

Hospitality

SHUKRA - PG (C)



- SWADESH DARSHAN POLICY AND PRASHAD SCHEME
- CIVIL AVIATION POLICY
- NATIONAL TOURISM POLICY

GROWTH DRIVER

HOSPITALITY

Hospitality refers to the act of being hospitable, which involves providing a warm, friendly, and welcoming environment for guests, visitors, or customers. It is a broad term that covers various industries such as hotels, restaurants, bars, cruise ships, and other forms of travel and tourism..

1

CIVIL AVIATION POLICY

Civil Aviation Policy refers to a set of rules and regulations that govern the operation, management, and development of civil aviation activities in a country. This policy aims to ensure the safety, security, and efficiency of air transportation while promoting growth and competition in the aviation industry.

UDAN Scheme

Green Aviation

Air Cargo Policy

Digital India for Aviation

“ Air transport currently supports 56.6 million jobs and accounts for over US\$ 2.2 trillion of the global gross domestic product (GDP). ”



2

NATIONAL TOURISM POLICY



National tourism policy refers to a government's plan or strategy to develop, regulate, and promote tourism within its borders. It typically outlines the government's objectives for tourism, identifies target markets and audiences, and sets out initiatives to support the growth of the tourism industry.

Hunar se rozgar programme

Visa on arrival

Sustainable Tourism



SWADESH DARSHAN AND PRASHAD SCHEME



Swadesh Darshan Scheme is a Central Sector scheme launched in 2014-15 by the Ministry of Tourism and Culture, Government of India for the integrated development of theme-based tourist circuits. The scheme aims to promote, develop and harness the potential of tourism in India.

The full form of the PRASHAD scheme is 'Pilgrimage Rejuvenation And Spiritual Augmentation Drive Heritage'. This scheme focuses on developing and identifying pilgrimage sites across India for enriching the religious tourism experience.



OBJECTIVES OF THE POLICY

- Harness pilgrimage tourism for its direct and multiplier effect on employment generation and economic development
- Promote local arts, culture, handicrafts, cuisine, etc., to generate livelihood in the identified places.
- Integrated development of circuits having tourist potential in a planned and prioritized manner
- Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit/destinations

CHALLENGES

- Inadequate infrastructure
- Limited community involvement.
- Lack of structured planning for development
- Lack of code of religious etiquette by tourists

ROADMAP



- Offering diverse heritage of religion and community choice to tourists
- Development of the identified 15 thematic circuits
- Integrated development of hospitality sector i.e. infrastructure, tourism and culture



What is the Hospitality Industry?

We have all heard of this term and yet, it is quite vague to those who are not familiar with the sector. Hospitality is one facet of the service industry. It primarily involves addressing customer satisfaction and catering the needs of guests. This can be addressed by dealing with issues such as lodging, amenities and travel arrangements. However, it is still important to break the concept of hospitality down into three sections for the sake of brevity and clarity. These concepts are undoubtedly already familiar to you:

- Accommodations
- Food and drink
- Tourism and travel

Hospitality refers to the provision of services to guests or customers, typically in settings such as hotels, restaurants, resorts, and other accommodations. The hospitality industry is a vast and diverse industry that includes a wide range of businesses, from small bed and breakfasts to large multinational hotel chains.

The industry includes various services mentioned below.

- Lodging
- Food and beverage
- Entertainment, events, and tourism.

The goal of the hospitality industry is to provide guests with a comfortable and enjoyable experience, ensuring they have a pleasant stay and return in the future.

The hospitality industry is an essential part of the global economy and has a significant impact on employment, tourism, and overall economic growth. The

industry is highly competitive and requires businesses to maintain high standards to attract and retain customers.

Hospitality professionals must possess a variety of skills, including customer service, communication, organization, and time management. The industry also requires professionals to be adaptable and able to work in fast-paced, high-pressure environments.

In recent years, the hospitality industry has undergone significant changes due to advances in technology, changing consumer preferences, and the ongoing impact of the COVID-19 pandemic. As a result, hospitality professionals must be flexible and prepared to adapt to changing industry trends and customer needs.

Key Highlights of Hospitality Industry:

1. The Hospitality and Tourism industry contributed close of \$ 8 Trillion to the Global Economy in 2017 which is expected to cross \$10 Trillion by 2025 (officially).
2. Approximately 1350 million is the number of international tourists last year based on the figures presented by the World Tourism Organization.
3. Further according to the WTTC report, travel and tourism accounted for over 313 million jobs. That's close to 10% of total employment in 2017.
4. When almost every industry is fighting gender bias and the glass ceiling, the hospitality and travel industry sets itself apart with 55% of the global workforces as women.
5. The employment contribution of the hospitality sector is expected to rise at a rate of 2.4% for the next decade. So, when other industries are facing job cuts, the hospitality industry is set to keep offering more jobs.
6. When all associated sectors of the Hospitality industry are considered; like Hotels, Restaurants, Timeshare, Entertainment and Travel; the value of the industry becomes even higher.
7. Developing countries are going to witness even bigger growth of the hospitality & tourism industry.
8. Countries like India, Brazil, South Africa etc. have eased norms to open investment opportunities of the largest hospitality companies in the world.

It is thus an advantage for developing countries like India as the next decade is going to witness huge growth.



नागर विमानन मंत्रालय
MINISTRY OF
CIVIL AVIATION



INTRODUCTION

Civil Aviation Policy Framework is a set of laws, regulations, and guidelines that govern the aviation industry. This framework is designed to ensure safety, security, and efficiency in the operation of aircraft and airports. It covers a wide range of topics, including aircraft maintenance, air traffic control, air navigation, airworthiness, airworthiness certification, air carrier operations, air transport services, aircraft liability, and international aviation agreements. This framework also helps to ensure that all stakeholders involved in the aviation industry, such as airlines, airports, and the general public, are aware of the rules and regulations governing their activities and are able to comply with them.



One example of a civil aviation policy being implemented is the Federal Aviation Administration's (FAA) Next Generation Air Transportation System (NextGen). This policy is designed to improve air travel safety and efficiency by transitioning from traditional ground-based air traffic control to a modern satellite-based navigation system. This system is being implemented in phases, with the first phase being completed in 2013. As a result, the FAA has reported increased safety, improved efficiency, and reduced delays. This system also allows for more accurate tracking of aircraft and more efficient routing, which is expected to reduce fuel consumption and costs for airlines.

OVERVIEW AND EVOLUTION OF CIVIL AVIATION POLICY IN INDIA

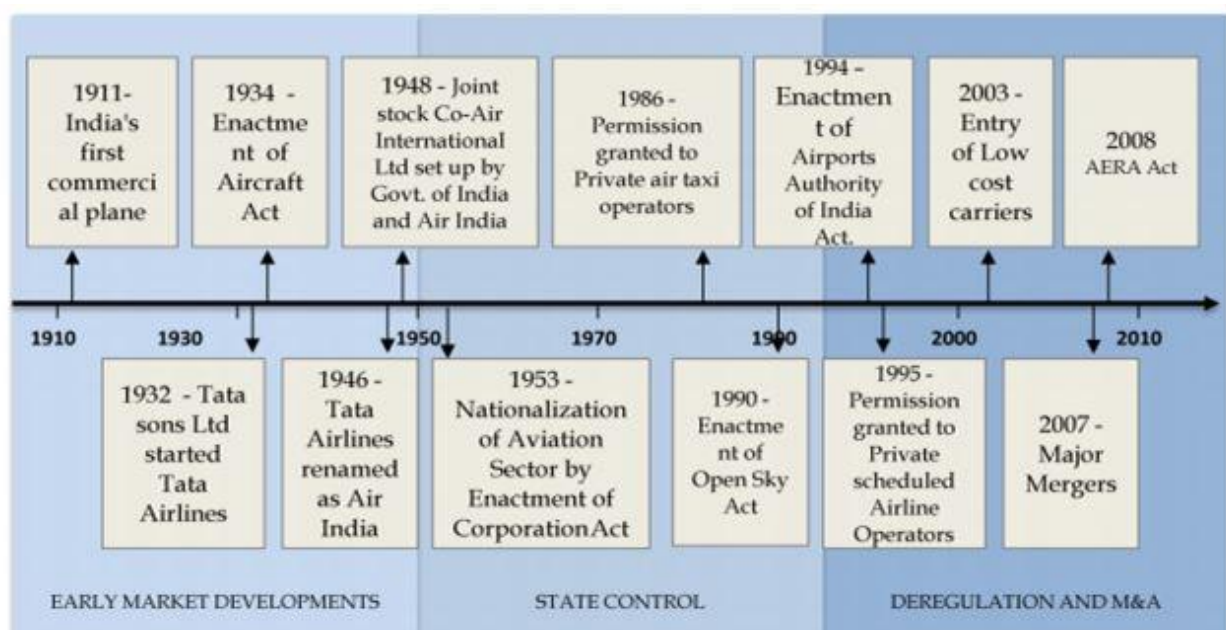
Civil aviation policy in India has gone through a significant transformation over the years. Here is an overview of the evolution of civil aviation policy in India:

Pre-Independence Era: The Indian aviation industry was initially developed by the British, and the country had a few airports and air routes. The first Indian airline, Tata Airlines, was established in 1932, which later became Air India.

Post-Independence Era: After India gained independence in 1947, the government nationalized the aviation industry, and Air India became the country's flag carrier. The government also established Indian Airlines, a domestic airline.

1980s and 1990s: In the 1980s, the government introduced several policies to encourage private sector participation in the aviation industry.

The government also established the National Airports Authority, which later became the Airports Authority of India (AAI), to manage and develop airport infrastructure. In 1991, the government introduced the Open Skies policy, which allowed private airlines to operate on international routes. This policy led to the entry of several private airlines, such as Jet Airways and Air Sahara.



2000s: In 2003, the government announced the Civil Aviation Policy, which aimed to encourage the growth of the aviation industry by promoting competition, reducing taxes and fees, and improving airport infrastructure. The policy also allowed for 100% foreign investment in the aviation industry. In 2007, the government established the Directorate General of Civil Aviation (DGCA) as the regulatory body for the aviation industry, replacing the Civil Aviation Department. 2010s and beyond: In 2016, the government introduced the National Civil Aviation Policy (NCAP), which aimed to make air travel more affordable and accessible, encourage regional connectivity, and promote the growth of the aviation industry. The NCAP also introduced several initiatives, such as the Regional Connectivity Scheme (UDAN), which provides subsidies to airlines to operate on regional routes.

In recent years, the government has also introduced several policies to improve airport infrastructure, such as the development of new airports and the privatization of airport management. Overall, civil aviation policy in India has undergone significant changes over the years, from nationalization and protectionism to liberalization and competition. The government has taken steps to encourage private sector participation, promote regional connectivity, and improve airport infrastructure, which has led to the growth and development of the aviation industry in India.

IMPORTANT MILESTONES OF CIVIL AVIATION POLICY

Here are some of the important milestones of civil aviation policy in India:

1. Nationalization of Aviation Industry (1953): The government of India nationalized the aviation industry in 1953 and established two state-owned airlines - Air India for international travel and Indian Airlines for domestic travel.
2. Open Skies Policy (1991): The government introduced the Open Skies Policy in 1991, allowing private airlines to operate on international routes, which opened up the aviation market to competition.
3. Civil Aviation Policy (2003): The Civil Aviation Policy was introduced in 2003, with the aim of promoting competition, reducing taxes and fees, and improving airport infrastructure. The policy also allowed for 100% foreign investment in the aviation industry.
4. Establishment of Directorate General of Civil Aviation (DGCA) (2007): The DGCA was established in 2007 as the regulatory body for the aviation industry, replacing the Civil Aviation Department.
5. National Civil Aviation Policy (2016): The National Civil Aviation Policy (NCAP) was introduced in 2016 with the aim of making air travel more affordable and accessible, promoting the growth of the aviation industry, and encouraging regional connectivity. The policy also introduced several initiatives, such as the Regional Connectivity Scheme (UDAN).
6. The Airspace Management Policy of 2018: This Indian policy aimed at the optimal use of airspace, providing efficient and safe airspace management services and reducing flight delays.
7. The Air Cargo Policy of 2019: This Indian policy aimed at providing a framework for the development of air cargo infrastructure and services, promoting exports and creating new job opportunities in the logistics sector.

8. Privatization of Airport Management (2019): The government announced the privatization of airport management in 2019, allowing private companies to manage six airports across the country, with plans to expand to more airports in the future.
9. Drone Policy (2021): The government introduced the Drone Policy in 2021, which aimed to regulate the use of drones in India and promote their use in various sectors such as logistics, agriculture, and healthcare

These milestones reflect the evolution of civil aviation policy in India over the years, from nationalization to liberalization and competition, to a focus on affordability, accessibility, and sustainable growth. The policies introduced have aimed to improve airport infrastructure, promote private sector participation, and regulate the aviation industry for safety and security.



Source : Ministry of Civil Aviation

Rationale, Objectives And Methodology of Civil Aviation Policy.

Rationale of Civil Aviation Policy: Civil Aviation Policy aims to regulate and manage the aviation industry in a way that ensures safety, security, and efficiency. The policy also considers the economic and social impact of the aviation industry on the national and international levels.

Objectives of Civil Aviation Policy:

1. **Safety and security:** To ensure the safety and security of passengers, crew, and aircraft by implementing rigorous safety and security standards and regulations.
2. **Efficiency:** To increase the efficiency of the aviation industry using new technologies, improved air traffic management systems, and optimized operations.
3. **Accessibility:** To improve access to air transport, especially in remote and underserved areas, by encouraging the development of new routes and the expansion of airport infrastructure.
4. **Environmental sustainability:** To promote sustainable development in the aviation industry by reducing greenhouse gas emissions, promoting the use of alternative fuels, and minimizing the impact of aviation on the environment.
5. **Economic development:** To support the economic development of the aviation industry by creating a favorable regulatory environment, encouraging competition, and facilitating trade and tourism.



Development of Civil Aviation Policy:

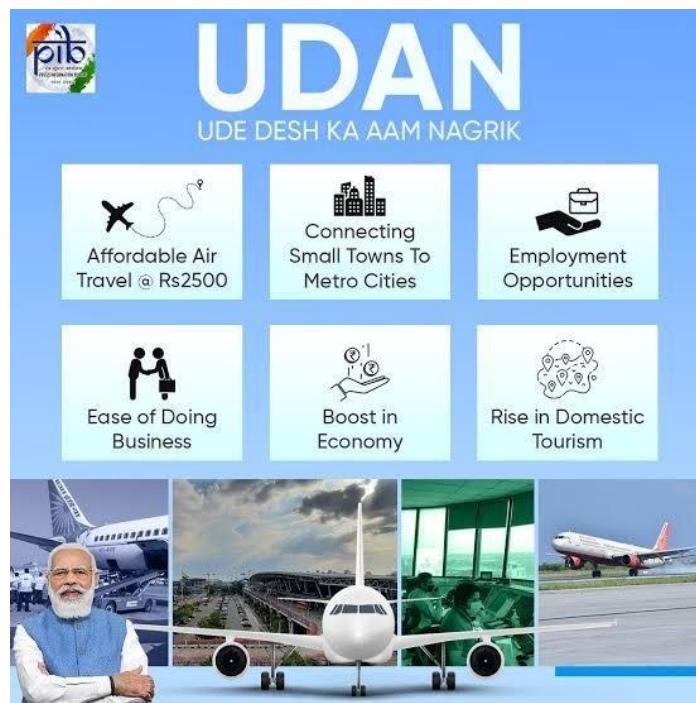
The development of Civil Aviation Policy involves a comprehensive and collaborative approach that includes stakeholders from different sectors. The policy is usually developed through a process of consultation and negotiation with industry representatives, government officials, civil society organizations, and other stakeholders.

The development of the policy involves several steps, including:

1. Analysis of the current situation and identification of key challenges and opportunities.
2. Development of a policy framework and objectives.
3. Consultation and engagement with stakeholders to obtain feedback and input on the proposed policy.
4. Assessment of the potential impact of the policy on different stakeholders and the environment.
5. Refinement of the policy based on feedback and impact assessment.
6. Implementation and monitoring of the policy to ensure that objectives are achieved.
7. In summary, the Civil Aviation Policy is developed to ensure safety, security, and efficiency in the aviation industry. The policy's methodology includes collaboration with stakeholders, policy analysis, and development, consultation, impact assessment, and implementation.

CRITICAL EVALUATION OF CURRENT CIVIL AVIATION POLICY INDIA

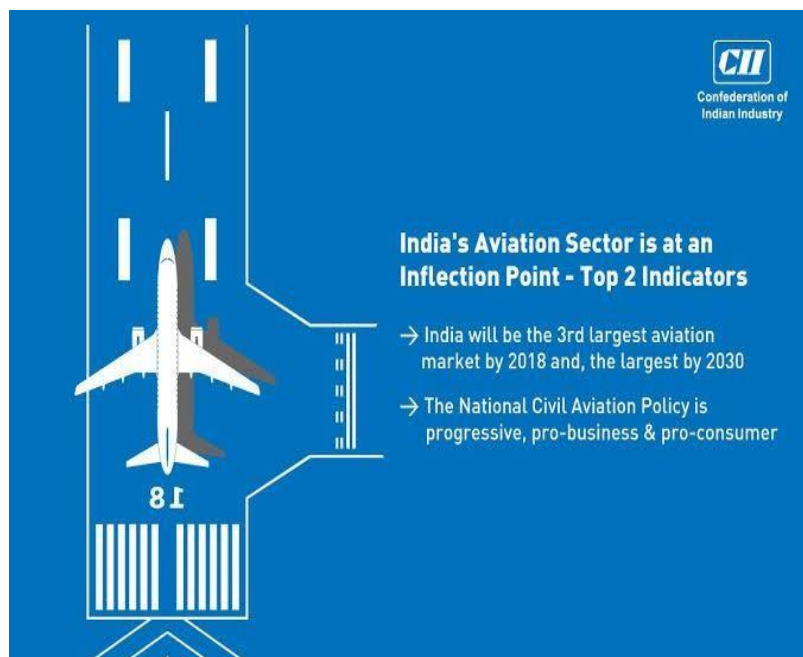
The current civil aviation policy in India has been lauded by some for its ambitiousness and its attempt to open the sector to more private players, while others have criticized it for the lack of implementation of key reforms and policies. On the positive side, the policy seeks to liberalize the sector by allowing foreign direct investment (FDI) up to 100% in scheduled air transport services, regional airports, ground handling services, and maintenance, repair



Source : Press information Bureau

and overhaul (MRO) organizations. It has also sought to increase the number of airports and create a level playing field for private players in the sector. However, the policy has been criticized for the lack of implementation of key reforms and the establishment of a national carrier. Moreover, the policy does not adequately address the issue of airport capacity and the limited number of flights allowed in certain routes. Overall, the current civil aviation policy in India is a step in the right direction, but it requires stronger implementation if it is to realize its full potential. A greater focus on airport capacity and air fares, along with the privatization.

The current civil aviation policy of India is largely market-oriented, with a focus on liberalization, modernization and privatization. The policy has been in place since the early 1990s and has been successful in expanding the aviation industry, with the number of domestic passengers increasing from 2.3 million in 1993 to 83.3 million in 2019. The policy has also led to the emergence of low-cost carriers and the development of regional connectivity. However, there are some drawbacks to the current policy. The policy has resulted in high fares and limited access to regional airports, which are not always commercially viable. The policy also fails to address the environmental impact of civil aviation, such as noise pollution and air pollution, which is a growing concern in India. Additionally, the policy has not been successful in providing an efficient and safe air transport system, as evidenced by the continued delays, cancellations and air accidents in India. Despite its flaws, the current policy has been successful in expanding the aviation industry and promoting connectivity in India. In the future, the policy should focus on addressing the environmental and safety issues associated with civil aviation, as well as improving access to regional airports. Additionally, the policy should aim to promote competition and lower fares, in order to make air travel more accessible.



Source: Confederation of Indian Industry

CHALLENGES DURING IMPLEMENTATION OF CIVIL AVIATION POLICY

- Lack of sufficient funding: Civil aviation policies often require significant financial resources in order to be implemented successfully. Without adequate funding, civil aviation policies may not be able to take full effect.
- Technological barriers: The implementation of civil aviation policies requires the use of advanced technology, which can be expensive and difficult to use.
- Regulatory complexity: Many civil aviation policies are heavily regulated, which can lead to bureaucratic delays and confusion.
- Lack of Open Skies Policy: India has yet to open its skies to foreign carriers, which limits the growth of the aviation industry.
- High Tax Burden: India has high taxes on aviation fuel, which is one of the highest in the world. This is making it difficult for airlines to remain competitive and operate efficiently.
- Infrastructure Constraints: The lack of modern airports, air traffic control, and inadequate navigational systems are making it difficult for airlines to operate.
- Lack of Air Traffic Management: India has yet to develop a modern air traffic management system which is essential for safety and efficiency.
- Low Penetration of Regional Airlines: Regional airlines are still not being able to penetrate the market due to the lack of regional airports and inadequate navigational systems.
- Low Penetration of Low-Cost Carriers: Low-cost carriers are yet to make a significant mark in the market due to the lack of infrastructure and government policies.

- **Limited Infrastructure:** The lack of airports and air navigation services in India is a major hurdle in the country's civil aviation policy. Many remote areas of the country lack basic infrastructure to support the sector, and this limits the scope of the industry's growth.

Safety Concerns: The Indian aviation industry is plagued by safety concerns, including the frequent occurrence of aircraft accidents. To ensure the safety of passengers and crew, the civil aviation policy must ensure that safety standards are met, and that aircraft are properly maintained.

- **Rising Operating Costs:** The cost of operating an airline in India is higher than in other countries due to the high taxes and surcharges imposed by the government. This has resulted in higher ticket prices, which makes air travel less affordable for many domestic travelers.



Source : Ministry of Civil Aviation

Budget Highlights on Regional Connectivity 2023-24

- The FM has announced the plan to revive 50 additional airports, heliports, water aerodromes, and advanced landing grounds for improving regional air connectivity .
- Coastal shipping will also be promoted through the PPP model.

The budget for the fiscal year 2023 has made some key investments in the civil aviation sector in India. These include:

1. Allocation of Rs. 1,000 crore for the development of low-cost airports across the country.
2. Expansion of the Ude Desh Ka Aam Nagrik (UDAN) scheme to include more regional airports.
3. Setting up of a 'No-frills Airline' by the Government of India.
4. Allocation of Rs. 250 crore for the development of the regional air connectivity scheme.
5. Allocation of Rs. 500 crore for the upgradation and expansion of existing airports.
6. Investments in the development of the country's aviation infrastructure

National Tourism Policy

Introduction:

The act of traveling to a different location for pleasure, business, or any other purpose is known as tourism. It involves people moving from one location to another, frequently across borders, to learn about new cultures, activities, and landscapes.

Tourism has long been an integral part of human life. People have always been interested in learning more about the world around them. Travel has become easier and more accessible as the world has become more interconnected, resulting in a significant rise in global tourists.

Because it generates employment opportunities and spends money on lodging, food, and other services, tourism has a significant impact on the economies of many nations. Because tourists frequently want to experience the distinctive customs and traditions of the places they visit, it also aids in the preservation of natural and cultural heritage.

However, tourism can also cause problems like overcrowding, damage to the environment, and cultural commodification. As a result, sustainable tourism practices that maximize the benefits to local communities and the environment while minimizing any negative effects must be promoted.

OVERVIEW:

India is a vibrant and diverse nation with a rich cultural heritage, stunning natural surroundings, and a long tradition of tourism. In recent years, the Indian tourism industry has grown significantly, becoming one of the country's most important industries and a significant economic contributor.

The domestic and international tourism, business, medical, and adventure tourism sectors of the Indian tourism industry are just a few examples. The Taj Mahal in Agra, the beaches of Goa, the backwaters of Kerala, the forts and palaces of Rajasthan, and the Himalayan Mountain range are among the country's most popular tourist destinations.

The "Incredible India" campaign was launched by the Indian government to highlight the country's tourism potential. Other initiatives include the creation of new tourist routes and destinations, the introduction of e-visas for foreign tourists, and other initiatives.

India's hospitality sector has also experienced significant expansion in recent years, with numerous new hotels and resorts opening all over the country. New travel technologies and platforms have also emerged in the industry, making it easier for tourists to plan and book trips.

However, just like in a lot of other nations, the Indian tourism industry has also faced difficulties like a lack of infrastructure, concerns about safety and security, and negative effects on the environment and communities in the area. The industry

is always trying to find solutions to these problems and make tourism more environmentally friendly.

MILESTONES:



Source: Vimeo

Milestones of national tourism policy:

- 1988: National Tourism Policy is introduced by the Government of India.
- 1995: Ministry of Tourism is created to promote tourism in India.
- 1998: Incredible India campaign is launched to promote India as a tourist destination.
- 2002: National Tourism Development Corporation is established to promote tourism in India.
- 2005: National Tourism Policy is revised to focus on sustainable tourism development.

- 2010: National Tourism Plan is introduced to develop tourism infrastructure in India.
- 2014: Make in India campaign is launched to promote domestic tourism in India.
- 2017: Ministry of Tourism launches 'Swadesh Darshan' to develop theme-based tourist circuits in India.
- 2018: e-Visa scheme is launched to ease visa processes for foreign tourists.
- 2019: Government of India launches 'Adopt a Heritage' scheme to develop public-private partnerships for the development of heritage sites.

OBJECTIVES:

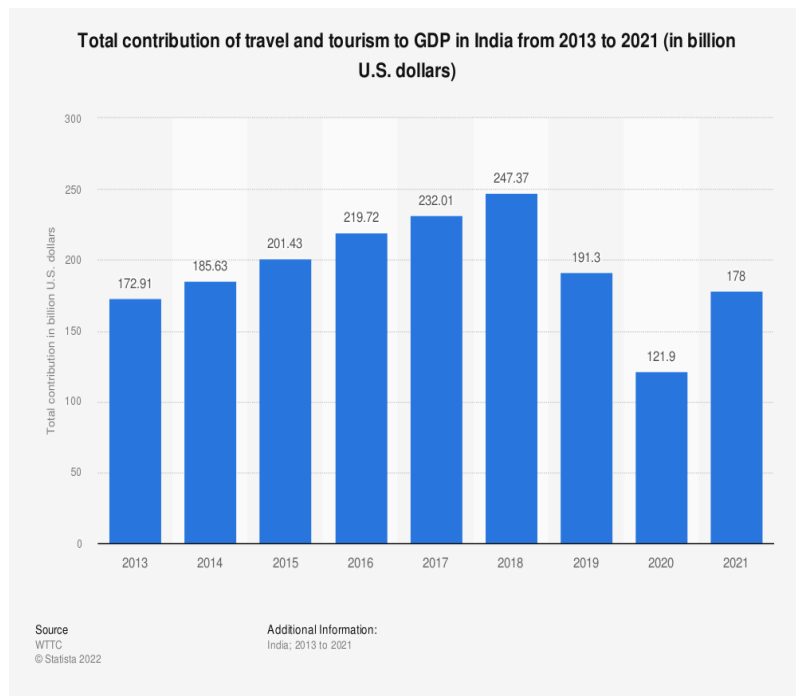
The tourism policy of the Indian government aims to make tourism a major driver of economic expansion, job creation, and cultural exchange. The following are the goals of the Indian tourism policy:

1. **Increase Foreign Exchange Earnings (FEE):** Increasing foreign exchange earnings from tourism is one of the primary goals of Indian tourism policy. This is accomplished by promoting tourism-related goods and services, attracting international tourists, and extending their stay.
2. **Opportunities for Employment** Tourism has the potential to generate employment opportunities in a variety of sectors and skill levels. The travel industry strategy means to set out greater business open doors in the travel industry area, especially in rustic regions.

3. Improve the quality of tourism services and make travel to India more comfortable and convenient by developing tourism infrastructure, which includes hotels, airports, transportation, and other amenities.
4. To encourage domestic tourism, the policy promotes regional destinations, creates new tourist circuits and routes, and offers incentives to domestic tourists.
5. Encourage Sustainable Tourism: The policy aims to minimize adverse effects on the environment and local communities by promoting sustainable tourism practices, such as ecotourism, cultural tourism, and responsible tourism.
6. Upgrade India's Picture - The travel industry strategy intends to improve India's picture as a vacationer location and grandstand its social legacy, regular excellence, and different vacation spots to the world.
7. Reinforce Institutional Structure - The strategy plans to fortify the institutional system for the travel industry by laying out a hearty administrative structure, advancing public-private organizations, and giving monetary motivations to partners in the travel industry.

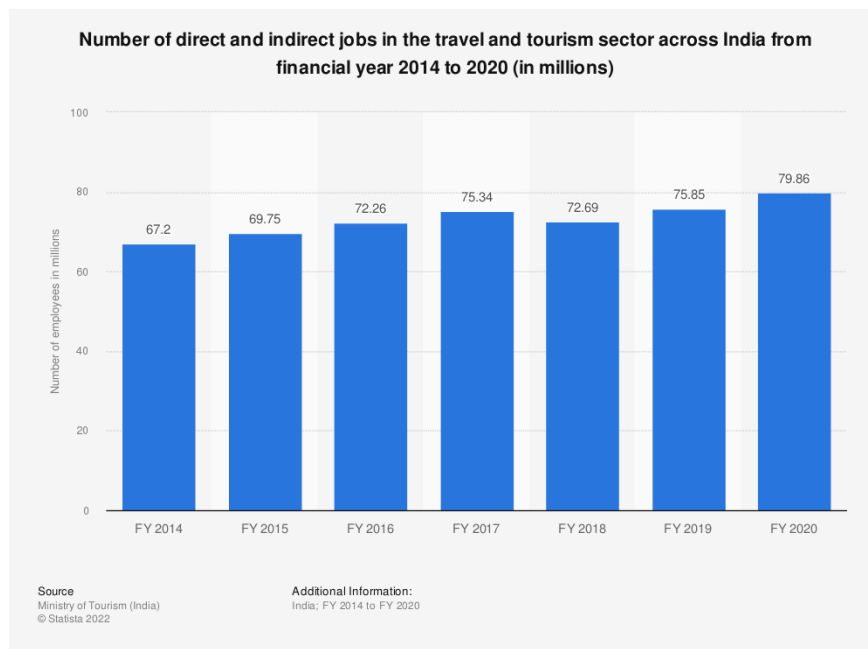
In general, the goal of the Indian tourism policy is to establish India as a world-class tourist destination that is renowned for its warmth, cultural diversity, and natural beauty.

Contribution to Indian GDP by Travel & Tourism:



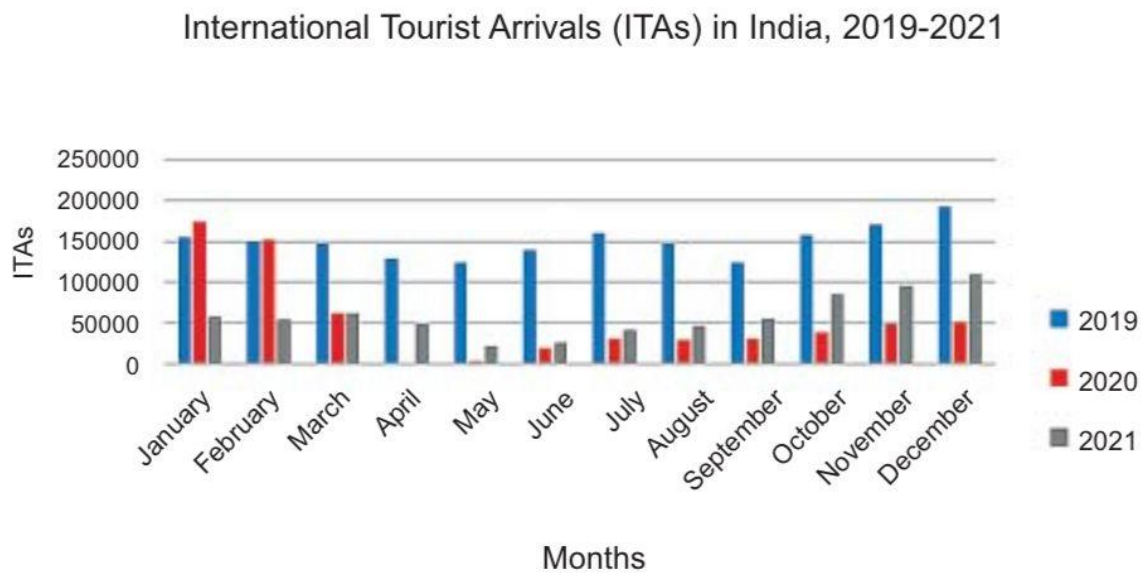
Source: Statista

Employment generation by Travel and Tourism in India:



Source: Statista

International Tourists Arrivals in India:



Source: Ministry of Tourism

METHODOLOGY:

1. Establish a National Tourism Policy Framework: Develop a comprehensive National Tourism Policy Framework that outlines the goals and objectives of the tourism industry, while ensuring that the interests of stakeholders are taken into account.
2. Set Industry Targets: Establish industry targets and objectives that can be used to measure the impact and success of the National Tourism Policy. This should include targets for visitor numbers, economic impact and sustainability.
3. Develop a Strategic Plan: Develop a strategic plan that outlines the steps needed to reach the goals and objectives of the policy. This plan should be regularly reviewed and updated to ensure that the policy remains relevant and effective.
4. Promote Tourism: Promote the tourism industry through marketing campaigns, advertising and public relations. This should include creating awareness of the benefits of tourism to the local economy and providing information on the destinations and attractions available.
5. Invest in Infrastructure: Invest in infrastructure such as roads, airports and accommodation to make the destinations more accessible and attractive to potential visitors.

CRITICAL ANALYSIS OF THE POLICY:

Since its inception in 2002, the National Tourism Policy of India (NTP) has met with both praise and criticism for a various of reasons. While it has significantly aided India's tourism industry's expansion, A critical analysis of the national tourism policy can be found here:

1. **Inattention to Sustainable Tourism:** Although sustainable tourism is mentioned as a goal in the policy, there is no clear path to achieving it. There are no specific steps that must be taken to achieve sustainable tourism, and there are no mechanisms for monitoring and evaluating compliance.
2. **Overreliance on International Tourism:** The domestic tourism market has been overlooked as a result of the policy's emphasis on international travel. The infrastructure, safety, and security requirements of domestic tourists are not met by the policy.
3. **Challenges in Implementation:** The arrangement has been condemned for its unfortunate execution, with a large number of the proposed measures staying on paper. This has been attributed to a lack of political will, inadequate funding, and a lack of coordination among various government agencies.
4. **Disregard of Rustic The travel industry:** The strategy concentrates entirely on country the travel industry, notwithstanding its true capacity for creating business and pay in rustic regions. Rural tourism infrastructure development and product promotion both require special attention.
5. **Inadequate Confidential Area Support:** The policy fails to sufficiently encourage private sector involvement in the tourism industry, particularly in infrastructure

development. As a result, there has been a lack of investment in the sector and limited innovation in tourism services and products.

In conclusion, despite the fact that India's National Tourism Policy has significantly contributed to the promotion of the country's tourism industry, it falls short in a number of areas. To address the aforementioned issues, the policy needs to be reviewed and updated with a greater emphasis on sustainable tourism, rural tourism, and private sector participation. In addition, improved mechanisms for coordination and implementation are required to guarantee the policy's successful implementation.

Challenges:

India's National Tourism Policy is hindered in its implementation and effectiveness by a number of obstacles. Here are a portion of the difficulties looked by the strategy:

1. **Inadequate Infrastructure:** The National Tourism Policy faces a significant obstacle in the form of inadequate infrastructure. The lack of transportation, sanitary facilities, and basic infrastructure makes many of India's tourist destinations less appealing to tourists.
2. **Lack of Skilled Manpower:** The travel industry requires a gifted labour force, remembering experts for cordiality, travel, and the travel industry the board. However, the tourism industry lacks trained and skilled workers, making it difficult to provide high-quality services.



Source: Pyjama HR

3. **Security and Safety Concerns:** The National Tourism Policy faces a significant obstacle in the form of security and safety concerns. Due to incidents of terrorism, crime, and natural disasters, tourists to India are concerned about their safety.

4. Limited Financial Options: The tourism sector necessitates significant investment in product development, marketing, and infrastructure. However, the tourism industry's access to financing remains a challenge, particularly for small and medium-sized businesses.

5. Environmental sustainability: Due to how tourism activities affect natural resources and ecosystems, India's tourism industry faces significant environmental challenges. The policy needs to make sure that tourism activities don't harm the environment in a way that can't be fixed.

6. Coordination issues: Stakeholders in the tourism industry range from state and federal governments to businesses in the private sector and local communities. Conflicting policies can result from a lack of coordination among these stakeholders, causing confusion and implementation delays.

7. Lack of Quality services: Another issue that must be resolved is the absence of high-quality services. Tourists frequently experience poor service, which has a negative effect. To make the experience of tourists more enjoyable, high-quality facilities and services should be made available.

In conclusion, India's National Tourism Policy faces a number of obstacles that must be resolved to ensure its successful implementation. To boost India's tourism industry, the government must address the infrastructure shortfall, increase access to finance, improve coordination among stakeholders, address safety and security concerns, increase the availability of skilled labour, guarantee environmental sustainability, and address safety and security concerns.

Roadmap for Indian National Tourism Policy:



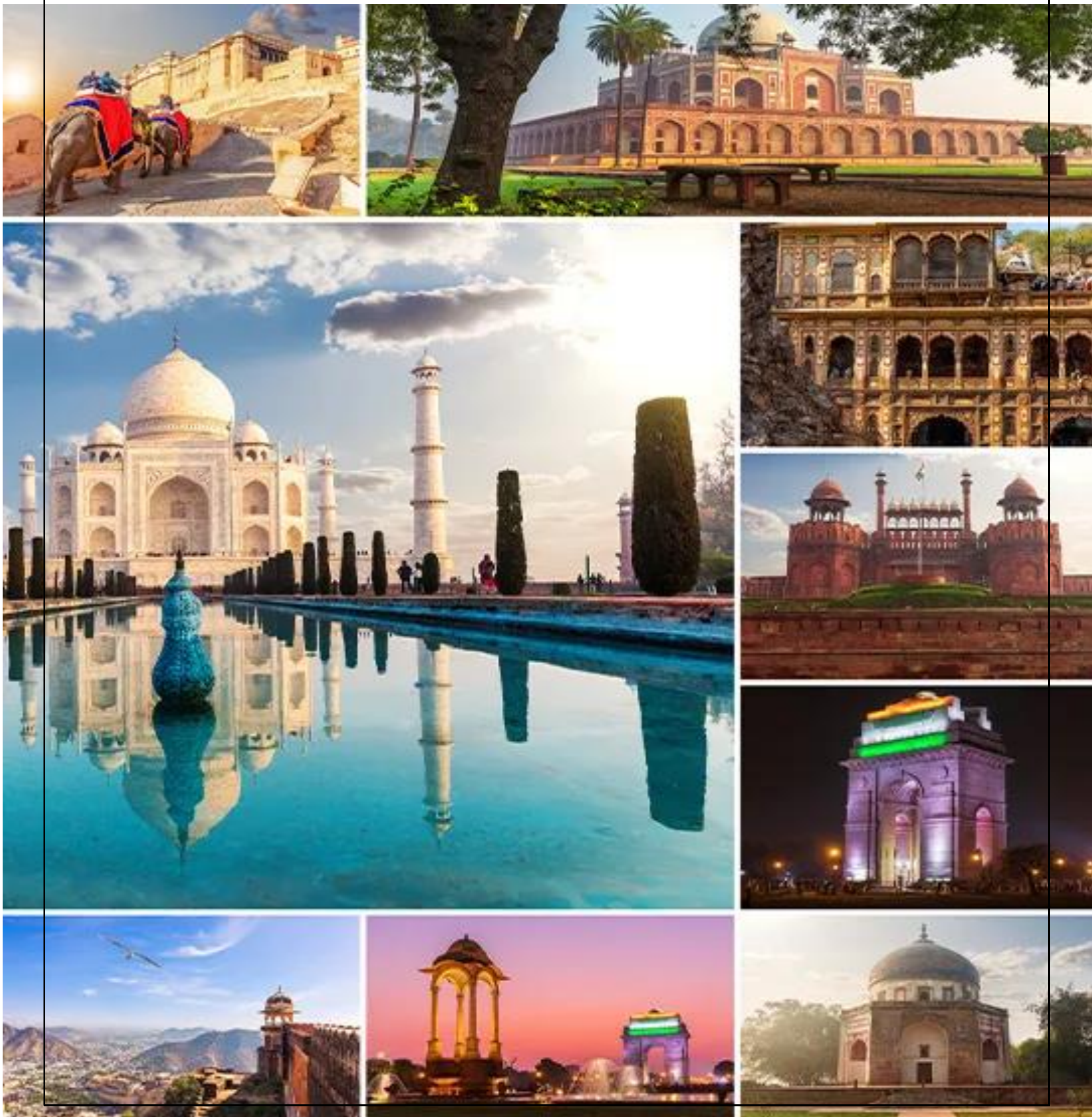
Source: HR Kilns

1. **Develop a Comprehensive National Tourism Policy:** The government should develop a comprehensive national tourism policy that can effectively guide the tourism sector and promote its growth. The policy should focus on sustainable tourism, national heritage conservation, and responsible tourism practices.
2. **Improve Infrastructure:** Infrastructure is an essential component of the tourism sector and hospitality sector and must be improved in order to support the growth of the industry. This includes developing new and improved road networks, modernizing airports, and introducing new public transportation services.
3. **Promote Domestic Tourism:** Domestic tourism is an important part of the Indian economy and should be encouraged. The government should consider providing incentives to travellers and tourism operators to promote domestic tourism.
4. **Enhance Private Sector Participation:** Private sector participation should be encouraged in order to promote the growth of the tourism sector in India. The government should provide incentives to private companies to invest in the tourism industry which would help the tourism sector grow which will help the country's economy to grow.

5. **Improve Accessibility:** Accessibility is a major issue in the Indian tourism sector. The government should consider investing in projects that improve access to tourist destinations, such as developing new roads, bridges, and airports.

6. **Create a Robust Regulatory Framework:** The government should create a robust regulatory framework for the tourism sector.

SWADESH and PRASADH SCHEMES





Swadesh Darshan Scheme



Introduction:

Swadesh Darshan is a central-sector scheme. The Government of India's Ministry of Tourism and Culture introduced it in 2014–15. The country has theme-based tourist circuits. These tourist circuits will be created using integrated principles of high tourist value, competitiveness, and sustainability, and the scheme has sanctioned 76 projects to date. The Ministry of Tourism carried out a detailed review of the scheme and identified the following areas for improvement:

- (i) Broadening the scope of the Central Sanctioning and Monitoring Committee
- (ii) State-level Institutional Structure for the Scheme
- (iii) Strategic selection of the destinations
- (iv) Extensive benchmarking and gap analysis of the destination."

This program focuses on developing and identifying pilgrimage sites throughout India in order to enhance the religious tourism experience. It aims to integrate pilgrimage destinations in a prioritized, planned, and sustainable manner to provide a complete religious tourism experience. The growth of domestic tourism depends heavily on pilgrimage tourism.



The PRASHAD scheme, also known as the Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive, is a scheme launched by the Government of India's Ministry of Tourism in 2015. The aim of the scheme is to develop pilgrimage sites and heritage destinations in India, with a focus on improving the visitor experience through infrastructure development, amenities, and services.

Under the PRASHAD scheme, the government has identified and prioritized several destinations across India that have significant cultural and religious importance. These include places like Ajmer, Amritsar, Dwarka, Mathura, Varanasi, and Puri, among others.

The scheme focuses on developing amenities such as drinking water facilities, toilets, pathways, illumination, parking, and other facilities that will improve the

overall visitor experience. It also aims to promote local handicrafts and food as part of the overall tourism experience.

The PRASHAD scheme aims to boost tourism in India, particularly in the areas of religious and spiritual tourism, which can have a significant impact on the local economy and generate employment opportunities.

Overview and Evaluation



In 2014-2015, the Government of India launched the PRASHAD Scheme under the Ministry of Tourism. The PRASHAD scheme's full name is Pilgrimage Rejuvenation and Spirituality Augmentation Drive. However, in October 2017, the scheme's name was changed to "National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)."

The Swadesh Darshan Scheme is a central sector scheme launched by the Ministry of Tourism, Government of India, for the integrated development of theme-based tourist circuits. The scheme aims to promote, develop, and capitalise on India's tourism potential.

Rational & Objectives

PRASHAD SCHEME OBJECTIVES

By creating an extensive tourism infrastructure that will give visitors a convenient experience, the Prashad Scheme aims to develop pilgrimage or heritage sites in a sustainable and planned manner. This will attract more tourists while also creating job opportunities for the local population.

Following are the objectives of the Prashad Scheme that it aims to fulfill:

- Develop important global pilgrimage sites sustainably to attract more tourists and boost the tourism sector.
- It aims to utilize heritage and pilgrimage tourism to multiply employment opportunities in local communities directly.
- This scheme prioritizes community-based development via "responsible tourism" and "pro-poor" initiatives.
- It aims to promote local culture, art, handicrafts, etc. and improve the quality of services in the tourism sector by creating strong safety and security measures for pilgrimage sites.
- It envisages convergent schemes of the central and state governments and the private sector for the integrated development of tourist sites.

SWADESH DARSHAN SCHEME OBJECTIVES

Positioning tourism as an economic growth and job creation driver
Developing tourist circuits in a systematic manner
Promoting India's cultural value in various regions
Developing world-class infrastructure in tourism circuits and destinations
Increasing the tourist appeal in a sustainable way
Increasing local community awareness of the importance of tourism, following a community-based improvement and pro-poor tourism approach, handcrafting employment through local communities' active involvement
Using existing infrastructure, national culture, and characteristic strong points for attracting travelers.

The strategic objectives of the Scheme are:

- (i) To enhance the contribution of tourism to the local economies
- (ii) To create jobs including self-employment for local communities
- (iii) To enhance the skills of local youth in tourism and hospitality
- (iv) To increase private sector investment in tourism and hospitality
- (v) To preserve and enhance the local cultural and natural resources

Budget



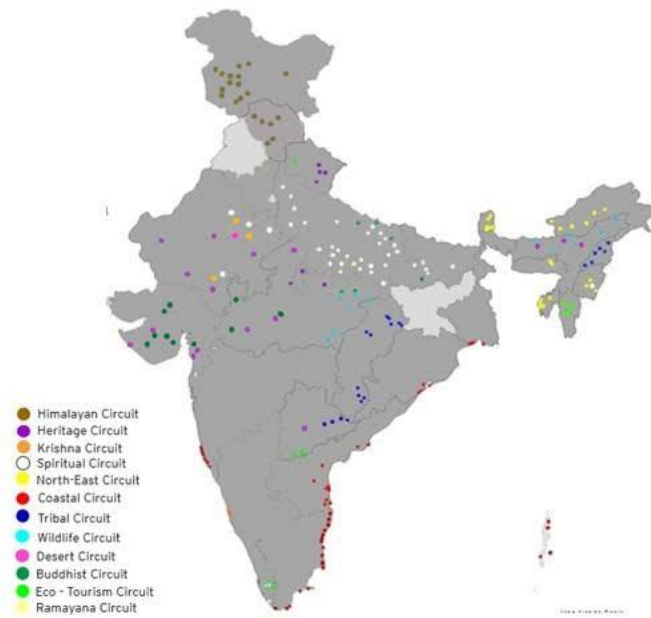
BUDGET 2023

- 1) The tourism industry should be promoted as a mission, with a goal of developing 50 destinations.
- 2) For these selected 50 destinations, information on physical connectivity, virtual connectivity, tourist guides, food streets, tourist security, and other relevant aspects of the visitor experience would be made available through an app.
- 3) India also plans to leverage its ongoing G-20 presidency as an opportunity to push India as a preferred tourist destination. The 215 meetings are being held at 55 different locations covering most states, including places like Siliguri, Khajuraho, Hampi, Guwahati, the Rann of Kutch, and Ladakh. Some of these places are likely to make it to the list of 50 destinations mentioned in the budget.

- 4) Fifty additional airports, heliports, water aerodromes, and advanced landing grounds will be revived for improving regional air connectivity, as per the budget.
- 5) To achieve the objectives of the "Dekho Apna Desh" initiative, launched in 2019 after an appeal by the Prime Minister to prefer domestic over international tourism,
- 6) To encourage tourism in the border villages, tourism infrastructure and amenities will be facilitated under the Vibrant Villages Programme.
- 7) The approach to tourism will also integrate with the art and craft sector.

| Years | Swadesh | Prashad |
|---------|------------|-----------|
| 2018-19 | 1100 Cr | 150 Cr |
| 2019-20 | 1106 Cr | 160.50 Cr |
| 2020-21 | 1200 Cr | 207.55 Cr |
| 2021-22 | 630 Cr | 153 Cr |
| 2022-23 | 1181.30 Cr | 235 Cr |
| 2023-24 | 1412 Cr | 250 Cr |

Milestone



The North-East India Circuit

The North-East (NE) region of the country, popularly known as NE, comprises eight states: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim. The region shares international boundaries with China, Bangladesh, Bhutan, Nepal, and Myanmar.

The NE region, with its extraordinary and breathtaking natural beauty, difficult rivers, and mountains, colorfully painted Buddhist monasteries in tranquil settings, unique orchids, uncommon wildlife, and indigenous sports.

The Buddhist Circuit

India is the most important pilgrimage destination for Buddhist tourists. Even though Lord Buddha was born in Lumbini, which is now in Nepal, he spent most of his life in India, where he also experienced enlightenment, preached, and obtained Mahaparinirvana.

7 Places of Buddha's Life Birthplace of Lord Buddha:

1. Lumbini (Nepal)
2. Kapilavastu, UP, India
3. Bodh Gaya, Bihar, India - Attained enlightenment
4. Sarnath, UP, India - Gave his first sermon
5. Rajgir, Bihar, India: Gave his sermons Sravasti, UP, India
6. Vaishali, Bihar, India - Gave his last sermon
7. Kushinagar, Uttar Pradesh, India - The location of Lord Buddha's Mahaparinirvana.

The Himalayan Circuit

The Indian Himalayan Region is strategically located along the country's entire northern border. About 73% of the Himalayan Mountain range falls in India. Three major rivers in the world—the Indus, the Ganges, and the Brahmaputra—originate from the Himalayas.

One of the Natural World Heritage Sites, namely the Great Himalayan National Park Conservation Area (GHNPCA), for the protection of monsoon-affected forests and alpine meadows of the Himalayan front ranges, is in the region.

Many stunning tourist destinations may be found in the Indian Himalayan Region, which includes the states of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, and the North-East.

The Coastal Circuit

The development of coastal tourism is one of the niche tourism products promoted by India that helps overcome the seasonality factor of Indian tourism. The Indian coastline (7,517 km approx.) is surrounded by the Arabian Sea in the west, the Bay of Bengal in the east, and the Indian Ocean in the south. India is endowed with a beautiful and vast coastline that includes the coast of the Andaman and Nicobar Islands and the Lakshadweep Islands as well.

India is known for its beautiful sea beaches and as the land of "sun, sea, and surf." The long coastline of India is dotted with several world-class sea beaches spread over various states like Gujarat, Maharashtra, Goa, Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Odisha, West Bengal, etc. The development of coastal tourism will align with the objective of conserving native natural flora and fauna. The development of Coastal Circuits will also result in the development of backwaters, mangroves, and cruise tourism, and all these will result in an increased inflow of both foreign and domestic tourists, thereby contributing to the growth of income and employment in the economy.

The Krishna Circuit

India is a land of pilgrimages. Almost all major and minor pilgrimage centres for Hinduism, Buddhism, Jainism, Sikhism, and Sufism are located throughout the nation. Tourism has historically been associated with religion. Religion and spirituality have long been popular reasons for travel, with many major tourist destinations sprouting up as a result of their ties to sacred people, places, and events. The Krishna Circuit's development is primarily aimed at developing locations associated with Lord Krishna legends in various states. Furthermore, it is

necessary to comprehend not only the needs of the modern pilgrim at religious sites, but also how such a visitor interacts with others and seeks new experiences.

The issues that must be addressed include, among other things, a lack of infrastructure such as budget hotels, roads, last-mile connectivity, sewage, hygiene, and cleanliness; solid waste management; touts and lapka culture; and developing a code of religious etiquette for these visitors to follow in order to have a harmonious experience.

The Rural Circuit

It is rightly said that India lives in its villages, and to peep into India's heart and soul, one must experience its villages. Indian villages are imbued with natural beauty, charm, and a simple way of life and offer unique experiences for travelers. Tourism can also act as a powerful tool for revitalizing the rural economy. Developing a strong people-public-private partnership within a responsible tourism framework can create a win-win situation for the tourist, the entrepreneur, and the community and emerge as an alternate engine of growth for rural areas.

The aim of developing the rural tourism circuit is to provide a unique experience to travelers visiting the country and, at the same time, develop the lesser-known destinations located in remote areas of the country.

The Wildlife Circuit

The uniqueness of the Indian subcontinent lies in the diversity it offers in every aspect. India is blessed with the most disparate geography and climate, which provide habitat for a vivid range of flora and fauna. The incredible range of wildlife in India is nature's gift, which makes India the ideal location for wildlife tourism.

India houses several wildlife sanctuaries and national parks that help to preserve wildlife in its natural form.

In developing the Wildlife Circuit, the emphasis is on improving the quality of tourist facilities available at the parks, improving connectivity, skill development of the local population, and the safety and security of tourists.

The Tribal Circuit

From the blissful North East to splendid Odisha, from the fascinating state of Chhattisgarh to Jharkhand, the tribal population of India has so far managed to preserve their prehistoric rituals, customs, and culture even in today's modern world. The tribal population in India alone accounts for approximately 8% of the total population. Tribes in India are known for their age-old traditions, culture, festivals, craftsmanship, art, rituals, etc.

Under this circuit, the aim is to develop and promote these tribal areas in a very responsible manner, with due focus on cultural sensitivities, carrying capacity, and the preservation of natural surroundings and local culture.

The Ramayana Circuit

The Ramayana is more than just an epic; it is a living, breathing story that can be found in every strange nook and cranny of the country. The development of the Ramayana Circuit is aimed at developing and connecting the places associated with Lord Rama across the country and will bridge infrastructural gaps, improve tourist facilities, promote cultural and heritage value, develop local art, and craft, and provide a holistic tourist experience.

The Spiritual Circuit

Spiritual travel originates from the intersection of devotion, lifestyle, and travel combined with a sense of purpose to achieve the essence of spirituality. Spirituality and the quest for purpose generate a global movement of 300 to 330 million people per year.

Tourism in India has traditionally thrived on travelers visiting places of spiritual interest. As the birthplace of four great religions—Hinduism, Buddhism, Jainism, and Sikhism—India attracts a significant number of spiritual visitors.

Spiritual tourism, combined with wellness and cultural tourism, can create a synergy that would be a catalyst for each other's growth in the long term. Since most domestic spiritual travelers are from low-income groups, there will be a special focus on the adoption of pro-poor tourism concepts while developing this circuit.

The Desert Circuit

India is a country known for its rich biodiversity. One of the most important physical features of the country are the great deserts. The desert does not only mean sand dunes and exceedingly high temperatures like the Great Indian Thar Desert in Rajasthan but also the dead land of Kutch and the valley of dry and cold mountains in Ladakh and Himachal Pradesh.

The Desert Circuits will focus on the development of tourist facilities, adventure activities, and tribal and local experiences in these challenging areas in a responsible and sustainable manner.

The Heritage Circuit

India, often referred to as a "living continent," India is blessed with a rich history and a vibrant heritage and culture. India has an array of 3685 national monuments and ancient sites, including 32 cultural and natural sites inscribed on the World Heritage List of UNESCO.

A strong people-public-private partnership to restore and adapt our historical and cultural assets into tourism products would go a long way in preserving not just our built-up heritage but also our intangible assets like folk arts, dance forms, theatre, etc.

The Eco Circuit

Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas on a small scale and with a low impact.

It aims to educate the traveler, provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and human rights.

In developing the Eco-Tourism Circuit, the goal is to enable people to enjoy and learn about the natural, historical, and cultural characteristics of unique environments while preserving the integrity of those sites and stimulating economic development opportunities in local communities.

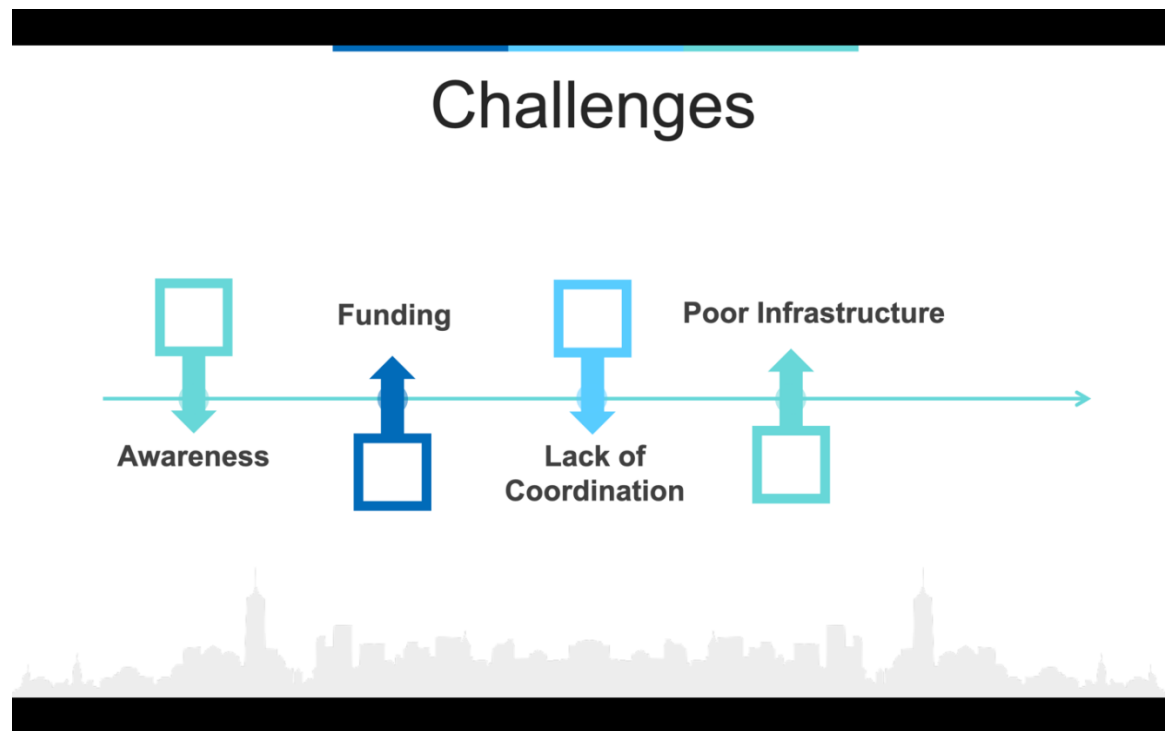
Criticism

The Swadesh and Prashad scheme was a policy implemented by the Indian government to promote the use of Hindi as the official language of India. The policy had a significant impact on the linguistic and cultural diversity of the country and has been the subject of both praise and criticism.

Another criticism of the Swadesh and Prashad scheme was that it was poorly implemented. The policy was introduced without adequate preparation, and there was a lack of resources and support for people who were required to learn Hindi. This resulted in resentment among non-Hindi speakers who felt that they were being forced to learn a language that was not their own.

Overall, the Swadesh and Prashad scheme was a controversial policy that had both positive and negative impacts on India. While it was intended to promote national unity and pride, it was also seen as a form of linguistic imperialism that threatened the linguistic and cultural diversity of the country.

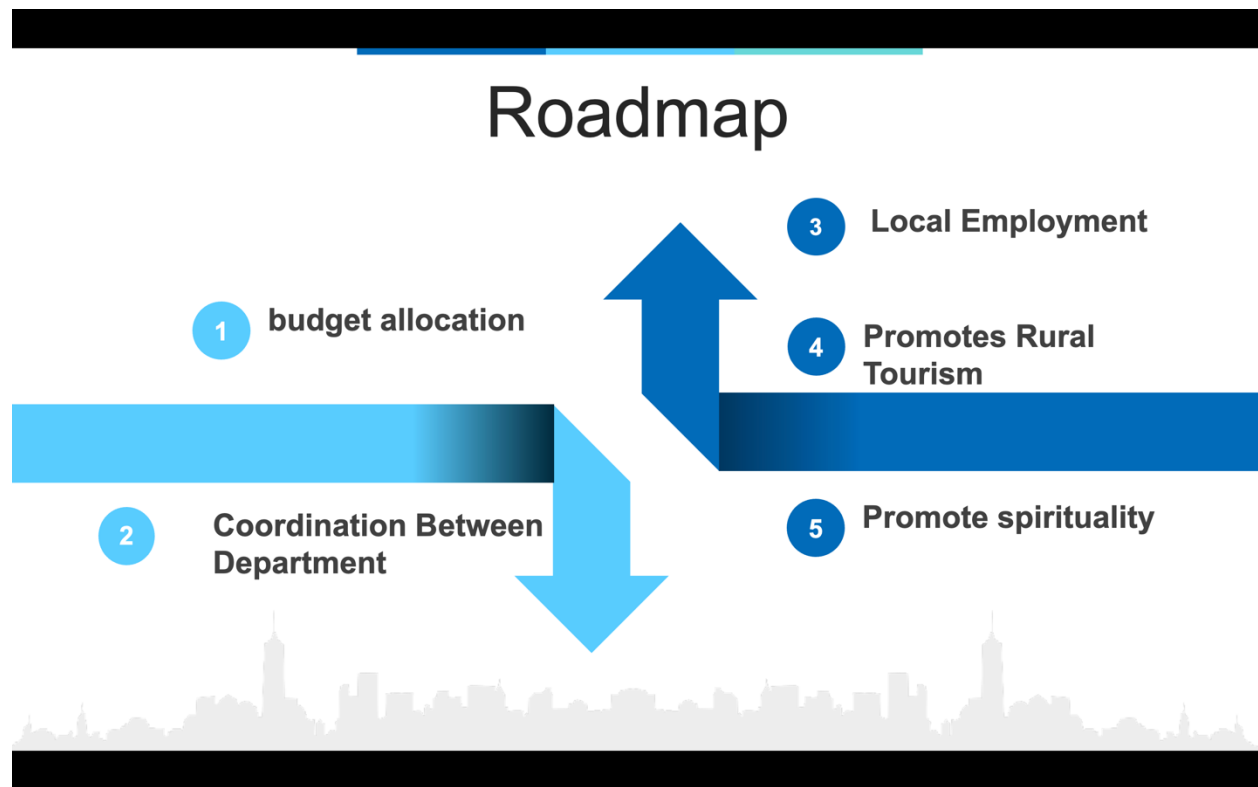
Challenges



- **Implementation Challenges:** One of the biggest challenges in the effective implementation of these schemes is to identify and select the right beneficiaries. It is essential to ensure that the benefits of the schemes reach the intended beneficiaries and are not misused.
- **Monitoring and Evaluation:** Another challenge is the effective monitoring and evaluation of the schemes to ensure that they are achieving their intended goals. This requires regular assessment and tracking of the progress made by the beneficiaries.

- **Financing:** Financing is also a significant challenge, as the schemes require substantial financial resources to be effective. The funding allocation for the schemes must be sufficient to support the targeted beneficiaries.
- **Capacity Building:** Capacity building is critical to ensuring that the beneficiaries of these schemes have the necessary skills, knowledge, and resources to succeed. This includes training and technical assistance to improve their manufacturing capabilities and productivity.

Road Map



- Strengthening of the supply chain: a strong supply chain is crucial for the success of both schemes. The government must provide infrastructure support, such as warehousing and transport facilities, to help manufacturers move their products quickly and efficiently.
- Increased awareness and publicity: The government must increase awareness about the benefits of these schemes to ensure that more manufacturers participate in them. This can be achieved through mass media campaigns and other promotional activities.

- Collaboration with the private sector: The government should work closely with the private sector to create an enabling environment for the successful implementation of these schemes. The government can work with the private sector to create favorable policies and regulations that promote domestic manufacturing.
- Regular monitoring and evaluation: Regular monitoring and evaluation of the schemes will help identify gaps and challenges and take corrective action as necessary. This will ensure that the schemes are achieving their intended objectives and that the beneficiaries are benefiting from them.

In conclusion, the Swadesh and Prashad schemes have the potential to transform the Indian manufacturing sector. However, their success will depend on effective implementation and monitoring, increased public awareness, and collaboration with the private sector. The challenges associated with these schemes must be addressed, and a roadmap must be developed to ensure their long-term success.

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