PREFACE

History reveals that people have been traveling from ancient times. It shows that man even during the early days had some fascination for travelling. Much of the travel earlier was largely unconscious and rather a simple affair. But in today's world this fascination for travel have provided tourism a status of a large industry. Today Tourism have become one of the most important and upcoming industry in the world. At present tourism is the second largest foreign exchange earner in the world and the third largest foreign exchange earner in India. Besides, providing peace, relaxation comfort, thrill etc. to the people who undertake tourism it has various social and economical advantages for developing countries like ours. Not only this it is the largest employment generating industry in our country. The importance of Tourism as a contributor of economic growth and an important employment generating industry is so widely accepted that year after year a massive and growing investments are pour in this industry for its development. The present study is undertaken primarily to examine the policies of the government with regard to the development of tourism in India. This study will also highlight the various structural changes that took place in the recent years and their positive and negative effects on this industry.
OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1) To have a real picture of how tourism is an important source of economic development.

2) To assess the impact of tourism policies and plans in the recent years.

3) To study the various changes that have taken place in the tourism infrastructure.

4) To examine the present trends in tourism marketing.

5) To examine the requirement for trained human resource for the industry.

HYPOTHESIS:

The hypothesis of the study is that besides having innumerable and varied attractions for the tourists, India is not even among the top 15 countries of the world in tourism generation. It means that there is some draw back in the government policies, plans and directions in promoting tourism in India. This study is an effort to find the loop holes in the policies and Action Plan of the government in the recent years. This study also examines the implications of these plans and policies on the market segment and human resource segment of this industry. The work also puts light
on the existing infrastructure and the kind of requirement of infrastructure in future. It will also explore the possibility of making government policy work in such a way that it becomes energetic sector of our economy.

METHODOLOGY:

The work has been undertaken by a thorough and detailed survey of the existing published literature on tourism industry with the latest information available. The information and data pertinent to the work was collected from numerous secondary sources as was made available to me through the various annual report published by the Ministry of Tourism, Information has also been gathered from the Maulana Azad Library, A.M.U., Aligarh, the seminar library of the Department of Commerce, A.M.U. Aligarh, Library of FICCI, New Delhi, Library of CII, New Delhi and various other libraries. Information from leading newspapers and journals have also been collected and used. A thorough study of data and information collected was systematically arranged, synthesized, analysed and interpreted for formulating ideas and suggestions on the topic and arriving at some concrete and specific findings on the subject.

FRAMEWORK:

The thesis is divided into seven Chapters.
Chapter 1: This chapter is an introductory one. It contains the basic introduction of tourism and how this industry came into being.

Chapter 2: This chapter highlights the significance of tourism as an instrument of economic development and the role which it plays in the growth of our economy.

Chapter 3: This is the core chapter that deals with the various plans and policies formulated by the Government for the promotion of tourism and the draw backs of these plans and policies that have hindered the growth of tourism in the past and the present.

Chapter 4: This chapter puts light on the requirement of infrastructure in respect to the tourism development. It also portrays the draw backs in our infrastructure as compared to other countries.

Chapter 5: This chapter highlights the need for new marketing strategies to attract a larger share of tourists from all over the world. It also lays emphasis on how to market the right product at the right place and at right time.
Chapter 6: This chapter deals with the requirement for proper educated and well trained human resource in the tourism industry.

Chapter 7: This is the concluding chapter. The findings of the earlier chapters are summarized and suggestions are offered that are based on the findings of the study.

LIMITATIONS OF THE STUDY:

In this study on “Government Policies and Structural Changes in the Tourism Sector in Recent Years”, I have mainly depended on the secondary data that was made available to me through various newspapers, government publications, industrial reports, journals etc. Consequently the work has some limitations as the genuineness of these data cannot be ensured. However, I have taken full care for studying these data and have drawn my own conclusions from them.