AN ANALYSIS OF TOURISM POLICY OF MADHYA PRADESH STATE

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ABSTRACT

Madhya Pradesh is one of the most important state in India in terms of Tourism. Madhya Pradesh has been one of the states of India which has shown tremendous growth in tourism in recent years. Just in the last decade the growth of tourism in central state of India (Madhya Pradesh) has jumped into top ten in domestic tourist arrival and on 13th in terms of foreign tourist arrivals (FTSs). As the government has realized the worth and utter importance of tourism, it has started taking strong and comprehensive measures to curb the downfall of tourism in to give a strength to the sector by all means. Madhya Pradesh State Tourism Development Corporation (MPSTDC) is the key agency in state for supervising the tourism activities in state is also entrusted by the government to develop tourism infrastructure in state is sole responsible for the implementation of tourism policy of state in the same manner as it is expected from its creators. Tourism policy of Madhya Pradesh shows that State has started a new era in the Tourism sector as everything shall be govern by policy only. Tourism policy of state is very comprehensive and multidimensional in nature. It contains all the important sector and sub sector of tourism and future course of action which is envisioned by the government of that said period of time. The present paper is an attempt to cautiously study the current tourism policy of Tourism and deeply analyzed the aftermath of its identical implementation and also suggest some measures for the effective and sound implementation of policy. The present study also underlines the income from FTAs and domestic tourists, the study also underlines the domestic and foreign tourist arrival in Madhya Pradesh in last decade.

Keywords: MPSTDC; Tourism; Tourism Policy; Comprehensive; FTAs (Foreign Tourist Arrivals)

INTRODUCTION

Tourism has played an important role in all the states of India, some of the states got larger share of this phenomenon and some others got a fair share of this phenomenon. But tourism altogether has benefited all the states of India more or less. The saga continues in State of Madhya Pradesh as well. The uniqueness of the state of Madhya Pradesh related to its rich culture heritage, epic religious centers immensely beauty ready to seen and discover by travelers from all walks of life and unforgettable and one of kind wildlife has contributed in the tourism sector of state . Historically Madhya Pradesh has occupied a place which is nothing but of great importance and inevitability in the map of world tourism. Since the independence of India in year 1947; the state has
been visited by domestic and foreign tourists in particular. The dominance in domestic tourism of Madhya Pradesh might be there but the real change came in last 10 years. The total number of foreign tourist visiting Madhya Pradesh has soared to unbelievably 5 crore in year 2013. The meaning of this change in arrival of tourist to the state is evident in economic and social growth. It not only added into the exchequer of the state but also enhanced the goodwill of state and successfully brought Madhya Pradesh out from “BIMARU” status of states. The present administration of state is putting more and more emphasis on the utter importance of Tourism and allied service sector, particularly impressed with its ability to create jobs and earning revenues at the same time. The present infrastructure is being increased and all the efforts are being made to increase the number of tourist arrivals (foot falls) in the state. It is worth mentioning that the present government administration engaged in tourism has worked immensely

OBJECTIVE OF THE STUDY

1. To examine the tourism Sector of Madhya Pradesh
2. To study the tourist arrival in Madhya Pradesh
3. To analyze the earnings from Tourism to Madhya Pradesh State
4. To examine the salient features of Tourism Policy of Madhya Pradesh state
5. To explain the various suggestions for successful implementation of Tourism Policy in state.

Madhya Pradesh- An Introduction

When we hear the name Madhya Pradesh, two things just come to our conciseness, first the literal meaning of Madhya and what are other nicknames which are associated with the state such as land of Diamonds, Tiger State, Heart of India, Madhya Bharat etc. A brief introduction of Madhya Pradesh would prove to be handy in this regard. The introduction or brief profile state would enable us to know a bit more about the fascinating state of Madhya Pradesh which is full of stories, anecdotes, mysteries, folklores etc. The state has been in the prominent position since the very beginning of human civilization as the caves having rock paintings in Bheem bhetka suggest. Other than that state is mentioned number of times in old scriptures and even Vedas (Special mention of Ujjain or Ujjaini) other than that in modern and ancient history of India, the state of Madhya Pradesh holds a significant place as well. So in short state holds a credible place in the history of not only India but the world and entire civilization as well.

Madhya Pradesh emerged as an Indian state in the year 1956. During that period, the state also rose to prominence as the largest state in India. However, with the bifurcation of Chhattisgarh in the year 2000, the modern-day Madhya Pradesh came into being. Positioned in the geographic heart of the country, the state is a crucible that holds the amazing concoction of various religions and cultures of the country. The rich culture of Madhya Pradesh is the upshot of its enchanting history that traverses many a dynasties. In November 2000 the state was divided into two separate states namely Madhya Pradesh and Chhattisgarh, the new state Chhattisgarh was formed from the eastern province of Madhya Pradesh. Madhya Pradesh which literally means the central land, is situated in the heart of India and is second largest state in terms of area (First being Rajasthan) was first till year 2000. It has total area of 3, 08,252 Sq kms. The state is endowed with varied landscapes and scenic beauty from natural to wildlife and vibrant culture and social richness place Madhya Pradesh at a very prominent position with time. The state has various competitive advantages as well. Government stability and colossus investment opportunities have made Madhya Pradesh a very significant state in India.

Tourism in Madhya Pradesh

The heart of India is what Madhya Pradesh has often regarded as, and it is not at all a misconception either. The very location and situation of Madhya Pradesh state is in center of India as the heart’s is in human body. Further what adds to this cliché is its utter inevitability as state and as contributor in national economic activities. The span and size of tourism in state has also made the importance of
state huge than ever before, the following information underlines the varity of tourism offerings of the
state-

**Wildlife**- Madhya Pradesh has 9 National Parks. Also it has 28 wildlife sanctuaries protecting and
enriching wildlife and preserving bio diversity and complexed eco system. Madhya Pradesh is always
regarded as Tiger State as well, the simple reason is huge population of Tigers in state, in order to
protect and preserve these big cats Madhya Pradesh has established 4 tiger reserves in state. These
facilities are fully dedicated and modernized for Tiger Protection and Preservation.

**Heritage** - Madhya Pradesh is proud in heritage walk of India, this was well recognized by the United
Nation’s UNESCO organization as well. Madhya Pradesh accommodates Three World Heritage sites
(28 sites total in India) these sites are shining example of heritage and historical richness of Madhya
Pradesh. Number of Palaces, Forts, Fortress and other monuments are there in Madhya Pradesh. The
interesting fact remain that various dynasties of state have contributed in enrichment of its heritage
wealth. Most of foreign tourists are fascinated by state’s rich and one of kind heritage offerings.
Chattris of Shivpuri, Gwalior fort, Jai Villas Palace, Rajgarh Palace, Ater Fort are few examples of its
heritage treasure. World heritage sites are Temple of Khajuraho, Buddha Sputa of Sanchi and Caves of
Bhembetka (Magical Rock painting display which is as old as 20000 years or more)

**Pilgrimage**- State accommodates number of places which play central role in attracting religious
tourists from all over the world and also spectators from around the global. The best part in this regard
is, government has provided appropriate facilities at these places of religious importance. Ujjain comes
first in this context, which has one of 12 Jotirlinga in of India, also is a home of number of old and
legendary temples as well like Kaal Bherav, Chintaman Ganesh and so on, apart from that Ujjain is
also famous for its Ardhha Kumbha (Once in every 12 Years) Then Maheswar is quite famous for its
Ghaats across river Narmada (Also capital of Holkars) is otherwise famous for its world famous
Saaris. Omkareshwar, Chitrakoot, Amarkantak are another cities and destination of pilgrimage in
Madhya Pradesh.

**Leisure**- Various destinations for relaxation and family time is provided in the state. Places like
Panchmari (Sole Hill station of Madhya Pradesh) Bhopal the capital city, Shivpuri, Jabalpur and many
more are best categorized as leisure destinations in Madhya Pradesh. y.

The uniqueness of the state arises from its rich heritage, legendary pilgrim centers, scenic beauty and
unparalleled wildlife. Tourism has contributed to 16 percent of the Net State Domestic Product
(NSDP) in Madhya Pradesh for the years (2005-2012). Tourism is a priority sector with the
Government of Madhya Pradesh and the private sector is being encouraged to invest in the sector.
According to published information the tourist inflow to Madhya Pradesh has doubled in the last four
years, calculated as per the data provided by the State government.

**Tourist Arrival in Madhya Pradesh**

<table>
<thead>
<tr>
<th>Year</th>
<th>National Tourists (In Lacks)</th>
<th>International Tourists (In Lacks)</th>
<th>Total (In Lacks)</th>
<th>Rank</th>
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<tbody>
<tr>
<td>2001</td>
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<td>107824</td>
<td>5156675</td>
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<td>2004</td>
<td>8619426</td>
<td>145375</td>
<td>8764801</td>
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</tr>
<tr>
<td>2005</td>
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<td>2007</td>
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<td>2008</td>
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<td>22340660</td>
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<td>2009</td>
<td>23106206</td>
<td>200819</td>
<td>23307025</td>
<td></td>
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<tr>
<td>2010</td>
<td>38079595</td>
<td>250430</td>
<td>38330025</td>
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Table 1. Tourist Arrivals in Madhya Pradesh (Cont…)

<table>
<thead>
<tr>
<th>Year</th>
<th>National Tourists (In Lacks)</th>
<th>International Tourists (In Lacks)</th>
<th>Total (In Lacks)</th>
<th>Rank</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>DOMESTIC</td>
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<tr>
<td>2011</td>
<td>44119820</td>
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<tr>
<td>2012</td>
<td>53197209</td>
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<tr>
<td>2013</td>
<td>63110709</td>
<td>280333</td>
<td>63391042</td>
<td>6</td>
</tr>
<tr>
<td>2014-15*</td>
<td>7.5 Crore</td>
<td>3.5 Lakh</td>
<td>8.5 Crore</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt. of Madhya Pradesh

The total number of tourists visiting Madhya Pradesh in 2009 was 2, 33, 07,025, which almost doubled to 4, 43, and 89,379 in 2011. As per the table given above, the ranking of state has improved in terms of receiving domestic and foreign tourists as well. Recently Madhya Pradesh is at number 6th in terms of domestic tourist arrival and 13th in terms of receiving foreign tourists. Most of the foreign tourists come to Madhya Pradesh to visit Sanchi and National Parks. In the Year 2013 the total tourist visited Madhya Pradesh is 63391042, which is 1.80% more than the last year’s total tourist arrivals which stood at 53473139 Crore. In the year 2008 Madhya Pradesh stood at number 5th position in terms of domestic tourist arrivals best of State in last 12 Years, that year the total domestic tourist come to Madhya Pradesh was 22088927 crore, which was 58% more than the total domestic tourist.

Earnings from Tourism to Madhya Pradesh

As Madhya Pradesh hosts three World Historical sites which attracts millions of foreign tourists in the mysterious land of Madhya Pradesh adding to that is the serenic beauty of wildlife (Madhya Pradesh is popularly known as Tiger state for its natural habitat of big cats.) which helps in attracting foreign tourists looking for natural and wildlife tourism. Madhya Pradesh also offers a variety of spiritual, rural, adventurous, and cultural and heritage tourism to its foreign visitors. The above table shows the percentage of Madhya Pradesh in total foreign tourist arrivals in India, though it’s considered that traditional destinations like Goa, Rajasthan, Gujarat, Karnataka and Himachal Pradesh are preferred by foreign tourists, Madhya Pradesh is making its mark slowly and steadily which is evident by the data furnished by Ministry of Tourism, Government of India. Madhya Pradesh attracted 4.25% of the total foreign tourist arrivals in India in the year 2001 which was highest until 2008 when it has got the footfall of 4.76% of total foreign tourist arrival in that year. As the marketing and advertisement and tourist infrastructure of Madhya Pradesh increased to better the foreign tourist arrival percentage of state grew, even the hotspot destinations were struggling. In the year 2009 the total percentage in foreign tourists’ arrival stood at 3.88% which grew in the year 2010 despite of global economic scenarios to 4.33%. In the year 2013 the foreign tourist arrival percentage of Madhya Pradesh shrieked to 4.02% but it does not mean that Madhya Pradesh is lagging behind. It just needs to put more efforts in order to make Madhya Pradesh a preferred destination amongst foreign tourists by systematically developing the tourist spots which has been undertaken by the Ministry of Tourism and MPSTDC jointly. The income percentage of Madhya Pradesh in total foreign tourist receipts has increased remarkably as well from 147.05 million USD in 2001 to 741.49 million USD in 2013. Despite of all the hassles and shortcomings of Madhya Pradesh nobody can ignore or doubt on the fact that Madhya Pradesh is going to be one of the most preferred and sought after destination in years to come as Government of Madhya Pradesh is pointing out the areas of urgent attention and taking appropriate actions to improve in those areas like connectivity, accommodation, publicity, hospitality, infrastructure etc.
Table 2. Incomes from FTAs to Madhya Pradesh

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage of Madhya Pradesh in Total Foreign Tourists Arrivals in India</th>
<th>Share of Madhya Pradesh in Total Income from Foreign Tourists Arrivals in India (In Million US $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>4.25%</td>
<td>147.05</td>
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<tr>
<td>2002</td>
<td>2.82%</td>
<td>87.05</td>
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<tr>
<td>2003</td>
<td>3.38%</td>
<td>150.84</td>
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<tr>
<td>2004</td>
<td>4.20%</td>
<td>259.14</td>
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<td>2005</td>
<td>4.16%</td>
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<td>2006</td>
<td>4.26%</td>
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</tr>
<tr>
<td>2007</td>
<td>4.67%</td>
<td>501.04</td>
</tr>
<tr>
<td>2008</td>
<td>4.76%</td>
<td>563.20</td>
</tr>
<tr>
<td>2009</td>
<td>3.88%</td>
<td>432.07</td>
</tr>
<tr>
<td>2010</td>
<td>4.33%</td>
<td>614.55</td>
</tr>
<tr>
<td>2011</td>
<td>4.25%</td>
<td>703.97</td>
</tr>
<tr>
<td>2012</td>
<td>4.19%</td>
<td>743.18</td>
</tr>
<tr>
<td>2013</td>
<td>4.02%</td>
<td>741.49</td>
</tr>
<tr>
<td>2014-15</td>
<td>5.0%</td>
<td>780.00</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism; Govt. of India

Tourism Policy of Madhya Pradesh

An Introduction

The tourism policy of Madhya Pradesh is an important policy based tool which governs the tourism sector of state. The policy formation is done by Ministry of Tourism/ Department of Tourism government of Madhya Pradesh. Each year the department modifies the entire policy to undertake the desire goals set by the government. Since 2000 the tourism policy of Madhya Pradesh has seen tremendous changes and paradigm shifts in the tourism sector. In a sense the tourism sector has reborn in the state after year 2000. With the constant improvements in the tourism sector and tourism infrastructure the sector in state has seen immense growth and development. For example in year 2001 the total number of tourist visiting state was merely five lacks, which grew to 8.5 crore in the year 2014-15.

Vision Statement

To promote such balanced and sustainable tourism which enables socio-economic development and to establish Madhya Pradesh as a destination that provides a complete tourism experience.

Guiding Principles

The points of action originating from tourism policy are based on the following principles:

The state is going to pursue the following course of action during the fix period so as to realize the set objectives.

Set up such an institutional mechanism to promote private investment as decided by the State Government.

- Set up an effective regulatory mechanism for sustainable tourism.
- All measures shall be undertaken to provide reception, assistance, information, Amenities, hygiene, security and infrastructure for the tourists.
- Adopt the principle of “First Conservation Later Tourism” for Cultural Heritage.
- Making eco-tourism a reason to sensitize masses regarding environmental conservation.
Establishing active and coordinated participation of Government departments, voluntary organizations, community and other stakeholders of tourism sector.

Appropriate development of tourism based projects through Public Private Partnership (PPP).

It is very interesting to see and experience that the guiding principles of the tourism policy is very clear and inclusive in nature. The implementation mechanism is going to pursue the guiding principles in short these are the core objective of current tourism policy of Madhya Pradesh.

**Strategy**

After setting up the goals and objectives for the tourism policy the second and most important step is to be taken is to chalk out the plan out of which the said objectives can be achieved. The department of tourism has established the following important strategies to achieve the set objectives for the current duration of policy. These strategies are very much flexible and modification oriented in nature. So as per time and situation these strategies can be changed or mitigated. The strategy to achieve the target based on vision statement and guiding principles will be as given below:

- Clear, transparent guidelines and standard procedures shall be laid down to attract private investment.
- Conducting research and preparation of necessary database will be undertaken for destination marketing.
- An appropriate system shall be developed for preparation of authentic statistical database and for obtaining tourist feedback for systemic reforms.
- Continuous improvement and maintenance of basic infrastructure such as roads,
- Drinking water, power, hygiene, transport, and solid waste management shall be ensured.
- “Special Tourism Zones” shall be created and developed in an integrated way including comprehensive tourist needs.
- Active participation of local bodies shall be ensured by sensitizing them towards tourism.
- Rural Tourism will be promoted to market fairs, local cuisine, costumes, products, art, handicraft and heritage.
- Highest priority shall be accorded to conservation and preservation of natural resources and beauty at eco-tourism destinations.
- Comprehensive plans shall be prepared for development of identified destinations of spiritual tourism.
- Plan development of tourism facilities near major water bodies will be ensured.
- All possible efforts shall be made for providing air connectivity to different cities of the State.
- Necessary steps shall be taken to promote adventure tourism by simplification of procedures and with the help of local administration.
- In all sectors of tourism industry, the Human resource will be trained in such a planned manner as to create a “Tourist Friendly” image of the State.
- Qualitative training as per tourism industry needs will be imparted to youth so that they get employment opportunities also.

After the deep and profound analysis of measures set for the achievement of targets and set guiding principles it can be said that the strategies are more than sufficient for achieving the objectives. But it is always felt that nothing is permanent and these strategies shall change with due course of time.
Another thing about the steps taken for the achievement of set targets are going to require the deep and constant coordination between many departments and administration from various walk of state administration. Achievement of this inter departmental coordination is going to be a challenge in achievement of set goals for the policy.

Role of Madhya Pradesh State Tourism Development Corporation Ltd. (MPSTDC) In Current Tourism Policy of Madhya Pradesh

The role of MP state Tourism Development Corporation Ltd. for implementation of tourism policy at the ground level is crucial. The role of the Corporation will be as under:-

- The corporation shall continue to provide tourist facilities as before.
- To consolidate its commercial activities and play a major role in attracting private sector investment by acting as a facilitator.
- Such properties, which are not giving satisfactory profit, will be given on management contract or long-term lease basis to private-sector.
- Will carry out the responsibility to promote the tourism industry of the entire State, and its tourist attractions and not focus merely on marketing its own commercial units.
- Will coordinate on a regular basis with all the stake holders of the tourism industry in the State to resolve their problems.
- Will invest in such new areas having scope for tourism, which are hitherto undeveloped, to pave the way for the private-sector investment.
- The Corporation will not relinquish its ownership of its own properties, but will expand them on need basis.
- Profit generated from establishment of new units and their expansion at major cities/well developed major tourist destinations, will be invested for the development of new tourism sectors.
- The objective of the tourism corporation shall not be limited only to its self sustenance.
- Public Private Partnership modules will be encouraged for new tourism projects.
- Strengthen the MP Institute of Hospitality Training through its own resources.
- Continue its pivotal role in obtaining financial assistance/loan for tourism projects
- From the Ministry of Tourism, Government of India and other financial institutions
- The Corporation will establish a cell for the effective implementation of Public Private Partnership modules across the tourism sector.

MPSTDC is the nodal agency of tourism activities in state of Madhya Pradesh, the current tourism policy of state has held MPSTDC responsible for number of activities as mentioned above. It is felt that if the tourism can be face lifted it can only be done by constant and active participation of MPSTDC; the tourism policy with its current amendments has cleared and further increased the role of MPSTDC. There is not a single doubt that the growth of tourism in state can be constituted in MPSTDC and current tourism policy has further increased the role and active participation of MPSTDC which is done very professionally by the formatters of current tourism policy. But the MPSTDC would have given more and more rights and resources as well which is following short in the current policy.
Establishment of Tourism Development Council

According to the current tourism policy of Madhya Pradesh state (As amended in year 2014) it is proposed that Tourism Development council shall be set up for further facilitating the tourism developmental activities in state. The State Tourism Development Council shall be established at the State level. This council shall be set up under the Chairmanship of the Hon'ble Chief Minister along with Ministers, Senior Official of other department, Stakeholders from tourism sector. The process of constitution of council, its way of functioning and determination of membership shall be done separately.

Establishment of District Tourism Promotion Council

Culture and tourism related programs are organized in many part of the States at local level. Some District Collectors have, at the local level, registered councils to promote such activities. The Department of Tourism has been authorized to bring about uniformity, in the constitution of these councils. These councils shall be constituted in accordance with the local needs and requirements.

To Promote Sustainable Tourism

The development and management of Tourism destinations should be done in such a manner that effective conservation of environment, natural resources, local traditions, culture and products should be preserved. Department of Tourism shall undertake necessary studies to identify such tourism activities which adversely impact sustainability and wherever necessary, will take required steps to regulate/stop them. Further steps will be taken to encourage those activities having a positive impact. To ensure community participation, effective strategy of IEC (Information, Education and Communication) shall be used at local level. State Tourism Development Council shall play a crucial role in ensuring joint participation of all the departments and stakeholders in this Endeavour.

Establishment of Special Tourism Zones

According to current tourism policy of Madhya Pradesh it is decided to establish special tourism zones across the state. The step is taken to further develop the tourism in deserted corners of state or where the tourism footfall is very low of negligible. With such establishments it can be believed that balanced and regional tourism development can be undertaken very easily in state. This step introduced in tourism policy is quite new and innovative step for the state. There are many regions in the State have huge tourism potential, but neither the Department of Tourism nor the private sector has taken enough investment initiatives. The State Tourism Development Council shall identify and notify such regions as “Special Tourism Zones (STZ)”. The State Government shall develop infrastructure in such zones through convergence.

Tourism Projects in the STZ shall be eligible for the following exemptions

- Exemption from Registration Fee and Stamp Duty on sale and purchase of land for tourism projects. The same shall be refunded by the Department of Tourism after the commencement of the project.
- Full exemptions from Luxury and Entertainment Tax.
- Discount up to 75% on prevailing license fee for FL-2/3 Liquor License and the condition of minimum guarantee shall be waived off.
- Exemption from Diversion Premium and rent.
- 100% Exemption from Motor Vehicle Tax for those vehicle which are being used by the tourists staying in the special tourist zone, for 5 years for a maximum of three vehicles (out of which two should be of 5-seater capacity and one of 12-seater capacity) owned by the project.
- On the above points 27.2, 27.3 exemption shall be applicable for a period of 10 years from the date of operation of the project.
Introduction of Single Window System

Under this policy, Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC) shall act as the nodal agency for all activities. The application form for any purpose under this policy may also be presented to the Single window system established under Madhya Pradesh Trade and Investment Facilitation Center. MPSTDC shall coordinate with the concerned departments and dispose of the applications within a timeframe of 1 month.

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Measures For Successfully Implementation Tourism Policy of Madhya Pradesh

The following can be attributed in that regard in other words the following must be observed for successful implementation of Tourism Policy of state in years to come-

1. It must be made compulsory to all the departments/corporations to make necessary changes to accommodate the provisions of tourism policy.
2. The Departments or corporations which are going to suffer revenue losses due to the new measures must be compensated properly.
3. The implementation of the policy shall be requiring help from all the stakeholders like hotel owners and transporters, tour operators etc. it must be communicated to them as well.
4. Policy should have a system of taking suggestions so that after implementation, people can submit their suggestions to it.
5. A proper seminar or workshop should be organised for the stakeholders to make them understand the provisions of amended tourism policy.
6. Help of experts and professionals can be obtained during the implementation of tourism policy in state.

These steps are going to make the implementation of the policy smooth and without any delay and would start yielding results for the state. Madhya Pradesh currently stands at number 7th and 13th in attracting domestic and foreign tourists respectively. If Madhya Pradesh wishes to improve its standing in years to come, it needs to implement the provisions of this policy in ditto.

CONCLUSION

Madhya Pradesh state is winning hearts and awards throughout the world in recent years. The growth saga of tourism sector was initiated 10 years back, when the state was plunging into BIMARU category of state, an inferior list of states. But the picture was completely changed within a decade. Tourism sector have played a key role in this transformation of state from BIMARU to Fastest growing state in India. The current policy has introduced some innovative steps like introduction of single window system and establishment of Tourism Development Councils which shall going to accelerate the current growth of tourism in state. The policy certainly holds some flaws as well. For example the funds allocation is not at all mentioned in the current policy. FDI Investment is going to prove very worthy for the tourism sector but the clear guidelines are missing. But after considering all
the facets the current tourism policy is quite balanced and shows the current state of mind of current government. Which is focus on overall development of the tourism sector?

REFERENCES


