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## **A DETAILED STUDY OF EVOLUTION AND DEVELOPMENT OF TOURISM IN INDIA**

AUTHORED BY - DR. PRAJAKTA PIMPLASHENDE<sup>1</sup>

Since practically everyone travels for some reason—either voluntarily or under duress—tourism is directly linked to human civilization. The tourism and hospitality business in India has grown significantly over the past few years and is now one of the main industries propelling the services sector's expansion. The tourism and hospitality business in India has grown significantly over the past few years and is now one of the main industries propelling the services sector's expansion. India has enormous potential to grow as a popular travel destination worldwide. Due to a surge in both local and foreign visitor arrivals, the tourism industry is flourishing. A number of related industries, including aviation, medical tourism, and hotels, benefit equally from the growth of tourism.<sup>2</sup> The tourism sector is flourishing as a result of both a growth in domestic and overseas visitor visits. A number of related industries, including aviation, medical tourism, and hotels, benefit equally from the expansion of tourism. Since tourism is India's second-largest source of foreign exchange, its role in the country's economic development is undoubtedly crucial. Both skilled and unskilled workers are employed in the tourism industry, which also benefits hotels, travel companies, and airlines.

Tourism fosters socio-cultural activities, traditional handicrafts, foreign exchange, and national integration. Additionally, visitors gain an understanding of India's rich and varied cultural legacy.<sup>3</sup> India is one of the most popular tourist destinations in Asia, offering a wide range of locations such as hill stations, landscapes, historical monuments, forts, palaces, beaches, pilgrimages, hill resorts, rich tropical forests, captivating wildlife, desert safaris, lagoon backwaters, diverse cultures, distinctive hospitality, etc. Additionally, there is a harmonious fusion of philosophy, religion, and art. India's secularism and culture have captivated global visitors.

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<sup>2</sup> <http://www.ibef.org/> (last seen on 10-8-2024)

<sup>3</sup> <http://www.goarticles.co.in/> (last seen on 10-8-2024)

## **National tourism organizational structure**

In order to support the growth and direction of the Indian tourism sector, the National Tourist Board (NTB) was established in 1958. In 1967, the Ministry of Tourism was established. Established in 1966 under the Ministry of Entrepreneurial Opportunities, the Indian Tourism Development Corporation (ITDC) offers international-standard lodging, cuisine, transportation, publicity, duty-free shopping, and entertainment. It provides private business owners with consultancy services. The Ministry of tourist oversees the Indian Institute of Tourism and Travel Management (IITTM), which was established in 1983 with the goal of promoting education, training, and research in the travel and tourist sector. The Tourism Advisory Board (TAB) examines visitor trends and makes recommendations on ways to increase tourism in India. In India, the government's five-year plans have always included tourist development as a key component. The Indian government's Ministry of Tourism has continuously worked to make India a top travel destination for visitors from throughout the world. The ministry creates national tourism development and promotion policies. The Ministry engages in consultation and cooperation with other Central Ministries, Agencies, State Governments, Union Territories, and private sector representatives, among other players from their respective sectors. In addition to maintaining the Incredible India campaign, concerted attempts are being made to promote new types of tourism, such as rural, cruise, medical, and eco-tourism.<sup>4</sup> Traditional five-year plans were replaced in 2015 with NITI Aayog. The Ministry of Tourism's central policies are decided by the Indian Tourism Development Corporation (ITDC), while state-level policies are decided by the corresponding State Tourism Development Corporation (MTDC, for example, in the State of Maharashtra).

## **Indian tourist strategy plans**

In the 20th century, tourism became the largest global industry. India, which is made up of 29 states and 7 union territories, is different in terms of culture, tradition, languages, festivals, religion, and more. It also has a wide spectrum of geographic, climatic, and customary diversity. It is a crucial area of the Indian economy. Following independence, the Indian tourist industry began to grow, and several programs and initiatives were introduced by the relevant authorities to enhance it. Developing tourism mostly entails creating plans that lead to its enhancement. Indian tourist strategy plans: In the 20th century, tourism became the largest global industry. India, which is made up of 29 states and 7 union territories, is different in terms

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<sup>4</sup> <http://www.publishyourarticles.net/> (last seen on 24-9-2023)

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Prior to independence, India had plans for tourism. In 1945, the Central Government established the Commission, which was headed by Sir John Sargent, the Government of India's Educational Advisor at the time. This was a deliberate and prepared attempt to promote tourism in India. The Government of India's Ministry of tourist implemented a number of programs to grow the tourist sector throughout the post-independence era. Today, the Planning Commission has acknowledged the sector and put it in the concurrent list of constitutional provisions. These initiatives aid in the systematic development of tourism, which makes it easier for the government to enact laws. The second and third five-year plans developed the tourism planning process; the sixth plan focused on tourism as a tool for social peace, economic growth, and integration. Since the 1980s, tourism has grown in popularity as a source of employment, income, foreign cash, and amusement. Authorities have implemented numerous significant measures to promote the tourism sector.<sup>6</sup>

### Impact on economy

The number of international-and domestic-tourist visited both in India and Maharashtra State has been tabulated below.

Number (in millions) of Tourist Visited (Data compiled by using annual reports of Ministry of Tourism) <sup>7</sup>				
Year	India		Maharashtra State	
	International	Domestic	International	Domestic
2014	7.68	1,287.8	*	83.67
2015	8.03	1,431.9	*	103
2016	8.80	1,613.5	*	115.4
2017	10.04	1,651	*	119

<sup>5</sup> Sharma, G. (2022). Evolution of tourism policy in India: overview. *Intern. Res. J. of Eng. & Techn. (IRJET)*: 09(5), Pp. 1610-15. e-ISSN: 2395-0056. www.irjet.net

<sup>6</sup> Krishna, K. K. and Chand M. (2004). Basic of tourism theory, operation and practice

<sup>7</sup>[https://tourism.gov.in/sites/default/files/2025002/India%20Tourism%20Data%20Compendium%20key%20highlights%202024\\_0.pdf](https://tourism.gov.in/sites/default/files/2025002/India%20Tourism%20Data%20Compendium%20key%20highlights%202024_0.pdf) (20-1-2025)

2018	10.56	1,854.9	5.1	119.2
2019	10.93	2,321.2	5.5	149.3
2020	2.74	610.2	1.3	39.23
2021	1.52	677.6	1.3	43.57
2022	6.44	1731	1.51	111.3
2023	9.23	2509.6	3.39	161.3
2024	9.66	163	10.9	60
* Unavailable (2020-21: Declined due to Covid-pandemic)				

### **Impact on employment generation**

Millions of jobs in a variety of industries, including hospitality, transportation, regional and cultural activities (such as hotels, restaurants, handicrafts, cultural attractions, travel agencies, and tour operators), are directly and indirectly supported by India's tourism industry. Additionally, it supports jobs in industries that supply goods and services to tourists, such as manufacturing, construction, and agriculture. The COVID-19 epidemic had a major effect on the tourism industry, resulting in income losses and job losses. However, the industry is beginning to recover, with foreign visitor arrivals declining to pre-pandemic levels. Small cities and villages are rapidly developing and increasing as attraction to tourists which leads for creating new job opportunities.

### **Sources of tourism law**

History of tourism laws are to be found in ancient times. Lodging and other facilities were the responsibilities of State like Sarai, 'Dharshala' etc. Tourism laws are originated from different sources. Constitution of federal and State, common laws, administrative laws are some laws of United States which contribute towards tourism laws. Similarly, in India Union list, Concurrent list and State list all have subjects linked to tourism yet tourism is not precisely mentioned. Despite the growing need, there is currently no regulation that addresses all aspects of tourism. According to Mishra and Ravindran (1998), "laws for tourism needs to be more comprehensive in inclusive with the rights, responsibilities, and legal rights." It implies that a single tourism law must govern all aspects of tourism. Numerous laws now in effect have an impact on tourism, either directly or indirectly. These fall into the following categories:

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1. Immigration laws, foreign exchange rules, e-visa policies, customs, etc.
2. Transportation-related laws, such as those pertaining to railroads, airlines, road and maritime transportation, tolls and fees, etc.
3. Laws pertaining to lodging and stopping, such as those pertaining to hotels, etc.
4. Protection of Consumers laws pertaining to health, hygienic conditions, standards for facility quality, etc.
5. Laws pertaining to infrastructure development, land use, etc.
6. Wages, labor legislation, working conditions, etc.
7. The operation of various tourism departments and the legislation pertaining to them.
8. Preservation of historical places, monuments, and the environment.
9. Laws concerning service providers, etc.

Each nation has its own laws and rules. Although some areas of international business follow common provisions, different nations have their own laws pertaining to these matters.

### **Necessity of Tourism Law**

In their research paper "An Overview of Tourism Legislation in India," Sitikantha Mishra and G. Ravindran discussed the emergence of tourism as a significant activity and emphasized the need for a harmonious relationship between tourists and providers of tourist services. The paper was presented at a Workshop on Tourism Legislation in India in January 1998. There are issues for tourists when there are no established standards, policies, or regulations governing the sector. In order to determine whether services are fulfilling expectations, standards of service quality are set and updated on a regular basis in response to market demands.

### **Conclusion**

This strategy reduces conflicts between visitors and service providers and improves overall service quality. It is essential to include legislative criteria for prevention and punishment because of the nature of tourism services. To improve operational efficacy, preventive measures ought to be incorporated into the legislation itself. For instance, laws that forbid the disposal of non-biodegradable waste, such as polythene bags, in environmentally sensitive

locations may impose fines on violators. However, unless travelers, tour operators, and other service providers are made aware of their importance, such rules will not accomplish much. Even though legislation may overlap with different tourist-related activities, it is challenging to develop a uniform tourism law that applies to every state in a nation. However, cautious measures must be taken to guarantee that tourism laws take a comprehensive approach and are not only instruments for safeguarding commercial interests.

Sitikantha Mishra and G. Ravindran, in their paper "An Overview of Tourism Legislation in India," presented at a Workshop on Tourism Legislation in India in January 1998, this research paper addresses the issues of emergence of tourism as a significant activity and emphasised the need for a harmonious relationship between tourists and providers of tourist services. The absence of standard norms, policy and regulating the trade leads to problems for tourists. Standards of service quality are established and revised periodically in response to market needs, clarifying whether services are meeting expectations. This approach leads to overall improvement in service quality and minimises disputes between tourists and service providers. The current scenario in tourism demonstrates its economic importance and the need for appropriate central legislation to coordinate and control activities. Laws and policies must uphold high ethical standards that correspond with the needs and demands of an international activity, especially as global tourism becomes increasingly competitive among neighbouring destinations and countries. One of the most critical questions in developing tourism laws is whose perspective should be prioritised: the tourism industry, international tourists, standards in highly developed countries, domestic tourists, national interests, destination interests, or the host population's interests. Generally, the focus is on maintaining standards, providing high-quality services, and reducing conflicts between service providers and visitors.