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International Tourism Policy and Development: Indian Tourism Policy

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Abstract

India is one of the worldwide tourist goals. The current study focused on it in the context of tourism policy and its industry, which is rapidly growing, particularly in Delhi and Mumbai. The rapid growth of India's tourism industry is affected by several factors, including the country's high economic growth rate over the past decade and the fact that it is now one of the more affordable destinations for foreign tourists. Additionally, several significant challenges are associated with developing the Indian tourism industry. To address these challenges and ensure that India's tourism industry



continues to increase in the years to come, the government has introduced several new tourism policies aimed at improving the infrastructure available in the country and making it easier for tourists to come and visit. These policies include introducing a dedicated high-speed rail link between Delhi and Mumbai, developing a new visa policy for foreign visitors, and simplifying the process for acquiring permits for filming or photography in popular tourist attractions nationwide. Overall, these policies represent a significant step in developing the Indian tourism industry and will go a long way towards guaranteeing that the country remains a popular destination for tourists worldwide for many years; this study focused on it deeply based on earlier investigations.

Keywords: India, Tourism, Tourism Industry, Tourism Management, Tourism Policy.

Introduction

Tourism is spending time away from home looking for recreation, relaxation, and pleasure while using commercial services. Tourism is a consequence of modern social structures, starting in western Europe in the 17th century, although it has ancestors in classical antiquity. For a place to be a tourist place, there needs to be some specific point; not all beautiful places can't be called tourist places. According to Alister Morrison (2019), a place needs some characteristics to reach a place as a tourist destination. There are eight key characteristics to call a place tourist destination, and that is: A place that has a specialty in that geographic area comes in an administrative boundary; A place where tourists can stay for at least a night; the place needs to have a destination mix for the tourist; there should exist a tourist marketing on the place; there need to have a coordinating organization; an image exists of the place in the tourists' mind; government agencies have introduced laws and regulations. There is a mixture of tourism stakeholders. Therefore, the typical characteristics of tourist destinations are attraction, comfort, and accessibility. A specific area with certain tourism resources, facilities, and transportation conditions can attract several tourists.

Tourism Industry: An Overview

The definition of tourism is assumed as a sentence with the situation of individuals who become tourists when they voluntarily leave their everyday surroundings, where they reside, to visit another environment. These individuals usually engage in different activities, regardless of how close or far this destination as Hall (2008); and Holloway and Taylor (2006) reported in their studies. Therefore, tourists are determined as visitors, and what they do while visiting another place or area may be considered tourism. "The United Nations Conference on International Travel and Tourism" in 1963 decided to operate the term 'visitors' (other than residents) to represent individuals visiting another country. This characterization covered two classes of visitors: Tourists, classified as provisional visitors staying at least 24 hours in a destination. Their visit could be considered leisure if they travel for recreation, health, sport, holiday, study, religious purposes Etc. Alternatively, excursionists, including cruise travelers, may be regarded as temporary visitors if they stay in a destination for less than 24 hours. However, these definitions need to consider domestic tourists. Likewise, in 1976, the Institute of Tourism (which later became the Tourism Society) indicated that tourism is the temporary short-term movement of individuals to destinations outside the places where they usually live and work. Accordingly, tourism includes the movement of people for all purposes, including day visits or excursions (Cooper, 2008; Holloway & Taylor, 2006). This broader definition was slightly reformulated at the International Conference on Leisure Recreation Tourism that was organized by the Worldwide Network of Tourism Experts (AIEST) and the Tourism Society in Cardiff in 1981: "Tourism may be defined in terms of special activities, selected by choice, and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home".

In 1991, the United Nations World Tourism Organization declared, "Tourism comprises the actions of individuals traveling to and staying in locations beyond their usual environment for not more than one straight year for relaxation, business or other purposes."

The Nature of Tourism At this set, it is essential to realize that there are two types of travelers: Some travel for business reasons. Others may travel for personal motives, including visits to friends and relatives (VFR travel); study; religious pilgrimages; sport; health, et cetera. For the first group, the decision to travel and where to go is largely beyond their control. Business travelers will need more discretion in choosing their prospective destination or the timing of their trip. Generally, the purpose of their journey is to avoid enjoying the destinations' attractions and facilities. Business travel is usually arranged at short notice and for specific and brief periods; their itinerary may often be as fast as a day (Burger & Saayman, 2009).

In this case, there could be a substantial journey time involved. For these reasons, business travelers need the convenience of frequent, regular transportation facilities, efficient, reliable services, and suitable housing facilities (in terms of housing and catering) of a high standard at their destination. Very often, business travelers will be less concerned about the cost of travel, as their employer could be paying for their travel arrangements (Gustafson, 2012).

Tourism Policy

The tourism product is the totality of goods and services that satisfy travel needs in each region and at a given time (Tuntev, 2007). Transportation, hotel, meals, sporting activities, cultural heritage, shopping, souvenirs, and so forth are all included.

Importance of Tourism Policy

Planning intended to provide direction to the tourism industry as it progresses with its development is what tourism policy is (Edgell & Swanson, 2013). The policy's primary goal is to implement actions and activities that will be vital for starting relevant components responsible for tourism development to expand tourist business and consumption and enhance its structure and quality.

According to Goeldner and Ritchie (2009), tourism policy performs the following specific tasks:

1. It lays out the ground regulations or the conditions under which tourist businesses must operate.
2. It outlines the actions and conducts that are permitted for guests.
3. All players in the tourism industry within a place are given a common direction and instructions by it.
4. It fosters agreement on specific plans of action and goals for a particular location.
5. It offers a structure for public and private discussions on the function and benefits of the tourism industry for the national economy and society.
6. It makes it possible for tourism to interact with other economic sectors more successfully.

Direct and Indirect Executors of Tourism Policy

Representatives of all levels of government (assemblies, parliaments, individual councils, institutions, commissions, Etc.) and the executive branch of government (at all levels) are the direct executors and operators of tourism policy (secretaries, tourism ministries, committees for Hospitality and Tourism, the main offices of hospitality and tourism at national, regional, municipal, city, and a similar level). Notable organizations outside of government are indirect executors and

implementers of tourism policy (municipalities and chambers of business associations). Social groups working in the tourism and hospitality industries (tourism associations at all levels, tourist bureaus). Regional groups, hotels, and other tourism-related businesses and non-profits help to address visitor demands directly or indirectly. Various measures (instruments and resources) are used to realize the goals of the tourism policy. All tourist policy tools can generally be grouped into four categories:

1. Legal requirements primarily consist of constitutional clauses, laws, restrictions, licenses, judgments, orders, Etc.
2. Administrative instruments primarily consist of taxes, duties, fees, contributions, loans, and other public revenues and public subsidies (compensation, contributions, premiums, guarantees, regression, Etc.).
3. Economic instruments, which primarily consist of plans, programs, resolutions, funds, loans, bonds, money, rates, and prices; and
4. Agreements and contracts.

In addition to influencing the creation of tourism policy, tourism impacts the formulation of public policies in other fields, such as urban planning (Dredge & Jenkins, 2011). Creating strategies for tourist development is one of the tools used in tourism policy. Directing the growth of certain businesses, industries, or sectors at the national, regional, and international levels, for which specialized plans and development strategies are frequently established (Budinoski, 2009).

Since antiquity, "strategy" has been associated with generals' understanding. The economy, tourism, and hospitality have utilized this phrase for forty years. The strategy is now a requirement. It contains system management options that decide the development prospects for forms and methods of action, the distribution of resources to attain specific objectives, Etc. Politics is essential to the growth of tourism because it requires government intervention to channel visitor activities to achieve desired outcomes and maintain well-defined goals while considering the future (Baptista, Pociño, & Nechita, 2019). In addition, Solha (2006) states that "tourism policy should work both in stimulating and directly controlling the development of tourism and should also be concerned with protecting the interests of society." The policy is a set of actions calculated to achieve objectives or general directions for tourism planning and management based on identified needs within market constraints and resources (Beni, 2006). The World Tourism Organization considers that tourism policy should be a part of a country's overall economic policy and that it is embodied in formal declarations such as laws and official documents or statements, but that they can also be "informal and undeclared, being identified from the patterns or tendencies of governmental action " states that the trend of policy-making for the 21st century goes beyond conventional discussions related to marketing, promotion, tax incentives, and transportation. However, more general and broader issues need to be addressed. To promote and sustain tourism, public policies must address fundamental challenges. These regulations reflect the government's goals and plans for developing the economy, employment, political relations, or, more commonly, a mix of these and other areas. Making policies is the most crucial aspect of tourism since they provide direction. Development can be economical and quantitative. However, it must also respect the values and quality of life of the host communities, the quality of the environment (principle of sustainable development), natural resources, and visitors' satisfaction (Fortuna & Vieira, 2007).

Benefits of Tourism Policy

Tourism affects a wide range of socioeconomic factors and is frequently planned intentionally to produce economic benefits, subsequently improving society.

Economical Gains

Employment, income, and foreign exchange (for international tourists) are direct economic advantages. These factors raise residents' standard of living and contribute to the overall growth of the national and regional economies. The employment and income offered by tourism, especially to young people, may assist in slowing out-migration from areas with weak economies. Another direct economic benefit is increased government revenue from various forms of tourism taxation, which may be utilized to create community and infrastructure facilities and services to support overall economic development. Typically, the main beneficial effects of the multiplier effect of tourism are these direct and indirect economic advantages. By providing the goods and services utilized in tourism, industries including agriculture, fishing, construction, manufacturing, and handicrafts can grow or expand, an indirect economic advantage of tourism. The advancement of transportation and other infrastructural services for tourism, which also serve general needs at the local, state, and national levels, is another indirect socioeconomic advantage. The host country or region may view tourism as useful in trading technical and management skills for some of its population, some of which can be transferred to other sectors, which would generally encourage people to adopt regular job habits and work for things they want, even though this is highly dependent on local economic and cultural development strategy. In vast traditional communities, tourism may also present a chance for women to achieve independence through education and work (Stynes, 1997; Tyrrell & Johnston, 2006; Zhou et al., 1997).

Maintaining Cultural Heritage

Because it can be used to partially or fully justify the preservation of significant components of a region's cultural heritage as tourist attractions, tourism can be a significant motivator for cultural heritage preservation. In other words, using tourism as a tool gives the preservation of cultural assets a specific economic motivation. These are listed below:

A. Tourism offers the incentive and aids in funding the preservation of historical and archaeological monuments and tourist attractions that may otherwise be allowed to decay or vanish, resulting in the loss of an area's cultural legacy. Most archaeological and historic preservation projects in South and South-East Asia are financially justifiable since they attract tourists to these lower-income nations. In certain places, like Sri Lanka, visitor entrance fees are explicitly used for archaeological research and preservation.

B. The preservation and revival of traditional crafts, music, dance, drama, rituals, ceremonies, and some parts of traditional lifestyles directly contribute to tourism.

C. The preservation of significant natural areas gains momentum. Without tourism, those natural sites may be utilized for other purposes or permitted to deteriorate ecologically, resulting in the loss of environmental heritage. This element may have significant advantages in nations with few resources available to preserve nature. For instance, marine conservation, particularly in reef areas, is getting much attention in some countries because these are essential tourist destinations.

D. Support for the organization of unique cultural festivals and events and financial assistance for managing museums, theatres, and other cultural facilities and activities because these are significant tourist and local. For instance, some of the largest museums in the world receive a

sizable portion of their funding from visitors' admission fees. Similarly, tourists' ticket purchases at significant metropolitan theatres assist in funding their upkeep and other amenities (Logan, 2012; Kim, Whitford, & Arcadia, 2019).

The public sector may encourage the growth of tourism for a variety of economic reasons. Improved status with the balance of payments is one of them. - Regional growth. - Economic diversification. - Rising income levels and state tax collections. - Brand-new career prospects. - Promotion of non-tourism-related investment. Social factors are still another crucial factor. To maximize the socio-cultural benefits of tourism, governments take part in its growth (such as cultural exchange, the revival of traditional crafts and ceremonies, rural development, Etc.) The state may also have a general obligation to safeguard citizens' social welfare by reducing the negative socio-cultural repercussions of tourism (such as deterioration of important historical and archaeological sites, social degradation, overcrowding by tourists, loss of convenience for residents, Etc.) Another factor is the necessity to manage the adverse effects of tourism on the environment, such as pollution, other environmental risks, and issues with land use brought on by inadequate design, location, and engineering of tourist sites and infrastructure (Haynes et al., 2021).

Tourism Policy in India

The Indian government unveiled its first tourism strategy in 1982. In retrospect, one may argue that the novelty of the topic, its low priority, and the conviction that it could be used as a social engineering tool (consistent with Indian public thought at the time) led to a piece of work that was overly simplistic. The government did not release an updated policy document until 2002. Those hoping for a well-defined strategy and plan must have been dissatisfied with the new policy. It is founded on several opposing viewpoints, with the international development communities and the World Travel and Tourism Council's (WTTC) viewpoints being the most prominent.

Consequently, it starts with the premise that tourism is both a development driver and a threat. In this essay, we would like to concentrate on some of the main concepts and launching points of the Indian tourism policy. The general public's perceptions of the economic (growth) potential of (international) tourism and the function of tourism as a development instrument need to be revised. We will also argue that despite decades of tourism growth, very little is known about the actual makeup and preferences of Indian tourists. In addition to our (limited) reading of official materials and studies, our observations are based on our experience as tour operators and travel specialists in India. Nonetheless, our observations could provoke a fruitful discussion on central policy issues (Shalini Singh, 2001).

The 1st Indian Tourism Policy

Early in the 1980s, the first substantial policy measures were developed. With the possibility of hosting the 1982 Asian Games, the Indian government had to begin planning housing, transportation, and entertainment for the vast number of guests the event would draw. This sparked a significant increase in public interest in travel, further fuelled by the fact that travel was India's top net foreign exchange earnings source. The 1982 Tourism Policy, which offered an action plan to create so-called tourism circuits, translated the public interest (Shalini Singh, 2001). A tourism circuit comprises several tourist attractions combined geographically or thematically with the premise that the sum of their values is greater than the sum of the values of their components. The concept for the circuit emerged from the perception that "the Golden Triangle" destinations of Delhi-Jaipur-Agra and the Bombay-Goa shopping-and-beach circuit were excessively oversold, not from a thorough analysis and marketing study. The idea of alternate circuits - rather than other



venues that tourists themselves may bring together - was believed essential for luring tourists away from these overcrowded "circuits" and towards the plethora of other potentially attractive attractions in India (Gantzer & Gantzer, 1983).

Tourism Development (1982-2008)

The designation of tourism as an export business (with the implication of tax exemptions) and the establishment of a particular public tourism finance corporation occurred in the 1980s due to the increased public interest in travel (1987). These programs were intended to expressly and publicly invite private investors and business owners to participate in the tourism industry's growth. The tourism agency released a (new) National Tourism Action Plan in 1997. The plan's objectives included identifying a few locations for "integrated tourism development" in line with those mentioned above (thematic) tourism circuits and achieving an overall expansion and improvement of the Indian tourism industry by stepping up marketing, infrastructure development, and human resource development. Some claim that the idea did not offer anything novel. It was merely worded in current development industry terms (Shalini Singh, 2001). Others claimed that the idea was unrealistic and overly ambitious. The funding needed to be increased to meet the ambitious quantitative targets (Rodrigues, Williams, & Hall, 2014). Budgetary expenditures for tourism have remained at most 0.2% since independence.

This also applies to India's percentage of global tourism. The percentage of foreign visitors to India in the first fifty years of independence has remained at most 0.4%. According to reports, it increased to about 0.45% in 2004 (MacDonald, 2007). This suggests that a consistent rise in tourist arrivals accelerated in 2004, given the rise of international travelers worldwide. The Indian Tour Operators Promotion Council (ITOPC) reports that the number of foreign visitors to India doubled between 2001 and 2006 (To some 4.4 million). Although these numbers are exaggerated, they demonstrate a significant rise in foreign visitors to India.

The rise in Western travelers' preference for far-off, exotic destinations and recent improvements to India's overall outlook and international reputation contributed to the growth in tourism arrivals. The early 1990s market openness and rapid economic growth have significantly altered its surface. India used to be automatically linked to slums and poverty. It is frequently represented in modern media as a rapidly advancing economic superpower. A growing public interest in the industry has accompanied tourism's increasing economic importance and potential. A fierce competition between the states to draw investors to the industry and other sectors occurred with the opening of the Indian market. States began fighting for their share of domestic and foreign tourists along similar lines. There was a push to maximize tourism development, especially in the traditional tourist states. Kerala, a relatively small state with a wide range of natural tourist destinations, is a prime example. The Keralan government adopted a mostly facilitative approach, assisting and promoting various tourist activities.

In the 1990s, public policymakers began understanding domestic travel's value. They decided it was a state government (policy) issue and included it as an essential topic in the 1997 Tourism Action Plan. International visitors were to be looked after by the central government. In the past, domestic travel was typically reserved for religious and business purposes. Modernized domestic travel dramatically increased during the 1990s. This new occurrence is linked to the booming Indian economy and the Indian middle and upper classes' growing openness to strange, Western holiday preparation ideals. Many Indian visitors visit the nation for mundane leisure and sightseeing-related activities (Baken & Bhagavatula, 2010).

Critical Issues in India's Service-Led Growth

The critical issues identified are what explains the growth of the service sector in India; what are the reasons for the lack of corresponding growth in employment in the service sector; can the service sector sustain its growth; and what are the external and domestic constraints to trade in different services? An assessment of the services' performance at the aggregated and disaggregated levels is undertaken in terms of their shares in GDP, employment, trade, and FDI. In order to identify external and domestic constraints to trade, services have been categorized according to their extent of liberalization, growth, and share in trade. We find that the service sector in India witnessed phenomenal growth in the decade of 1990s. During the 1980s, its output grew by 6.6 percent per annum; during the 1990s, the growth rate increased to 7.5 percent. In the last ten years (1994-2004), the service sector has grown on an average of 7.9 percent per annum, ahead of agriculture with a growth of 3 percent per annum and the manufacturing sector with a growth of 5.2 percent per annum.

In contrast, in the same period in countries like Thailand, Indonesia, and China, the agriculture sector has grown at an average rate of 1.5 %, 1.9%, and 3.8%. The manufacturing sector has grown at 7.2%, 6.6%, and 12.2%, respectively. Corresponding growth rates in the service sector have been 3.9%, 4.5%, and 8.9%. Most developing countries witness a lower growth rate in the service sector than in the manufacturing sector. A higher growth rate in the service sector is a unique feature witnessed by India. Further, we find that the increase in the share of services in GDP has been different across the board for different services in India. Figure 2 compares the share of different sectors in GDP in the last ten years, i.e., 1993-94 and 2002-03. The essential services in terms of their share in GDP in the early 1990s were trade (12%), insurance (11%), and community services (6.5%), but in 2002-03 we find that the sectoral contributions have changed. Share of trade has increased to 14% and community services to 8.4%. However, the share of insurance has declined to 7%. Railways, real estate, and dwellings are other services that witnessed a fall in their shares in 2002-03 (Banga, 2005).

New Tourism Policy (2002)

When the action plan was eventually converted into a tourism strategy in 2002, the central and state governments formally shared the issue of tourism policy. However, the central government was responsible for creating the new policy itself. It mostly has to do with old wine in fresh bottles. It upholds the standards of objectives and demands that the original policy is set. The policy paper makes an initial effort to establish tourism's significant contribution to national development and function as a growth engine. It implies that tourism not only provides government revenue and foreign currency but also makes the best use of India's limited resources, fosters sustainable development, creates high-quality jobs (particularly for young people, women, and people with disabilities), and ultimately promotes peace, understanding, national unity, and stability. The policy starts from the idea that tourism can be used as a development tool, e.g., generating high-quality, mass employment and prosperity among vulnerable groups in backward areas. Specifically, the policy seeks to increase domestic and foreign tourism. The government suggests diversifying Indian tourism and significantly raising the standard of the industry's infrastructure, marketing, visa policies, and air travel to achieve this. The use mentioned above of tourism as a tool for development primarily relates to domestic travel, which is conceptually related to "sustainable" rural development. Regarding foreign tourism, the Indian government is primarily interested in attracting the "high-yielding variety" of travelers (it includes a 4-page list of all forms of tourism (MacDonald, 2007).

Sustainable Indian Tourism

To "significantly expand the proportion of urban resident leisure and pilgrimage tourism to rural areas" is one of the overarching goals of the Indian Tourism Policy (2002). It suggests creating tourism-related services in rural and remote areas away from popular tourist destinations. To this end, it launched the Endogenous Tourism Project/Rural Tourism Scheme, a public rural tourism program in partnership with the UNDP, intending to immediately promote overall village development (2003-2007). The plan called for the project to be carried out in 31 communities across 20 states. Most of these settlements were home to traditional craftspeople who were thought to draw tourists, including weavers, potters, sculptors, and block printers. The most crucial implementing agents in the otherwise ineffective project were found to be regional or local NGOs.

The program's website states that the program's goal is to "promote the culture, craft, and sustainable features of rural life as a way to viable livelihood options for low-income rural communities." It will blend with regional slang and work with cooperative marketing outlets. Protect the environment, value the heritage of the host community, and improve the visitor's experience. The Endogenous Tourism Project will advance new tourism models that are locally owned, culturally expressive, and environmentally responsible. The project could have been more reputable and could not compete with mainstream tourism ventures in nearby tourist places. Both NGO and site selection were based on arbitrary grounds, and there needed to be more meaningful coordination and continuity within and among the essential government agencies involved. State tourism departments and the state tourism development corporations were not enthusiastic about the project and did not consider it their (core) business. The evaluation report mentions a need for more adequate and relevant project statistics. Indeed, the report itself lacks a solid statistical basis (MacDonald, 2007).

Tourism as A Catalyst in India

Given the department's clear incentives to promote tourism as something positive and significant, it should come as no surprise that the idea that tourism is an engine of growth rather than a possible danger is much more prominently featured in their plans. Statistics demonstrating the quantitative significance of (the growth of) the tourism sector, and consequently on the definition of tourism and tourists, are crucial to the credibility and validity of the characterization of tourism as an engine of growth and a source of significant "high quality" employment and income for a significant portion of the Indian population. Maintaining such a favourable perception of tourism is relevant to representatives of the (international) tourism and travel sector. These advocates have successfully shaped the public's perception of the importance of tourism by using vague terminology and questionable figures. One could only claim that while proponents of the notion of tourism as a threat exaggerate the harmful effects of tourism, those who support it as a driver of growth vastly misrepresent the favourable effects. Ultimately, both situations involve primarily normative methods that provide a somewhat lopsided conception of reality. This section will challenge the notion that India's tourist industry is a vital driver of the country's economic expansion. An examination of terminology and data will be the first step. We will then discuss the potential for tourism in India to flourish. An emphasis on foreign tourism is seen in the latter scenario. In any case, the focus on up-market tourism needs to align with the present structure of most of the tourism industry in India, which is mainly low-budget and served by many small hotels, guest houses, rented rooms, and a host of ancillary services. Indeed, the tradition of Indian tourism has shown that most foreign tourists are relatively young people who do not stay in luxury hotels (Gantzer & Gantzer, 1983, p. 122). Even the present share of luxury, world-class category of

international tourism in India is minimal. For example, according to government statistics, on an average day in 2007, only 10 to 15% of all the 5-star (+) hotel rooms were occupied by foreign tourists; this concerns, at most, 3200 rooms.

Who are the Tourists? Definition and Statistics

There are several issues with tourism numbers. The first issue is significant and not exclusively an Indian issue. The definition of tourism serves as its focal point. The second issue is the subpar quality of the study and the data from India.

Statement of Tourism and Hospitality

To clearly distinguish between "the functional business of travel and the necessary escapism of tourism," Gantzer and Gantzer argued in the early 1980s that government officials were becoming more aware of the need to redefine tourism (1983:125). Sadly, despite the increased awareness, definitions remained the same. Relatively simple all-travel-inclusive criteria have become the standard on both a global and a national level. Tourists are people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited," according to the U.N. World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC). The definition provided by the Indian Department of Tourism is nearly the same. It expressly covers individuals who travel for the following purposes: leisure, vacation, health, study, religion, sport, business, family missions, and meetings (Baken & Bhagavatula, 2010). Five million foreign tourists were counted for the year 2007 by government statisticians. According to Gosh, 40% of all "foreign tourists" at the end of the previous millennium were of Indian descent and traveled to India to visit family. Indians made up most of the tourists in 1999.

Additionally, sizable populations traveled to see their Indian ancestors from nearby nations like Bangladesh, Pakistan, and Sri Lanka. Concerns about students and business travelers make up another unidentified but likely sizable share. These are all areas outside the purview of tourism policy, even though they are not tourists, and if there were an unusual requirement, their trip to India might have been helpful to the nation.

Last Update on Tourism Policy in India

Tourism: Future Views

By 2020, the travel and tourism industry had yielded \$4.5 trillion from its GDP and 62 million positions. Throughout the next few years, governments and scientists will investigate the pandemic, its impact on the global economy, and how governments manage it; besides that, it affected individuals' feelings and performance, which directly relates to their requirements (Mehrad, 2020). However, for those of us still tangled in the daily grind, it is all about "continuing," "rebounding," and "getting back to normal. Due to the covid situation, the unthinkable happened: tourism was stopped worldwide. Everyone got stuck in their homes. The basic concept of tourism is traveling, which has yet to happen. After the corona situation, the entire tourism sector needs to restart and face a whole new future for tourism. If the pandemic did not happen, the future of tourism would be entirely different. To save tourism from the current situation and ensure the future of tourism is safe, we need to make a real change often driven by the consumers. We need to put forward better products and a better experience too. Tourism continues to be one of the sectors hardest hit by the coronavirus pandemic, and the outlook remains highly uncertain.



The Organization for Economic Cooperation and Development (OECD) expects international tourism to fall by around 80% in 2020. Destinations that rely heavily on international, business, and events tourism are particularly struggling, with many coastal, regional, and rural areas faring better than cities. Encouraging news on vaccines has boosted hopes for recovery, but challenges remain, with the sector expected to remain in survival mode until well into 2021. Domestic tourism has restarted and is helping to mitigate the impact on jobs and businesses in some destinations. However, natural recovery will only be possible when international tourism returns. This requires global cooperation and evidence-based solutions to lift travel restrictions safely. The survival of businesses throughout the tourism ecosystem is at risk without continued government support. However, governments have taken impressive action to cushion the blow to tourism, minimize job losses, and build recovery in 2021. Beyond that, more needs to be done in a more coordinated way. Key policy priorities include:

1. Restoring traveler's confidence
2. Supporting tourism businesses to adapt and survive.
3. Promoting domestic tourism and supporting the safe return of international tourism.
4. Providing clear information to travelers and businesses and limiting uncertainty (to the extent possible).
5. Evolving response measures to maintain capacity in the sector and address gaps in support.
6. Strengthening cooperation within and between countries.
7. Building more resilient, sustainable tourism.

While flexible policy solutions are needed to enable the tourism economy to live alongside the virus in the short to medium term, it is essential to look beyond this and take steps to learn from the crisis, revealing gaps in government and industry preparedness and response capacity. Coordinated action across governments at all levels and the private sector is essential.

The crisis is an opportunity to rethink tourism for the future. Tourism is at a crossroads, and today's measures will shape tomorrow's tourism. Governments need to consider the longer-term implications of the crisis while capitalizing on digitalization, supporting the low-carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable, and resilient tourism economy (Organization for Economic Cooperation and Development, 2020).

Conclusion

Both the Indian economy and many other economies around the world depend heavily on tourism. With a GDP contribution of about 10%, tourism is one of India's most significant economic sectors. It is anticipated that in the years to come, the number of visitors traveling to India will increase much more than in recent years. The government has been investing in infrastructure to support the industry's rapid expansion. Additionally, it aims to promote tourism as an engine for economic development and employment generation. Several concerns in the sector need to be addressed to increase tourism responsibly and ensure it benefits local communities. Must grow the tourism industry to respect society, the environment, and the local biodiversity.

Additionally, it must ensure that residents profit from the expansion of the tourism business and acquire the skills necessary to work in it. Finally, the government needs to ensure that laws are in place to stop illegal activities like drug and people trafficking from occurring in the tourism industry. These actions will make the tourism sector more likely to expand and support future economic

expansion. The government must implement innovative tactics and techniques to solve these issues successfully. For instance, it will be crucial to ensure that regional companies can compete globally by offering premium products and services at reasonable costs. Public education about the advantages of tourism and its ability to boost the economy and create jobs in rural areas is also essential. The tourism industry will continue to contribute significantly to the economy in the coming years if the government successfully addresses these problems, eventually attracting more tourists to the nation.

Recommendations & Limitations of the Study

Because of the industry's prominence, issues, and occasionally contentious effects, governments are lured into the tourism sector. Therefore, governments must address various challenges and values when developing tourist policies. Effectiveness, or more specifically, the likelihood that a given strategy would achieve the goals of a growing tourism industry, is a crucial consideration—evaluation of the economic viability of various policy solutions. To do this, the costs associated with each option that is similarly successful in achieving policy objectives must be compared. It must be considered if a particular policy offers a sustained incentive for tourism-related enterprises, guests, and host communities to act more sustainably. A policy's acceptance in society, politics, and administration must all be considered. Another crucial factor is the necessity for methodical planning of post-pandemic tourist policy so that the sector is ready at all levels to resume operations. This suggests that tourism policy development following the pandemic should be based on local, regional, and international collaborations; inter-sectoral cooperation; sustainable and adaptive strategies; recommendations from leading international organizations like the UNWTO and WHO; consultation with major stakeholders; and evidence-based data from field research.

Strategies for the economy's survival, the revival of existing enterprises, and the renewal of the supply chain must all be included in the first phase. Once the first steps have been taken, the second phase must contain safety precautions, efficient technological use, and promotion of a corona-free location while guaranteeing the visibility of certain tourism goods. The policy measures taken in the first and second phases automatically trigger the third phase, profitability, and sustainability. Global cooperation, teamwork, and, most crucially, tourist policies that address structural flaws, achieve essential goals, and seize new opportunities are necessary for the industry's recovery. Tourism could be reinvented in response to the COVID-19 pandemic, and destination marketers will now reevaluate destination management strategies considering the "next normal" and sustainable practice. Future studies should focus on the statistical part and have quantitative results and surveys to provide a better and more helpful advantage for the tourism industry, particularly in India. According to the lack of time and budget, this study was limited to qualitative and reviewed the previous studies that sincerely suggested future studies consider it.

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