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TOURISM

YOJANA MAGAZINE JIST

QUESTIONS & ANSWER FORMAT

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Yojana-May-Tourism

Preface

This is our **2nd edition** of Yojana Jist released for the month of May, 2015 on Tourism potential in India. Yet the message delivered in the last edition remains the same.

Yojana magazine (released by Ministry of I&B) is increasingly finding a place in the questions of both UPSC Prelims and Mains.

Every Issue of Yojana deals with a single topic comprehensively sharing views from a wide spectrum ranging from academicians to policy makers to scholars. The magazine is essential to build an in-depth understanding of various socio-economic issues.

From the exam point of view, however, not all articles are important. Some go into scholarly depths and others discuss agendas that are not relevant for your preparation. Added to this is the difficulty of going through a large volume of information, facts and analysis to finally extract their essence that may be useful for the exam.

We are not discouraging from reading the magazine itself. So, do not take this as a document which you take read, remember and reproduce in the examination. Its only purpose is to equip you with the right understanding. But, if you do not have enough time to go through each and every Yojana magazine, you can rely on the content provided here for it sums up the most essential points from all the articles in Yojana.

You need not put hours and hours in reading Yojana and making its notes in pages. We believe a smart study, rather than hard study, of Yojana can improve your preparation levels. Hence, instead of giving you a jist of articles, we are providing a Q&A format from both Prelims and Mains that can make you understand – “How to read Yojana?”

Think, learn, practice and keep improving! That is the key to success. 😊

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- d. Like cricket and cinema, in tourism too?
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Introduction

(abridged version of Yojana's Intro)

The world is a book and those who do not travel only read only one page. This saying by St Augustine truly reflects spirit of travel, and India as a vibrant country provides scores of reasons for travellers across the world to choose her as their destination. Natural beauty, historical monuments, heritage, vast diversity in terms of resplendent colors, culture, cuisine, pilgrimage all have immense tourism potential. In the recent past even education and medical tourism, adventure, rural and ecotourism have added newer dimensions to Indian travel industry. Not just international, domestic tourism has also grown in leaps and bounds. As per the latest data available, tourism in India has shown a phenomenal growth in the past decade contributing 6.8 per cent to India's GDP.

Tourism also serves as an important employment generator, source of foreign exchange and economic growth. India has the tourism production in abundance. Tourism industry in any country flourishes on the basis of competitiveness of facilities like infrastructure, accommodation, transport, and recreation in which the Central and state government as well as the local community plays a vital role.

The Government policies provide a framework to promote the sector. Vision of the government is to achieve 1 per cent ITA (International Tourist Arrivals) by the end of 2016-17. Recent introduction of Visa on Arrival to visitors from 44 countries across the globe with the aim to extend to 106; launch of mobile app for list of tour operators and classified hotels; e-management of hospitality and tourism institutes are some of the steps in the right direction. Schemes like SWADESH DARSHAN for development of theme based circuits; National Mission on Pilgrimage rejuvenation and Augmentation drive (PRASAD) for improvement and beautification of all pilgrimage sites of all faiths ensuring 145 domestic visits by the end of 2016-17. This apart, programs like *Hunar se Rozgar Tak* and *Hunar Zaika* have been launched with the intention of generating employment.

Innovative and unconventional tourist places, promotions of destinations yet unexplored, holds the key for successful entrepreneurship and sustenance of tourism in India.

With India's ideology of 'Atithi Devo Bhav' a tourist holds the status of a 'Guest' and society plays the role of a 'host'. Safety, security and positive mindset of the tourist as well as the community is significant in achieving the same.

MAINS related Questions

- 1. Majority of the foreign patients visit India primarily to avail “First World Service at Third World cost”. Explain the Benefits and challenges of Medical Tourism in India.**

The inherent advantage of the healthcare Industry is the main reason for India’s emergence as preferred destination. Today, Indian healthcare is perceived to be at par with global standards. Some of the top Indian hospitals and doctors have strong international reputations. But the most important factor that drives medical tourism to India is its low cost advantage.

The Main Benefits of Medical Tourism in India are as follows:

- Foreign exchange earnings which add to the economic wealth of a nation
- Creation of employment opportunities in the industry.
- Strategic alliances with business partners within and outside the country
- Opportunity for development of Infrastructure in Health, Tourism and Travel.
- Scope for Research and Development to offer comprehensive medical solutions.
- Brand image of nation as a world class healthcare destination.

The Main Challenges of Medical Tourism in India are as follows:

- No strong government support or initiatives to promote medical tourism.
- Low coordination between various players in the industry like airline operators, hotels and hospitals
- Customer perception as an Unhygienic country
- Lack of uniform pricing policies across hospitals.

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- Middle men with little or no Knowledge and training to manage patient are playing havoc.

Medical Tourism

Health Tourism is to provide World Class Health treatment at competitive affordable prices

"One of the hottest sectors in India" (Public Health Foundation of India)

"A multibillion dollar industry"

"India a International medical tourism hub"

Joint Replacement Surgery

Dental Surgery

It is high time to declare the Medical tourism as an Industry in India with Well-defined guidelines with the goal to provide "Winning Experience" visitors. Otherwise, this "Sun Rise Industry" with the potential to become over 100 billion dollars may end up as "A Lost Opportunity" that not only yields direct and indirect financial resources but also provide employment and is an excellent tool to propagate the good will of our nation.

2. In the Recent Past Education and Medical Tourism, Adventure, Rural and Ecotourism have added newer dimensions to Indian travel Industry. Explain.

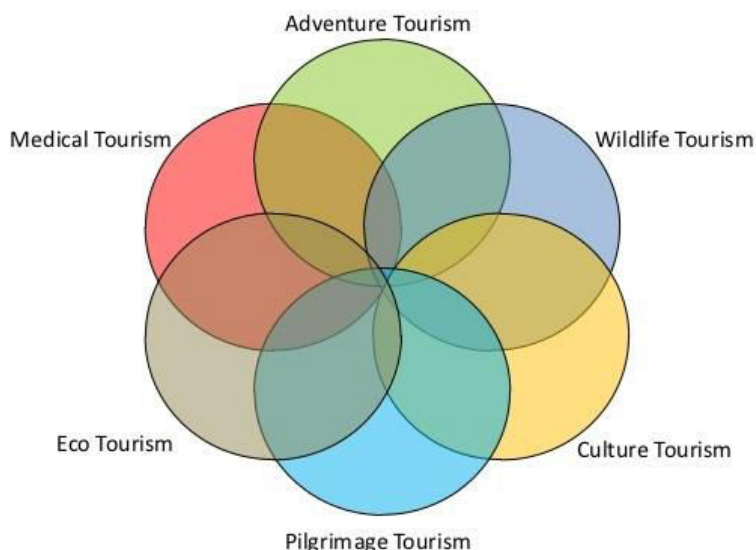
Tourism worldwide, serves as an important employment generator, source of foreign exchange and Economic Growth. Not just International, Domestic Tourism has also grown in leaps and bounds. Tourism in India has shown a phenomenal growth in the past decade contributing 6.8 % to India's GDP. Richly endowed with

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unique culture, nature, heritage, lively markets, traditional hospitality, India has the tourism product in abundance.

Tourism – A New Opportunity

Travel is not a journey anymore, it is more about experience and memories...



Recent Introduction of visa on arrival to visitors from 44 countries across the globe with the aim to extend it to another 106, launch of mobile app for list of tour operators and classifieds hotels, e-management of tourism and hospitality institutes are some of the steps in the right direction.

Schemes like SWADESH DARSHAN for development of theme based circuits, National mission on pilgrimage rejuvenation and Augmentation Derive, PRASAD for improvement and beautification of pilgrimage based sites of all faiths are focused on ensuring 145 crore domestic visits by the end of 2016-17. This apart, programmes like HUNAR SE ROZGAR TAK and HUNAR ZAIKA have been launched with the intention of generating employment.

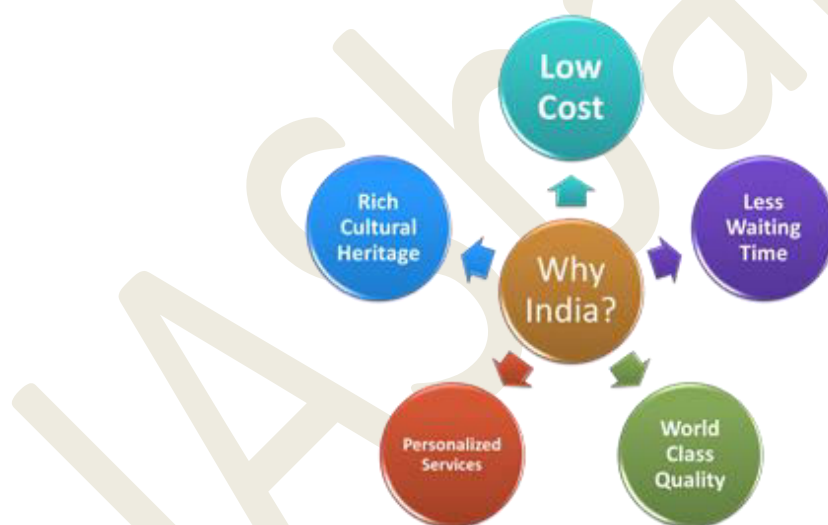
With India's ideology of AtithiDevoBhav, a tourist holds the status of 'Guest' and society plays the role of a 'Host'. Safety, security and positive mind-set of the

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tourists as well as the host communities' are significant players in giving a constructive direction to the phenomenon. The future of tourism in India is certainly bright but we have a long road ahead.

3. The infrastructural dimension is the most necessary element for tourism development. Explain with respect to Indian Infrastructure and Tourism.

The tourism phenomenon relies heavily on public utilities and Infrastructural support. Tourism planning and development would not be possible without roads, airports, harbours, electricity, sewage and potable water. The infrastructural dimension is thus, a necessary element for tourism development and above factors are all basic elements for attracting visitors to a destination. Generally infrastructure has not been included in empirical works because it is expected to be available at a destination and has not been promoted as an attraction factor.



INDIAN INFRASTRUCTURE AND TOURISM

Tourism infrastructure is the supply chain of transport, social and environmental infrastructure collaborating at a regional level to create a destination including:

Transport Infrastructure which provides the visitor access from international and domestic source markets to destinations and includes airports, major roads and rail.

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Social Infrastructure which is the stock of rooms to accommodate visitors and physical structures for exhibitions, events and services that attracts visitors.

Environmental Infrastructure which is the natural estate of national parks, marine parks and reserves, including visitor facilities

Collaborative Infrastructure which is the network of regional, state and national tourism organisations that market destinations and distribute tourism products

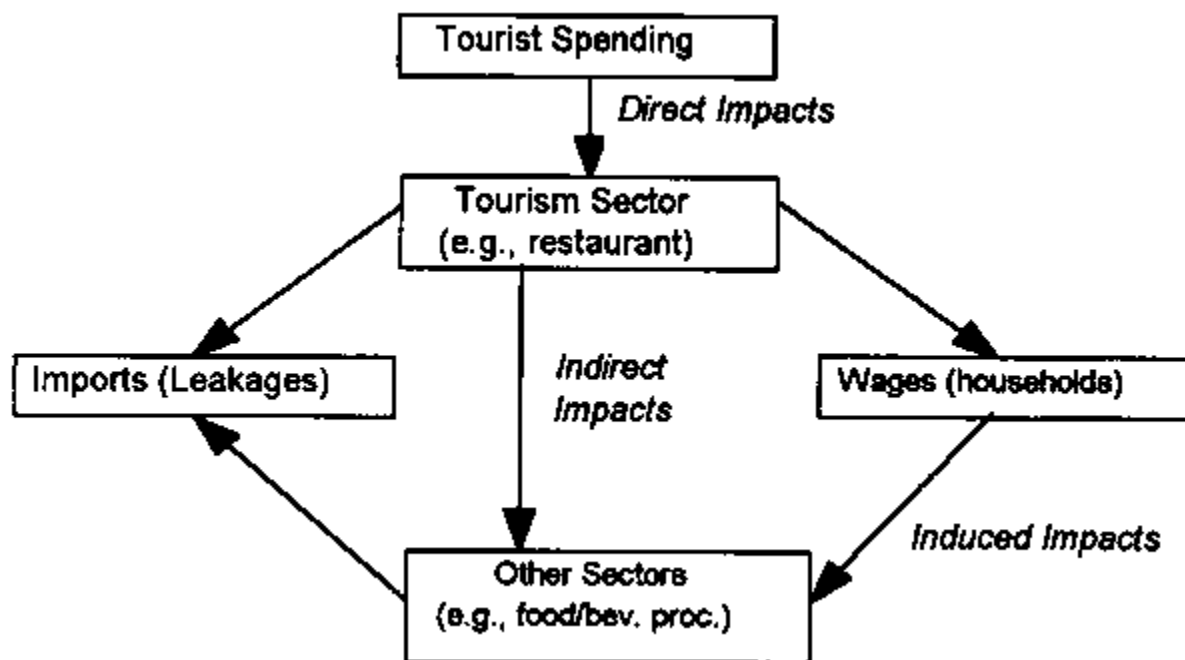
All attractions are meaningless if accessibility is not smooth. Indian planners will have to understand this. The sooner, the better. Roads and Rails are not going to serve tourists alone; India's economy too will get a big boost if this is done.

4. "Like cricket and cinema, in tourism too". Critically Analyze.

India is yet to realize its true potential of vitalizing the tourism assets to make a significant contribution to the country's economic development with inclusive growth. According to the 12th plan document, "Tourism has the potential to help achieve the objectives of the twelfth plan for faster, more inclusive and sustainable growth. More importantly, it is a powerful antidote to poverty. It eliminates the disadvantage of market inaccessibility suffered by the poor in respect of their goods and services by bringing the consumer to their doorstep.

The benefit of the tourism is that it can create economic activity in fragile, remote areas with relatively poor infrastructure and generate local employment amongst a wide spectrum of people with varying skill sets. This too has been mentioned in the 12th plan document in detail with facilities for skill development at institutional level. Grants have been made available under the 'Hunar Se Rozgar' scheme and a robust roll out of this would be a boon to add incremental value to farm incomes.

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Any strategy requires appropriate organizational structure for effective implementation. Unfortunately, this has not been happened in India. While the relationship between the center and the state is clearly defined, the need to have Tourism Councils at the district level has not been carried out with adequate transparency. India is one of the few countries where there is no functional structure with the induction of professionals on a contractual basis. Tourism requires a strong coordination at inter-ministerial levels as the customer experience is dependent on visas, air passage, health regulations, import restrictions, which come under the jurisdiction of home, civil aviation, health, finance, environment and commerce ministries.

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5. Discuss the Impact of Tourism on Environment.

The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. The negative impact of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environment protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

Tourism not only contributes to climate change, but is affected by it as well. Climate change is likely to increase the severity and frequency of storms and severe weather events, which can have disastrous effects on tourism in the affected regions. Some of the other impacts that the world risks as a result of global warming are drought, diseases and heat waves.

IMPACTS OF TOURISM

Impacts	Economic	Socio-cultural	Environmental
POSITIVE	<ul style="list-style-type: none">• Employment opportunities• Growth in income• Increase in foreign exchange• Infrastructure & facilities development	<ul style="list-style-type: none">• Preservation of heritage, culture & local customs	<ul style="list-style-type: none">• Conservation of natural habitats
NEGATIVE	<ul style="list-style-type: none">• Leakage of tourism receipts• Seasonal unemployment• Under-use of facilities• Shortage of facilities	<ul style="list-style-type: none">• Dilution of heritage, culture & local customs• Increased crime	<ul style="list-style-type: none">• Vandalism• Littering & pollution• Destruction of habitat• Increased carbon footprint• Increased congestion

Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment. Moreover, since tourism is a multi-dimensional activity and basically a service industry, it would be necessary that all wings of the central and state governments, private sector to attain sustainable growth of the country.

Prelims related Qs

1. Consider the following statements regarding the vision document of Tourism industry.

- A. Achieve 1% of International tourist arrivals by end of 12th five year plan(2016-2017)
- B. Additional employment generation of 1.05 crore by end of 12th five year plan(2016-2017)
- C. More thematic circuits proposed under Swadesh Darshan and PRASAD.

Choose the incorrect statement/statements from the above given.

- a) A only
- b) A and C
- c) A and B
- d) None**

2. Which of the following is the name of the single window interface portal provided to the user agencies for the submission of proposals for environment, Forest and wildlife clearances and facilitates management in effective monitoring?

- a) EF Clearance
- b) E-Vana
- c) OSMEFWC**
- d) E-Raksha

Explanation: A web based portal named “Online submission & Monitoring of Environmental, Forests and Wildlife Clearance” (OSMEFWC) has been made Operational to bring more transparency and accountability.

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3.The First coal based critical Thermal Power Project in Jammu & Kashmir(660 MW) first of its kind in the state will be a joint venture between Jammu and Kashmir state power development corporation (JKSPDC) and

- a) **National Thermal Power Corporation**
- b) Vijjeswaram Thermal Power Corporation
- c) Reliance power Industries
- d) Haryana state thermal corporation

4. Consider the following statements regarding the types of VISA that is offered by Indian Government to the tourists.

- A. Student visa is granted to foreign nationals who wish to come to India to study at an officially educational Institution like Vedic culture.
- B. The Tourist visas cannot be granted for more than 6 months.
- C. Transit visa is required when the visitor has to stay in India for less than 72 hours.
- D. X (Entry) Visa is for people who do not exactly fall into any of the categories stated by GOI.

Choose the correct statement/statements from the above given.

- a) A and C
- b) A, C and D.**
- c) A and B
- d) None

The tourist visas can be granted for more than 6 months, depending on the applicant's nationality. However, it is not possible to remain in India for longer than 6 months at a time on a Tourist visa.

5. Which of the following is the recently launched multi-purpose and Multi-model Platform aimed at addressing common man's grievances, and simultaneously monitoring and reviewing important programmes and projects of GOI and as well as projects flagged by state governments?

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- a) PRASAD
- b) PRAGATI**
- c) SUNRISE
- d) SWADESH

PRAGATI (Pro-Active Governance And Timely Implementation) is unique Integrating and Interactive Platform.

6. Which of the following is the False statement regarding the “DoNER AT DOORSTEP”?

- a) DoNER is a banking facility at door step in Northeast.**
- b) A new concept to Northeast people for redressal of their Grievances in their local Community
- c) It helps in the assessment of the development works related to their ministries of Northeast.
- d) It allows the people of Northeast to gain first-hand inputs from the local communities.