

Government's Open Skies Policy of Promotion Council of Adilabad District

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Abstract – In recognition of the opportunities to create economic growth and jobs and to alleviate poverty, the government has committed itself to developing the tourism sector. The 1998 document on the Tourism Policy seeks to increase employment opportunities in the tourism sector as well as to encourage economic integration by developing connections with other sectors. Therefore, the tourist development will involve not only tourist and pilgrim infrastructure but also facilitate recreation facilities, such as parks for fun, water sports, trekking, camping, safari fauna and cultural activities. 270 In addition to the four other Special Areas for Tourism (STAs) – Hyderabad, Visakhapatnam, Tirupati and Nagarjunasagar, Warangal has been added to the 1998 tourism policy by increasing from 66 to 100 Notified Tourism Areas (NTA). This is based on the 1998 Tourism Policy. Special responsibilities for infrastructure development and improvement were established by state government agencies. They have the power to obtain private finance, raise and recycle income.

Keywords: Government's, Skies Policy.

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INTRODUCTION

Government's Role in Planning of Tourism

In order for a tourism plan to work out, government needs regulations and tax measures to create a favourable investment environment. As most private investors expect a fair return on investment, particular financial incentives should be needed to make attractive tourism investment. There are two stages that a tourism project must be supported: first at investment and then at the operational stage. Participation by government in developing a tourism plan may be more attractive if direct financial subsidies are offered by the Government.

Some governments regard tourism as an export industry and offer the same fiscal advantages and incentives as other export industries. These include duty-free imports of tourist equipment or a reduction or waiver of customs duties. The government can also make tourism investment attractive through tax relief to improve profitability at the operational stage. For the first two to five years no tax.

The first step in India's tourism development was the establishment in 1945 of the Sargent Committee. A separate tourism department with regional offices was recommended at the central level by the Committee. The Transport Ministry formed an Adhoc Committee in

1948. The government of India, however, established a tourist transport subsidiary in 1949 in order to boost tourist transport in India under the Ministry of Shipping and Transport. In 1958 the Ministry of Transport and Communication set up a separate Department of Tourism. The Jha Committee was formed in 1963 with the aim of examining the conditions in force for the promotion of tourism, accessing the main tourist requirements regarding hotel accommodation, transport, and the recommendation of measures necessary for the extension of the traffic and the protection of the breakdown of enemies. The Committee pointed out that tourism's downwards trend was due to two reasons: (a) Chinese attack, and (b) Emergency Declaration. The committee proposed 15 items to improve the current tourism trend in certain organisational modifications and other actions. Furthermore, the committee recommended that the tourism public sector play a vital role. Three 194 corporations in the public sector were known as Indian Tourism Development Corporation Ltd between 1965–66. The Tourism and Civil Aviation Department was separated and transformed into the Tourism Ministry in March 1967.

Tourism Planning in India

India adopted a development policy through planning from 1951 to 1956 when the newly-established Planning Committee drafted the first

five-year Indian Economic Development Plan. Although tourism activity in India began modestly in the early 50s, it was not taken into account by the Planning Commission until the Second Five Year Plan (1956-61). In a five-year development plan for tourist infrastructure within central and State sectors, the modest provisions of Rs.336 195 Lakhs were introduced. In the 1950s, the economic or social importance of tourism was little known in the country. The development had to start with basic infrastructure provision, in particular where there were little or nothing in important places of tourist interest. Three pieces of the plan were divided.

This practise was maintained in the third 5-year plan (1961-66) and led to a network of tourism facilities in areas where there was none before. The Fourth Five Year Plan (1969-74) document acknowledge tourism as an important means of earning foreign exchanges with a broad range of employment opportunity. Bodh Gaya, Chajuraho, Bhubaneswar, Konark, Mahabalipuram, Sanchi, Tiruchirapalli, 196 Kanchipuram, Madurai, and many other places have been supplied with basic amenity acceptable to foreign tourists. It also discusses the role of tourism as a key tool for international contact and understanding, with an emphasis on development.

The tourism allocations for R ss. 36 crores from Rs. 8 crore in the 3rd plan were increased during the 4th plan period. Rs. 25 crores of this were designed for core programmes and Rs. 11 for states and territories of the Union. A sum of the Rs. 11 core for the ITDC programmes was included in the Central Plan provisions. The main focus of the programmes for the main tourism department was on loaning industry loans. The focus was on hotels, tour operators and tourism taxi providers in the private sector. In addition, the integrated development of selected tourist centres was provided for. The ITDC programmes provided for hotel, motel and holiday buildings. It also included provisions to renovate and expand tourist bungalows and to establish transportation units and duty-free shops

The State plans provided for largely the building of low-income residential buildings, tourist centres and, above all, the development of promotional materials were a priority. The actual spending incurred by the States and Union territory for the development of tourism was more than the 197 allocations during the course of this plan. The expenditure invoked was Rs. 12,79 cores for a total of Rs. 11 crore for States and Union Territories.

Tourism Planning and Policies

For every destination, tourism planning is a key activity and a must for the development and promotion of tourism. In the international tourism market, however, tourism planning in India is a recent initiative. The Indian Ministry of Tourism has recognised 31 localities across the country as tourist hubs. Tourism has the

main attributes and advantages. Himahal Pradesh, Kyak, Bihar, Karnatakah, 205, Madhya Pradesh, Andhra Pradesh, Kerala, Nadu Tamil, Orissa, Assam, Sikkim, Rajasthan and West Bengal are the States in which these villages have been identified¹².

GOVERNMENT'S OPEN SKIES POLICY

Government policy on open skies, domestic airlines' allowance to start international flights, the launch of different low cost carrying companies and domestic fleet expansion created an enormous incentive for domestic travellers to exploring far-off destinations in India and beyond. The booming airline business is pulling Indians from home to hotels with an increasing number of passengers.¹³ The number of foreign tourist arrivals (F.T.As) in India in 2013 was EUR 6.97 million. The revenues from foreign exchange (i.e.s) in terms of tourist revenues in 2013 were 18,455 billion for us, with 4.0% of the growth in tourism domestically significant, with 1145 billion (provisional) in domestic visits during 2013 showing growth of 9.59% over 2012. ¹⁴

Tourism Policy, 1982

The first policy for Indian tourism was laid down in 1982. The 1982 Tourism Policy was more an aggressive marketing statement than a development prospectus. Her main focus was to make India the ultimate holiday destination for foreigners. The following measures are proposed by the Policy to reach this destination: 206

1. To make full use of the national heritage to reach a popular tourist attraction campaign;
2. Promoting tourist destinations and making India a holiday destination;
3. granting tourism the status of an export industry;
4. To develop the few tourist circuits selectively;
5. To encourage the participation of the private sector in the sector.

While the policy has identified the fundamental problems of tourism development, the emphasis is placed on national understanding and international tourism cooperation. Even the action plan outlines the importance of the country's youth in national inclusion and in turning tourism into a vehicle for achieving its goal.

A Tourism Committee, which was set up shortly after its report was presented in 1988. This is India's most comprehensive tourism report. Unfortunately, it's also the least reported. Many of the observations and recommendations contained in the report have been partly political in nature now

and no thorough and conscious effort has been made over that period to tackle the problem raised.

The report addresses all the important questions relating to tourism 's role, the need for infrastructure development, development strategy and so on. The National Committee also made a large number of recommendations, some of which were for immediate operations..

National Action Plan for Tourism, 1992

A National Action Plan contains a number of strategies to achieve phenomenal growth in tourism arrivals, foreign exchange and jobs:

- Enhance the infrastructure of tourism.
- Selective development of areas for integrated growth and development.
- Restructuring and reinforcement of human resources development institutions.
- Establish and provide financial assistance for special categories of heritage hotels, resorts.
- Tourist trains and river cruises are introduced.
- Output and tracking revision of foreign offices. August 209
- Use of IT on all leading markets for the promotion of India.
- Specific hotel airline package formulation.
- Policy of open sky.

National Strategy for Development of Tourism, 1996

The government developed a national tourism development strategy in October 1996. Proposals and state governments to be worked on had been discussed with the Planning Commission. The proposals included the creation of the Industry and Trade Tourism Board were:

Transport

- Airport modernization and upgrade.
- Charter flights sanctioned.
- Authority to operate international flights for private airlines.
- The private airlines are permitted to fly with small ail craft to remote tourist destinations.

- Enhanced rail network for major holiday resorts.
- Traveling comfort in major centres of tourism and pilgrimage.

Infrastructure Development

- Ecological planning.
- Telecommunications development.
- Cultural tourism development, eco-tourism, water cruise and tourism adventure development.
- Charter tourist short visa.
- Custom clearance and smooth immigration.

National Tourism Policy, 1997

The policy's main characteristic is:

1. Domestic, inbound and outbound tourism identification. Identification.
2. Concentrate on the importance of tourism in alleviating poverty and generating employment.
3. Tourism product diversification in the form of new destinations to strengthen cultural tourism.
4. The maintenance and protection for tourism development of natural resources, environment and ecology.
5. Sustainable tourism development in the area's capacity.

National Tourism Policy 2002

The then Prime Minister of India, Shri Atal Bihari Vajpayee, had declared at the Conference of Chief Ministers on 30 October 2001. "In most of the countries of this world, tourism is a major engine of economic growth. Several countries have transformed their economies to the maximum with tourists potential ... Tourism is able to create a large-scale job of a wide range of kinds, from the most specialised to the unskilled. In order to position tourism as a major driver of economic expansion and to exploit its direct and multiplier impact on employment and poverty elimination, the Ministry of Tourism had developed the draught National Tower Development Policy for tourism. The draught was distributed to all tourism stakeholders, the private sector, industry associations, state governments, departments and government ministries of India. In the three-day

conclave on tourism, the draught of National Tourism policy 2002 was also discussed.

Tourism in Andhra Pradesh

In recognition of the opportunities it offers to produce economic growth and employment and to alleviate poverty, the state administration of Andhra Pradesh is committed to developing the tourism sector. Simultaneously, it acknowledges the need for both sustainable and responsible development of tourism. In order to achieve these goals, the development of tourism into the new millennium requires a holistic strategic approach. The World Tourism Organization (WTO) Tourism Development and Management Plan drafted for the State coordinates the various elements of tourism activity, providing guidance for policy-making and industry planning up to 2020.

Tourism Policy-1998

The 1998 document on the Tourism Policy seeks to increase employment opportunities in the tourism sector as well as to encourage economic integration by developing connections with other sectors. Therefore, the development of tourism not only provides for the creation of tourist and pilgrim infrastructure but also promotes recreational facilities such as fun parks, water sports, excursions, camping, safaris and cultural activities.

STATE TOURISM POLICY -1998

The Tourism Policy for the province of Andhra Pradesh in 1998 has the following goals: to increase the number of Notified Tourist Areas from 66 to 100 by the 1998 Tourism Policy in the four Special Tourist Areas-Hyderabad, Visakhapatnam, Tirupati and Nagarjunasagar.

The tourism policy for 1998 is based on

- 'Hyderabad Convention and Historic Tourism;
- pilgrim tourism consolidation in Andhra Pradesh;
- Buddhist tourism and recreational tourism development in the region of Nagarjunasagar and other Buddhist areas; and 216
- untapped beach tourism potential on the coast until now;

Government Led Approach

(1) The Department of Tourism, Government of Andhra Pradesh and (2) Andhra Pradesh Tourism Development Corporation (APTDC) are the main organising agency for the development of tourism in the State. Although APTDC was at a loss, the Government is proposing to privatise its activities phased in and with a facilitator and catalyst of 224

functions. But the government will have to play a leading role for some time.

Investment that is so critical to the flow of private investment.

- Market-building investment in missing markets.
- Private capital enhancement.
- Public goods provision is the development of infrastructure

Tourism Publicity and Promotion

The advertisements are on the media vehicle. It can be printed, publicised, planned, structural and personal advertising. In the field of tourism, the need to provide both potential and actual tourists with information and facts is of particular importance. The promotion of tourism is designed to create and maintain an atmosphere in which the 225-size public is convinced that visiting the country or region in question is beneficial. The promotion of international tourism is heavily dependent on advertising. An opportunity for publicity may be a new airline route. In recent times, media is the main source of advertising. The main instruments for advertising in the field of tourism are:

- Releases of Press
- Submissions
- Press Conference
- Press conferences
- Briefing Informal.
- Visits made
- Article that was sponsored

The news in the case of a hotel / resort can relate to the property's facilities and amenities. Excellent publicity can be used for events such as marriages, seminars, expositions, opening ceremonies or sports which could be the place in the property and important people who could visit the sponsorship property. A major hotel group (Taj / ITC / Oberoi, etc) could sponsor and gain advertising for cricket matches or TV series. Oral advertising is another source of advertising. Advertising Word of the mouth is highly efficient. According to a hierarchy, a source of information is believable. The decline in credibility is 33

- Family intimate
- Department of retailers

- Représentants 226.
- Friends of yourself.
- Manufacturer.

ACTIVITIES OF TOURISM PROMOTION COUNCIL OF ADILABAD DISTRICT

The State Tourism Promotion Board of Andhra Pradesh set up a district council to decentralise the promotion of tourism, according to Andhra Pradesh Tourism Policy 1998. The Tourism Projects are adopted in the district on the recommendation of this Council. In february 1998, the Adilabad District Advocacy Committee was established. District Tourism Council 232 approves the holding of the Andhra Pradesh State Tourism Promotion Board's development work at the regional level as the main government agency.

ROAD TRANSPORT

Adilabad is well-connected to the main and most important settings of the District as well as to districts like Khammam, Nalgonda, Medak, Warangal, Adilabad, Nizamabad, Hidravat and to the major towns of Telangana with regular bus services. Almost all passenger vehicles are operated by Telangana Road Transport Corporation. Every effort is being made to get to the nook and the corner of Adilabad district, where there are car rickshaws and city bus services. Moreover, many private travel in the Adilabad district are operational services.

OBJECTIVES OF THE STUDY

1. To explore the role of government in tourism planning
2. To study tourism promotion activities of the District of Adilabad

CONCLUSION

In order to stimulate private sector investment in energy generation and distribution infrastructure, supplying water to the industry, airports, highways and roads, and telecommunications, the government of Andhra Pradesh intends to encourage the investment in private sector infrastructure A District Tourism Promotion Committee (DTPC) was created in 1998, under the supervision of Andhra Pradesh State Promotion Tourism Board (APSTPB), which carried out tourism promotion activity for the Adilabad District. Due to its diversity of activities which together make up the tourist product, tourism is a very complex industry. Tourism is a compost of activities, services and industries that provide transport, accommodation , food & drink, shops, entertainment, entertainment and

other services related to tourism, facilities and hospitality..

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