

Report of Committees Appointed for Promotion of Tourism

1896. DR. ABRAR AHMED KHAN:
Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether it is a fact that to solve the various problems faced by the Ministry of Civil Aviation and Tourism, Government had set up two separate committees, one under the Chairmanship of the Cabinet Secretary and the other under the Chairmanship of Trade Fair Authority of India;

(b) if so, what were the specific work, term and conditions of each-committee; and

(c) whether the reports of both [the Committees have since been received by Government and if so, what are the main recommendations of the Committee and the action taken by Government thereon?

THE MINISTER OF HEALTH AND FAMILY WELFARE) (SHRI MOTI LAL VORA): (a) to (c) A National Committee on Tourism was set up by the Planning Commission in July, 1936 for formulating a long-term perspective plan for the development of Tourism. The chairman of this Committee was Shri Mohammad Yunus, Chairman, Trade Fair Authority of India. The terms of reference of the Committee were the following:

(i) Evaluate the economic and social relevance of international and domestic tourism of India.

(ii) Define the tourism product, its present and future variation keeping in view the market needs and conditions.

iii Determine the requirements balanced, integrated infrastructure and facilitation measures to achieve the maximum consumer satisfaction.

(iv) Develop a planned market strategy based on scientific research and consistent with ongoing res-

ponses of the market needs through a realistic communication strategy.

(v) Determine and define the role of the Central Ministries, State governments, Public and Private Institutions in the promotion of tourism and suggest a mechanism for monitoring the performance of these agencies against the well defined economic yardstick.

(vi) Assess the manpower needs for development of tourism sector and to recommend appropriate training programmes for manpower development.

(vii) Recommend organisational and institutional measures to systematise long-term planning for the tourism sector on a sound, technical and economic basis.

The Committee submitted its report to the Government in June 1937. The main recommendations of the Committee can be broadly classified into the following 3 categories:

1. A package of incentives for motivating private sector investment in tourism related activities.

2. Reorganisation of the Department of Tourism, India Tourism Development Corporation and the training institutes under the Department of Tourism.

3. Strategy for rapid augmentation of air and ground transportation capacity.

The recommendations made by the Committee are being examined by the Government. No separate Committee has been set up under the chairmanship of the Cabinet Secretary. The Committee of Secretaries under the chairmanship of the Cabinet Secretary meets as and when necessary to solve problems faced by the Department.