SELECTED POINTS FROM NATIONAL TOURISM POLICY, 2002

The policy document seeks to enhance employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors.

Broadly the policy paper attempts to:

• Position tourism as a major engine of economic growth;
• Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
• Focus on domestic tourism as a major driver of tourism growth.
• Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;
• Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst; Create and develop integrated tourism circuits based on India’s unique civilization, heritage, and culture in partnership with States, private sector and other agencies; and
• Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and “feel India from within”.

The policy takes into consideration seven keys that will provide the thrust to tourism development. These are:

• Swagat (welcome)
• Soochna (information)
• Suvidha (facilitation)
• Suraksha(safety)
• Sahyog(cooperation)
• Samrachana (infrastructure development)
• Safai(cleanliness)

One of the sectors of the Indian economy considered to have particular potential is tourism. Tourism is seen to be priority sector because it is:

• Able to maximize the productivity of India's natural, human, cultural and technical resources and are sustainable development.
• Labor intensive and cottage or small industry based providing employment that is of a high quality thus contributing to higher quality of life.
• Capable of being primarily focused on rural areas with appropriate and relatively low cost programmes.
• Has extensive forward and backward economic linkages that build overall income, employment, investment and raises central, state, and local government revenue.
• Is able to deliver significant level of hard currency as an export industry.
• Able to promote understanding, peace, and contribute to national unity and regional stability.

IMPROVING AND EXPANDING PRODUCT DEVELOPMENT

In relation to the development of products that are related to the special interests of the target markets, the product development strategy should be to:
• India has a vast array of protected monuments spread throughout the length and breadth of the country. The conversation, preservation and integrated development of the area around these monuments provides a rare opportunity for the growth and expansion of cultural tourism in India.

• Develop sustainable beach and coastal tourism resort products based on a more flexible approach to developments in the coastal zone. These sites should be primarily in the regions of Goa, Kerala, Karnataka.

• Develop and position the Kochi and Andaman and Nicobar islands as international cruise destinations.

• Actively promote the development of village tourism as the primary tourism product to rural and new geographic area. These appear to be: north eastern states, Uttaranchal, Rajasthan, Ladakh, Kutch, Chhattisgarh and the plantation regions.

• The wildlife sanctuaries and the national parks need to be integrated as the integral part of the Indian tourism product. These would be: Corbett national park, Kanha national park, Bandhavgarh national park, Ranthambore, Mudumalai, Nagarhole, Kaziranga, Periyar, Bharatpur, little Rann of Kutch, Chilika and Sundarbans.

• Mountain based adventure in the Himalayas as the brand and icon of Indian adventure tourism, should be developed and promoted. White water and more sedate great river rafting offer a unique tourism product.

• A world class convention center should be developed in Mumbai as the Indian cities receive minuscule proportion of the global meetings, incentives, convention and exhibition market.
• Eco tourism should be made a priority tourism product for India with focal points located in the Himalayas, north-eastern states, western Ghats, Jharkhand, Andaman & Nicobar islands and the Lakshadweep islands.

• Making holistic healing and rejuvenation of the individual from every dimension—physical, mental, emotional and spiritual as a unique tourism product.

• Shopping should be recognized as an integral part of the tourism experience and a valuable contributor to the revenues. Development of dedicated shopping centers for traditional crafts need to be encouraged.

• The unique fairs and festivals of India for eg Kumbh Mela should be promoted as unique tourism product of India as “Festivals of India”

CREATION OF WORLD-CLASS INFRASTRUCTURE

• The infrastructure ranges from ports of entry, to modes of transport to destinations, to urban infrastructure supporting tourism facilities such as access roads, power electricity, water supply, sewage etc.

STRATEGIES FOR EFFECTIVE MARKETING:

• To effectively compete in tourism markets India will have to shift its current traditional marketing approach to one that is more aggressive and competitive.

CREATING AN INDIA TOURISM BRAND POSITION

• In the international market India requires a positioning statement that captures the essence of its tourism product to convey an image of
the product to a potential consumer and which will become brand India. For eg: “Amazing Thailand”, “Malaysia, truly Asia.”

India is a country of continental dimensions with a fascinating kaleidoscope of diverse races, languages, religions, customs and traditions. The tourist attractions of India include historical monuments, places of religious importance, mountain and beach resorts, wildlife and interesting ecosystems etc. Tourism is presently India’s third largest industry—after readymade garments and gem and jewellery. The international tourist traffic to the country during 1951 was just 16,829. Over a period of about 50 years, the arrivals increased to 264 million in 2000 and registered a compounded annual rate of growth of about 11 percent. India recognized the new tourist movement in 1949 with a view to earn Foreign exchange. The period after the late fifties of last century boomed with tourism development in the country as the Government assumed the responsibility of tourism promotion.

Considering the importance of socio-economic aspects in Tourism, the Government and Private Sector agencies are taking various measures to promote Tourism. Modern tourism was given a big boost in 1965 as India Tourism Development Corporation (ITDC) was formed with an authorized capital of Rs. 50 million which initiated action in the field of accommodation, transport, entertainment, publicity and other ramifications of the industry which have now fairly advanced both horizontally and vertically. Today it has acquired the status of a leading and vital industry of the country. A separate Ministry of Tourism has been formed for the development and promotion of tourism. Tourism forms an integral part of the country's regional planning.

In various Annual Plans, the government of India has made outlays focused
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on creation of basic infrastructure, such as, transportation facilities, civic amenities, accommodation facilities, and human resource development, etc. in the Tourism sector. Marketing and publicity overseas and inside the country continue to receive a large share of the plan outlay of the Ministry of Tourism. The Government of India also provides financial assistance to State Governments and Union of Territories for development of Tourism infrastructure in their respective states under various schemes. The Government has developed a few organizations, such as, Indian Tourism Development Corporation and State Tourism Development Corporations to look after the Tourism developments at National & State level.
TOURISM ORGANIZATIONS WORLDWIDE

1. Tourism Sustainability Council (TSC)

A global membership council that will offer a common understanding of sustainable tourism and the adoption of universal sustainable tourism principles and criteria.

The TSC will bring together tourism businesses presently operating to various degrees of sustainability performance, governments, UN bodies, research and academic institutions, social and environmental NGOs, certification programs, and others from distinct regions of the world.

Washington, DC (September 9, 2009)—The Partnership for Global Sustainable Tourism Criteria (GSTC)

and the Sustainable Tourism Stewardship Council (STSC) announced today their official merger.

- **TSC Mission and Objectives:**
  a) **Facilitate the adoption of universal sustainable tourism principles**

Developing baseline criteria and performance indicators for all relevant sectors of the tourism industry and leading public consultation
Developing the procedural criteria that certification programs must meet in order to be accredited, including initial assessment and continuous auditing to assure compliance, transparency, dispute settlement procedures, and other characteristics

b) Build demand for sustainable travel

Fostering business-to-business solutions that will facilitate wider market access for sustainable tourism products, especially those that have been certified under a TSC-accredited program. Communicating and promoting to the industry and consumers sustainable businesses.

2. Global Sustainable Tourism Criteria (GSTC)

- Origins of the GSTC Partnership
- About the GSTC Partnership
- History and milestones
- Draft Sustainable Tourism Criteria

a) Origins of the GSTC Partnership

- More than 130 certification systems around the world;
- Rising consumer interest: 84% of Expedia customers interested in sustainable hotels and willing to pay 5% more;
- Governmental programs and new regulations favoring sustainable tourism;
- Tour operators, travel agents, and online travel distribution companies designing sustainable tourism programs and wanting to feature sustainable product; and
- Rise in media attention to issues of sustainability and tourism.

b) About the GSTC Partnership
A coalition of 26 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles.

- Developing the Sustainable Tourism Criteria, which will be the minimum standard that any tourism business should aspire to reach in order to protect and sustain the world’s natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation.

c) Objectives of the GSTC Partnership

- Identify the common ground among existing certification and voluntary sustainable tourism programs.
- Develop a list of baseline criteria that are relevant and applicable to accommodation providers and tour operators of all sizes and in all locations, across the industry.
- Bring travel businesses, conservation organizations, certification bodies, UN agencies together in common understanding.

- About the GSTC Partners

a) Rainforest Alliance:

The Rainforest Alliance is a Non-governmental organization (NGO) working to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. Based in New York City, with offices throughout the United States and worldwide, the Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers.

The Rainforest Alliance launched a sustainable tourism program in 2000 and provides small- and medium-sized tourism businesses in Latin America.
with training and tools to minimize their impacts on the environment and local communities

b) Sustainable Tourism Stewardship Council
The Sustainable Tourism Stewardship Council's mission is to enhance the sustainability of tourism operations by ensuring better environmental and social performance, and improved economic benefits to local communities and to certified businesses worldwide.

The Sustainable Tourism Stewardship Council is part of the Marrakech Process, a United Nations-led initiative to promote a shift towards global sustainable production and consumption.

It is also part of the emerging initiatives program of the International Social and Environmental Accreditation and Labelling Alliance.

Milestones
• 2001/2003 – STSC Feasibility study
• 2003- Launch network of certification programs in the Americas.
• 2005 – Initial organizing of work for network in Asia Pacific.
• 2005- STSC Steering Committee was appointed at the II World Tourism Forum for Peace and Sustainable Development
• 2006 - Business plan development, supervised by the Steering Committee
• 2007 – Sustainable Tourism Task Force met in Paris in February to discuss labels, standards and certification processes. At the meeting, the Rainforest Alliance

committed to developing a comparative analysis of different certification standards from around the world to identify common certification criteria that can serve
as input for the STSC standard.

• 2007 - Temporary Executive Board confirmed

The STSC is led by a temporary executive board that includes representatives from

• Colibri Consulting,
• Conservation International,
• the Secretariat of the Convention on Biological Diversity (SCBD),
• EcoSustainAbility,
• Ecotrans,
• the European Centre for Ecological and Agricultural Tourism (ECEAT),
• the UK Federation of Tour Operators (FTO),
• the Pacific Asia Tourism Pty,
• Plan 21,
• Rara Avis,
• SNV,
• The International Ecotourism Society (TIES),
• Tourism Concern,
• the United Nations Environment Programme (UNEP),
• the United Nations Foundation,
• WWF-Germany,
• The United Nations World Tourism Organization (UNWTO),
• with support from the Rainforest Alliance.

Sustainable Tourism Certification

The Rainforest Alliance also works to integrate sustainable tourism certification programs in the Americas, through the a coalition known as Sustainable Tourism Certification Network of the Americas.
c) World Tourism Organization

- based in Madrid, Spain, is a United Nation Organisation.
- the WTO came into operation on November 1, 1974.
- It compiles the World Tourism rankings.
- The World Tourism Organization is a significant global body, concerned with the collection and collation of statistical information on international tourism. This organization represents public sector tourism bodies, from most countries in the world and the publication of its data makes possible comparisons of the flow and growth of tourism on a global scale.
- The official languages of UNWTO are Arabic, English, French, Russian and Spanish.

UNWTO: promote the sustainable development and management of tourism globally

- Over 60 existing certification and voluntary sets of criteria. More than 4,500 criteria were analyzed.
- 26 criteria (version 1) were selected
- Online survey and phone interviews with 17 international organizations working in sustainable tourism initiatives (Aug 2007).
- UNF-hosted workshop in Washington, DC with 14 organizations to review criteria and objectives of initiative (Sept 2007).
- Recommendations received helped develop version 2 with 37 criteria (Oct 15, 2007).

Consultation via umbrella organizations:

- International Task Force on Sustainable Tourism Development of the Marrakesh Process (Dec 2007);
• E-mail consultation to the full membership of the Sustainable Tourism Certification Network of the Americas (Dec 2007- Mar 2008);
• Consultation by Ecotrans to European sustainable tourism certification programs (through January 31, 2008);
  • E-mail and phone consultation through Expedia to global network of suppliers (10,000 via e-mail; 15 via telephone);
  • Establishment of a 17-member international Steering Committee to coordinate the effort (Mar 2008).
• Expansion of Steering Committee from 17 to present 26 (June-Aug 2008)
• Re-launch of online consultation phase through Steering Committee networks (July-Sept 2008). Included:
  • Hotel membership of International Hotel & Restaurant Association (approx. 5000 members);
  • Membership of American Society of Travel Agents (20,000 contacts);
  • Membership of The International Ecotourism Society (700 members in 33 countries);
  • Network of Sustainable Travel International (22,000 e-mail subscribers);
  • Private sector membership of UNWTO (46 members)
• Over 40 of the world's leading public, private, non-profit, and academic institutions joined together to analyze thousands of worldwide standards and engage the global community in a broad-based stakeholder consultation process.

d) The United Nations Environment Programme
coordinates United Nations environmental activities, assisting developing countries in implementing environmentally sound policies and practices. It was founded as a result of the United Nations Conference on the Human Environment in June 1972 and has its headquarters in Nairobi, Kenya.
UNEP also has six regional offices and various country offices. Its activities cover a wide range of issues regarding the atmosphere, marine and terrestrial ecosystems. It has played a significant role in developing international environmental conventions, promoting environmental science. UNEP: fulfill objectives Sustainable Tourism Task Force’s track on certification and ecolabeling as part of the Marrakech Process.

e) The United Nations Foundation

UNF is a public charity, created in 1998 with Ted Turner’s $1 billion gift to support UN causes and activities. It is an advocate for the UN and a platform for connecting people, ideas, and resources to help the United Nations solve global problems. It helps the UN take its work and ideas to scale—through advocacy, partnerships, constituency building, and fund-raising. The UN Foundation makes it easy to engage in the work of the UN. As a platform for partnering with the UN, it help corporations, foundations, governments, and individuals make a difference in the important work the UN does across a broad range of issues.
QUESTIONNAIRE FOR TOURISTS VISITING DHULADHAR CIRCUIT

Part-1
Profile of the Tourist

Name :
Address :
Age :
Telephone Number :
Occupation :

1. Business Class  
2. Service Class

State to which belong:
Purpose of visit in Himachal:
Category of the tourist:

1. Low Income  
2. High Income

Part-2
Tourism - An Overview

The Role of Government agencies and Local Bodies in Promoting Eco Tourism in the Pragpur Region

Development of Tourism activities in the Pragpur Region, which is appropriate for the Eco Tourism Development

Government agencies to bring Pragpur Region in the tourist circuit and upgrade the existing Tourist Infrastructure
Tourist inflow increases the occupational opportunities

Tourist inflow provide the guidelines for modernization in infrastructure facilities

If Eco Tourism Development is Planned Carefully the Negative impacts of Tourism can be minimized

Himachal is a Hospitable, Peaceful and Perfect Tourist State of the country

Infrastructure available in State is Adequate and at par with other Eco Tourism Oriented States
QUESTIONNAIRE FOR TOURISTS VISITING PRAGPUR AREA

Part-1
Profile of the Tourist

Name :
Address :
Age :
Telephone Number :
Occupation :

1. Business Class [ ] 2. Service Class [ ]

State to which belong: 
Purpose of visit in Himachal: 
Category of the tourist: 
1. Low Income [ ] 2. High Income [ ]

Part-2

SA: Strongly Agree 
A: Agree 
U: Uncertain 
D: Dis-agree 
SD: Strongly disagree

Comment on the following tourist facilities available in the Pragpur Area:

SA A U D SD

1. Hotels
2. Road
3. Parking
4. Water Supply
5. Electricity
6. Accessibility by Air, Road and Rail.

7. Communication

8. Information centres

9. Transportation within the State

10. Signages/Sign board

11. Hospital

12. Camping sites

13. Entertainment Tourist infrastructure likes; Ropeway, Golf courses, amusement parks etc.

14. Adventure Tourist activities

15. Banks

16. Tourist Information centres

17. Overall assessment of the infrastructure available in Pragpur

1. Your views for motivating tourist to stay longer in the Pragpur?

2. How do you propose sustainable Eco tourism infrastructure at Pragpur?

3. In your views, what are your priorities regarding what type of Eco tourism activities should be developed in the State?

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