report on cultural tourism, 1969 estimates of committee of the parliament on tourism, 1970 report of IIPA on tourism, and 1970 UNDP study on tourist organisation. In 1982, the first tourism policy was announced. In 1986, a separate Department of Tourism was formed, and tourism was declared as an industryⁱⁱⁱ. Then this industry was identified as a source of foreign investment in 1991. The government announced 1992 as the tourism year. The national tourism policy was launched in 1997. India announced 1999-2000 as the visit India year. In 2002, the national tourism policy was launched with initiation of a campaign titled 'Incredible India'. In 2009, another campaign was launched 'Athithi Devo Bhava'. In 2009-10, Hunar Se Rozgar Yojana was launched to generate employable workforce for the tourism and hospitality sector. In 2010-11, the Ministry of Tourism launched its International TV Campaign in Europe. In 2014, the Government of India launched the Tourists Visa on Arrival for the nationals of 43 countries. In 2015, the national mission on Pilgrimage Rejuvenation and Spiritual Drive (PRASAD) and 'Swadesh Darshan' were launched to give a boost to the tourism industry in India^{iv}.

Since 1951, India adopted a policy of planned approach for the development of the nation. The First Five Year Plan 1951-56 did not pay any attention to the development of tourism in the country except the effort for upgrading the Tourist Traffic Branch of Ministry of Transport as The Tourist Traffic Division in 1955-56.

However, tourism received a considerable attention at the national level during the Second Five Year Plan 1956-61. The 2nd plan outlay for tourism was Rs.1.58 Crore which funded two types of schemes, namely the development of facilities at few places of tourists' interest for Foreigners, and for the development of homes for the domestic low- and middle-income Group at places of religious importance.

The Third Five Year Plan 1961-66 accorded importance to the development of tourism in India. The plan outlay for tourism was Rs.8 crore. The attention was given to the development of Accommodation and transport facilities^v. The Central Government was assigned the job of developing schemes etc. for the foreign tourists while the schemes of the State governments focused on domestic tourism.



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DOI: <http://ijmer.in.doi./2022/11.07.67>

The Fourth Five Year Plan 1969-74 considered the foreign exchange earnings as the primary Objective of the development of tourism. Also, it recognized employment generation by tourism sector as an additional benefit. Rs.25 core was the plan outlay for tourism during this Period.

The Fifth FiveYear Plan 1975-79 allotted Rs.23.62 crore to tourism and also did not make any attempt to specify clear objectives regarding the development of tourism.

However, the Sixth Five Year Plan 1980-85 accorded greater importance to tourism by allocating Rs.195 crore. The focus of tourism development was concentrated on social and economic benefits like promotion of national integration and international understanding, creation of employment, support to local handicrafts and cultural activities, and sources of tax revenue for Government. The fund allocation to tourism increased to Rs.345 crore during Seventh Five Year Plan 1985-90. The thrust areas for action were development of tourist circuits, and diversification of tourism product with an expansion of its base from cultural tourism to other forms of holiday tourism. In addition, there were developments of non-traditional areas such as trekking, winter sports, wildlife tourism, beach resort, etc.

The Eighth Five Year Plan 1992-97 made an outlay of Rs.798 crore for tourism promotion and development. It was planned to introduce Special Tourism Areas (STA) aiming at providing full-fledged infrastructural facilities, tourism development programmes for backward areas, and the call for the States to formulate Master Plans for tourism with coordinated approach with all related sectors. In this plan, the Government firmly viewed that tourism as an industry is equipped with reasonable infrastructure and is poised for a self-sustained growth. Thus, the government resolved that the future growth of tourism should be achieved mainly through private initiative, and the States should confine their role to planning broad strategies of development, providing fiscal and monetary incentives to create a dynamic private sector and devising regulatory and supervisory mechanism.

The Ninth FiveYear Plan 1997-02 allotted an outlay of Rs.859 for tourism industry. The approach was to concentrate on the development of selected tourism centres and circuits through effective coordination of public and private efforts, so as to achieve synergy in the development of tourism. It also proposed certain thrust areas of tourism such as Indigenous and Natural Health Tourism, Rural and Village Tourism, Pilgrim Tourism, Adventure Tourism, Heritage Tourism and Youth and Senior Citizens Packages. The most memorable event of the ninth five-year plan was the launching of the 'Incredible India' campaign during 2002 that heralded the era of the branding of the product of India Tourism.

The Tenth Five Year Plan 2002-07 made an allocation of outlay of Rs.1,592.30 crore for the tourism industry. The strategy was to work towards a national consensus on the role of tourism in national development, and to focus on the removal of barriers that hamper its growth^{vi}. To make public sector investment more effective, it was felt necessary to work towards the inter-sectoral convergence of policies and programmes that could benefit tourism. The New Tourism Policy 2002 envisaged a framework, which is Government-led, private sector driven and oriented towards community welfare, with the Government creating the legislative framework and basic infrastructure for tourism development, the private sector providing the quality product and the community providing active support. The overall vision of the development of tourism embodied in the new policy will be achieved through five key strategic objectives. These are:

- Positioning and maintaining tourism development as a national priority activity.
- Enhancing and maintaining the competitiveness of India as a tourist destination.
- Improving the existing tourism products in India and expanding these to meet new market requirements.
- Creation of World Class infrastructure and develop sustained and effective market plans and programmes.
- Special thrust was made on to rural and small segment tourism.

The Eleventh Five Year Plan 2007-12 made an outlay of Rs.3,644.71 crore for the development of tourism industry in India. This plan targeted for achieving international tourist arrivals of 10 million by the end of the 11th Plan period through diversification of source markets, increase in the per capita spending and length of stay of international visitors and by reducing seasonality. The plan also proposed to achieve a target of 760 million domestic tourists by 2011 at an annual growth rate of 12 percent and to increase accommodation units. In order to accomplish these targets of the 11th plan, the Ministry of Tourism implemented following schemes during 2007-12.

- Product Infrastructure Development for Destination and Circuits (PIDDC);
- Overseas Promotion and Publicity Including Market Development Assistance;
- Assistance to IHMs / FCI / IITTM / NIWS / NIAS/ NCHMCT and Capacity Building for Service Providers;
- Domestic Promotion and Publicity;



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DOI: <http://ijmer.in.doi./2022/11.07.67>

- Assistance to Large Revenue Generating Projects;
- Incentives to Accommodation Infrastructure;
- Creation of Land Banks;
- Assistance to Central Agencies;
- Market Research including Twenty Years Perspective Plan;
- Computerization and Information Technology; and
- Others (Externally Aided Projects and Construction of Building for IISM)

The Twelfth Five Year Plan 2012-17 recognised tourism as a major component of the services sector in India. So its growth target was linked to the growth target of the services sector. The tourism industry was expected to grow by 12 percent per annum. Several schemes such as Clean India (2013)', Tourists Visa on Arrival for the nationals of 43 countries (2014), 'Swadesh Darshan (2015)', and PRASAD (2015) have been launched to achieve the plan targets^{vii}.

Conclusion:

The tourism in India has recently been emerged as the second largest foreign exchange earner for the country and as an important sector providing both direct and indirect employment opportunities to skilled and unskilled women, youngsters, and indigenous population. Thus, the importance of tourism, socially and economically.

The Department of Tourism came into being in 1957 and Tourism Department Council in 1958. Thus, the sector has got formal recognition only during the Second Five Years Plan with an allocation of INR 3.36 crores for the creation of isolated facilities in important tourist centers. However, the Third Five Years Plan period is the true beginning of the tourism era in India with the creation of the Indian Tourism Development Corporation in 1966 and Ministry of Tourism in 1967 for the development of tourism infrastructure and promoting India as a tourist destination.

The Sixth Five Years Plan period was a major landmark in the history of Indian tourism because the first ever tourism policy of the country was announced during 1982 focusing on the Maximization of benefits of tourism. The development of tourism was stated as a plan objective in the Seventh FY Plan and the sector was accorded the status of an industry. The GoI constituted the National Committee on Tourism in 1986 to evaluate the socio-economic relevance of tourism in India and draw up a long-term measure for ensuring accelerated growth of tourism. As a focus point during Eighth FY Plan, the National Action Plan for tourism was presented in the Parliament on May 5, 1992. It was proposed to achieve diversification of tourism product.

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