

# Role Of Government Policies in Tourism Development

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**Abstract**—Tourism is one of the most significant service industries globally and contributes substantially to economic growth, employment generation, foreign exchange earnings, and infrastructure development. Government policies play a central role in directing tourism development by providing financial support, regulatory frameworks, marketing initiatives, and sustainability guidelines.

In India, tourism contributes nearly 9–10% to GDP (direct and indirect combined) and supports millions of jobs. Recognizing its importance, the Government of India has implemented various schemes such as thematic tourism circuits, pilgrimage development programs, visa reforms, and international marketing campaigns.

This study analyzes how government policies influence tourism development, evaluates their economic contributions, and identifies opportunities and challenges in the Indian tourism sector.

**Index Terms**—Tourism policy, economic development, infrastructure, GDP growth, sustainable tourism, employment

## I. INTRODUCTION

Tourism refers to the temporary movement of people from one place to another for leisure, business, pilgrimage, medical, or educational purposes. It is a multi-dimensional industry that affects transportation, accommodation, entertainment, culture, and local communities.

Government intervention in tourism is necessary because tourism development requires coordination among various sectors such as transport, hospitality, urban development, culture, and environment. Without proper policies, tourism growth may lead to environmental degradation, poor infrastructure, and unequal regional development.

In India, tourism is governed by the Ministry of Tourism, which formulates policies, promotes destinations, and coordinates with state governments and private stakeholders. The government's role

includes infrastructure development, financial assistance, marketing, and regulation of tourism services.

## II. OBJECTIVES OF THE STUDY

1. To examine the importance of government policies in tourism development.
2. To analyze major tourism initiatives undertaken by the Government of India.
3. To study the contribution of tourism to GDP and employment.
4. To evaluate the impact of tourism policies on infrastructure and regional growth.
5. To conduct a SWOT analysis of Indian tourism development.

## III. RESEARCH METHODOLOGY

The study is based on secondary data collected from:

- Ministry of Tourism Annual Reports
- Government policy documents
- Planning Commission/NITI Aayog reports
- Academic journals and research papers
- Official tourism statistics and online databases

The collected information has been analyzed descriptively to understand the relationship between government policies and tourism development.

## IV. LITERATURE REVIEW

Various researchers highlight that tourism development depends significantly on government support. According to development theories, infrastructure investment, destination branding, and regulatory frameworks are key determinants of tourism growth.

Studies show that countries with strong tourism policies experience higher foreign tourist arrivals and

increased economic benefits. In India, policy reforms after economic liberalization (1991) encouraged private investment and public-private partnerships in tourism infrastructure.

Scholars emphasize the need for sustainable tourism policies to balance economic growth with environmental conservation and cultural preservation.

## V. EVOLUTION OF TOURISM POLICY IN INDIA

Tourism policy in India evolved gradually over decades:

- 1982 National Tourism Policy: First structured tourism framework.



- 1991 Economic Reforms: Opened doors for private and foreign investment.
- 2002 Tourism Policy: Focused on global marketing and infrastructure.
- Post-2014: Emphasis on digital tourism, thematic circuits, and skill development.

The shift shows a movement from basic promotion to strategic, sustainable, and inclusive tourism planning.

## VI. MAJOR GOVERNMENT POLICIES AND INITIATIVES

### 6.1 Incredible India Campaign Incredible India

# Incredible India



Launched in 2002, this campaign aimed to brand India as a unique tourism destination globally. It highlighted

India's heritage monuments, spirituality, wildlife, beaches, and festivals.

**Description:**

The campaign used print media, television advertisements, international tourism fairs, and digital platforms to promote India’s diversity. It improved international tourist arrivals and enhanced India’s global image.

**6.2 Swadesh Darshan Scheme**  
Swadesh Darshan Scheme

**GAUTAM BUDDHA**  
Believed to be 8<sup>th</sup> of the 10 incarnations of Lord Vishnu (Dashavatar)

**BIRTH**  
Born as Siddhartha (563 BC)  
Birthplace - Lumbini (Nepal) near Kapilavastu

**PARENTS**  
Father - elected ruler of Kapilavastu; headed Shakya republican clan  
Mother - princess from Koshala dynasty

**IMPORTANT EVENTS**  
The Great Departure (Mahabhinishkramanam)  
First Sermon (Dhammachakraparivartan)  
Buddha's Birth  
Enlightenment (Nirvana)  
Death (Mahaparinirvana)

Buddha referred to himself as *Tathagata* (one who has thus come/gone) and has been addressed as *Bhagavat* (in Buddhist texts)

**CONTEMPORARIES**  
Vardhaman Mahavira  
Bimbisara  
Ajatshatru

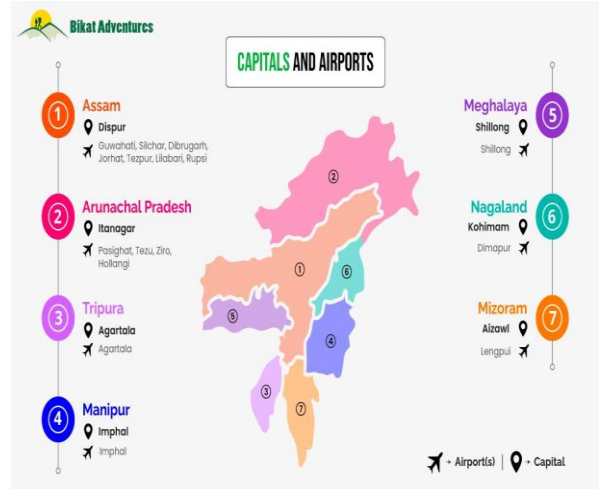
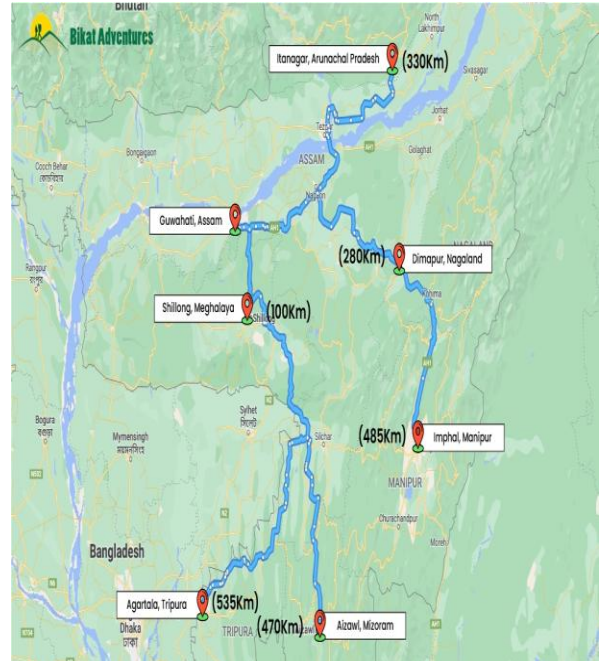
**OTHER IMPORTANT PLACES ASSOCIATED WITH BUDDHA**  
Bodhi Gaya (Enlightenment) (named Buddha after attaining enlightenment)  
Sarnath (first sermon)  
Vaishali (Last sermon)  
Kushinagara (death place (487 BC))

**Mapping the Path of Vanvasa Based on Ramayan**

**START**  
Ayodhya  
Capital, Koush Kingdom  
Bridgeway, Shri Ram

**END**  
Ramnathwaram  
Capital of the Ram Kingdom

Other locations: Nandi Gram, Shringaverpur, Prayagraj, Chitrakoot, Dandaka Forest, Ramtek (Nagpur), Mahendragiri, Kishkinda (Hampi), Ramnathpuram, Ramnathwaram.



Launched in 2014–15, this scheme focuses on developing theme-based tourism circuits across India.

**Description**

It aims to integrate infrastructure development, visitor amenities, and destination management. Circuits include Buddhist Circuit, Coastal Circuit, Desert Circuit, and North-East Circuit. The scheme promotes regional development and improves connectivity.

**6.3 PRASHAD Scheme**  
PRASHAD Scheme



**₹750 cr. redevelopment in Kedarnath**

**Kedarnath 2013**

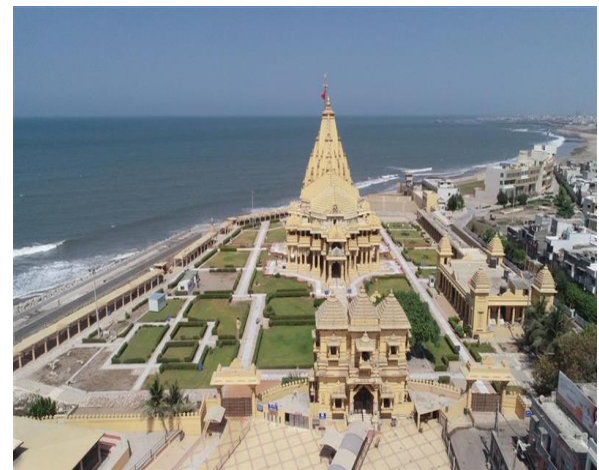
**Kedarnath Now**

After the 2013 disaster, the Central and Uttarakhand governments created a master plan to develop Kedarnath, with construction costing ₹750 cr.

About ₹500 cr was spent on redevelopment work from 2013 to June 2024.	From 2013 to 2016, ₹125 cr was spent on the construction in the first phase.
From 2017 to 2021, ₹200 cr was spent in the second phase.	



The third phase of construction, costing ₹175 crore, runs from 2022 to 2025. So far, 50% of the work is complete.



PRASHAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) focuses on infrastructure development at major pilgrimage destinations.

**Description:**

It improves sanitation, parking facilities, accommodation, lighting, and accessibility at religious sites, boosting spiritual tourism.

**6.4 e-Tourist Visa**

The introduction of e-Tourist Visa simplified the visa process through online applications and approvals.

**Description:**

This initiative reduced procedural delays and encouraged foreign tourists to visit India. It significantly increased tourist inflow from eligible countries.

**7.5 Skill Development Programs**

Programs like “Hunar Se Rozgar” focus on training youth in hospitality services.

**Description:**

These programs improve service quality in hotels, restaurants, and travel agencies while generating employment.

**VII. ROLE OF GOVERNMENT IN TOURISM DEVELOPMENT**

**1. Infrastructure Development**

Government investment in roads, airports, railways, and tourist amenities enhances accessibility and visitor experience.

## 2. Policy and Regulation

Regulatory frameworks ensure safety, service quality, and sustainable practices.

## 3. Marketing and Branding

International campaigns promote India globally.

## 4. Employment Generation

Tourism creates direct and indirect employment opportunities across sectors.

## 5. Sustainable Tourism Promotion

Environmental policies protect wildlife, forests, beaches, and heritage monuments.

## VIII. TOURISM AND GDP GROWTH

Tourism contributes to GDP through direct spending on accommodation, food, transport, and entertainment. Indirectly, it benefits handicrafts, retail, agriculture, and small businesses.

Government policies encourage investment, improve connectivity, and increase tourist inflow, thereby strengthening GDP growth and foreign exchange earnings.

## IX. SWOT ANALYSIS

### Strengths

- Rich cultural heritage
- Strong government support
- Growing domestic tourism market

### Weaknesses

- Infrastructure gaps
- Sanitation challenges
- Seasonal fluctuations

### Opportunities

- Eco-tourism
- Digital tourism marketing
- Rural tourism development

### Threats

- Global competition
- Environmental degradation
- Health crises

## X. FINDINGS AND SUGGESTIONS

### Findings

- Government policies significantly enhanced tourism infrastructure.
- Marketing campaigns improved international visibility.
- Visa reforms boosted foreign tourist arrivals.

### Suggestions

- Strengthen sustainable tourism practices.
- Improve hygiene and safety standards.
- Expand digital promotion strategies.
- Encourage community participation in tourism planning.

## XI. CONCLUSION

Government policies play a vital role in tourism development. Through infrastructure investment, marketing initiatives, regulatory frameworks, and skill development programs, the Government of India has strengthened tourism's contribution to economic growth.

With continued policy innovation, sustainable planning, and stakeholder coordination, tourism can become one of the strongest pillars of India's economic progress.

## ACKNOWLEDGEMENT

I sincerely thank my faculty guide for their guidance and support in completing this project. I also acknowledge the Ministry of Tourism reports, government documents, and research articles that provided valuable insights for this study.

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