



सत्यमेव जयते

# TOURISM POLICY

Ministry of Tourism  
Government of India

## TOURISM POLICY

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### Dimensions of Tourism

1. Tourism has become a global phenomenon in the last 30 years. Better and faster means of communications have resulted in a massive movement of people throughout the world drawing them closer through experiencing and appreciating one another's culture and life-style. To give an idea of the dimensions of world travel, in 1981 there were about 290 million world travellers who spent US \$ 106 billion (Rs. 84,800 crores). In India alone about 5 million people, excluding city commuters, are carried daily by the Railways over their vast networks indicating the strength of domestic travel movement within the country.

### Parameters of Tourism

2. The parameters of tourism are wide and far-reaching. From a small beginning of individuals travelling alone in search of adventure

knowledge, trade and pilgrimage, the mass movement of people today all over the world has given rise to a highly sophisticated, multi-disciplinary industry - Tourism - to develop and promote tourist activities, to service the tourist facilities so as to ensure visitor - satisfaction and thus generate more travel. Because tourism promotes exchange of ideas and views and facilitates interaction of people and their culture, it can be a potent instrument for achieving national integration, better international understanding and ultimately peaceful co-existence for the people of the world.

3.1 Despite its world-wide operations, tourism can function in the smallest of settings as effectively and efficiently as in wide-ranging, multi-national operations. It has thus the flexibility of adjustments to situations which few industries possess. Tourism can thus be an individual endeavour or it can employ thousands in a single operation. It can be a small enterprise or a multi-million project. Tourism is thus both labour-intensive and capital-intensive activity. In economic terms, tourism is a major source of foreign exchange earnings for many countries. It can help correct adverse trade balances and regional imbalances, create employment opportunities and give a direct stimulus to the socio-economic development of

