

## National Tourism Policy [UPSC Notes]

A complete national tourism policy would be unveiled in India within the next two months, according to Union Minister G Kishan Reddy. Information indicates that the government has discussed this with all key stakeholders, including the state governments, financial institutions, and travel agencies.

Based on various developments that had occurred since the last policy was created in 2002, the Ministry of Tourism prepared a draft of the National Tourism Policy, taking into account important recommendations from [NITI Aayog](#), the Sectoral Group of Secretaries, international best practices from organizations like the UNWTO, and policies and strategies developed by other nations. So the debate surrounding this policy is important from the [UPSC exam](#) perspective.

### Draft National Tourism Policy

The National Tourism Policy 2022 is part of the vision of New India on a high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable and responsible growth of the tourism sector in the country.

- The policy's objectives include increasing the framework conditions for the country's tourist industry's growth, assisting the travel and tourism sector, and promoting related businesses.

### National Tourism Policy Objectives

The Policy's primary strategic goals are:

- To make India a year-round travel destination and to increase visitors, spending, and time spent there in order to boost the contribution of tourism to the Indian economy.
- To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of a skilled labour pool.
- To make the tourist industry more competitive and draw in private sector investment.
- To preserve and enhance the nation's natural and cultural resources.
- To ensure the nation's tourist industry develops in a sustainable, ethical, and inclusive manner.

### National Tourism Policy Guiding Principles

In this section, we talk about the guiding principles behind the draft policy for tourism.

- **To promote sustainable, responsible and inclusive tourism.**
  - The policy aims to promote sustainable tourism by minimizing the negative impact of tourism on social, environmental and economic aspects and maximizing the positive impact.

- The policy further advocates responsible tourism to bring all stakeholders together to take responsibility for achieving sustainable tourism, and to create better places for people to live in and for people to visit.
- In order to ensure inclusive growth, creating opportunities for marginalized sections of society including people living in remote areas will be a priority.
- **Green Tourism** – tourism activities that lead to sustainable tourism. Green tourism or tourism in the green economy refers to tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural, and environmental contexts.
  - Green tourism catalyzes action for the promotion of sustainable tourism, which takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.
- **To promote digitalization, innovation and technology in the tourism sector.**
  - The Policy aims to use technology for several initiatives under the policy and aims to help the tourism industry make the most of the opportunities presented by the digital economy.
- **To follow a 'whole of government' approach**
  - The Policy follows a 'whole of government' approach to address the major and multifaceted challenges faced by the tourism industry and to develop the tourism sector in the country.
- **Private Sector led growth**
  - The Policy is guided by the principle that growth in the tourism sector has to be led by the Private Sector and the public sector has to play an enabling and facilitating role.
  - It aims to grant 'Infrastructure Status' to Tourism and Hospitality projects.
  - It also aims at supporting tourism-related [MSMEs](#) in digitisation, formalisation of MSMEs, adopting sustainable practices, etc.
- **To promote Ek Bharat Shreshtha Bharat**
  - Ek Bharat Shreshtha Bharat will be a central idea under the Policy to enhance interaction and promote mutual understanding between people of different States/UTs to promote a sustained and structured cultural connection in tourism and related areas of culture, traditions & music, cuisine, sports and sharing of best practices, etc.
  - Know more about [Ek Bharat Shreshtha Bharat](#) in the linked article.
- **To follow a destination-centric and tourist-centric approach**
  - The Policy aims at enhancing the tourist experience throughout his/her journey from arrival to return and it will be a key element of planning for tourism development under the Policy.

### Significance of Tourism:

- Tourism has emerged as a key driver of economic growth across the world.

- It is one of the economic sectors with the strongest growth, it has a big influence on commerce, employment, investment, building infrastructure, and social inclusion.
- Tourism is a labour-intensive sector and has a significant multiplier effect on employment in related sectors.
- Tourism is important in social inclusion since it employs more women and youth than most the other sectors.
- Tourism can generate resources for the conservation of cultural and natural heritage and has huge potential to make a positive contribution to [sustainable development goals](#).

**Conclusion:**

The Policy will be in effect for 10 years starting from the notification date unless it is subsequently extended. The majority of the policy's requirements demand simultaneous and coordinated action from the central level, state governments, local governments, and industry stakeholders. Growth of the tourism sector will impact the Indian economy in terms of spreading benefits across the country including remote areas and providing employment and entrepreneurial opportunities to youth, women, marginalized sections of the society and those in the informal sector.

**UPSC Questions related to National Tourism Policy****What is the National Tourism Policy?**

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.

**What is the new tourism policy?**

Recently, the Ministry of Tourism organised a consultative meeting on a draft national tourism policy. In the next ten years, the emphasis will be on digital tourism and green tourism, with the hospitality industry, destination management skills, and assistance for MSME-related tourism being in focus.

**When was the National Tourism Policy announced?**

In 1982, the Indian Government presented its first tourism policy. The new Tourism Policy was introduced in 2002. Now the Government is planning to introduce the National Tourism Policy 2022.

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