

Bridging The Gaps: Evaluating Public Perception Of Government Efforts In Advancing Tourism In India

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Abstract

This study examines public perceptions of the Indian government's efforts in developing and promoting the tourism sector, with a focus on five key areas: infrastructure investment, marketing effectiveness, sustainability, accessibility to remote destinations, and heritage conservation. The study employed a descriptive research design with convenient sampling method. Out of 250 distributed questionnaires, 150 were selected from respondents across nine cities in India. Data was collected using a structured questionnaire with a five-point Likert scale. Using this survey-based data, the research reveals a predominantly critical outlook on government performance in most areas. A significant majority of respondents expressed dissatisfaction with infrastructure development, citing inadequate investments in roads, accommodations, and tourist facilities. Similarly, government marketing campaigns were perceived as ineffective in promoting India's diverse attractions, with a high percentage of neutral or negative responses.

The most concerning finding was the lack of confidence in sustainable tourism policies, with over 91% of respondents indicating that current government efforts fall short. Accessibility to remote tourist destinations was also viewed as insufficient, pointing to persistent challenges in regional connectivity. In contrast, conservation efforts for natural and cultural heritage sites received favorable responses, suggesting success in preserving the authenticity of tourism experiences. Overall, the findings highlight a need for more focused, inclusive, and transparent strategies to bridge existing gaps and ensure the long-term growth of a sustainable and equitable tourism sector in India.

Keyword: Tourism, Indian Tourism, Public Perception, Government Initiatives, Tourism Initiatives

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I. Introduction

Tourism is one of the fastest-growing economic sectors globally, offering significant potential for income generation, employment, and cultural exchange. In a diverse and historically rich country like India, tourism serves not only as a means of economic development but also as a platform for showcasing its heritage, natural landscapes, and traditions. Over the years, the Indian government has recognized tourism as a strategic sector and has made considerable efforts to promote it through policy reforms, infrastructure development, and targeted campaigns. Initiatives such as *Incredible India*, *PRASAD*, and *Swadesh Darshan* reflect a structured approach to attract tourists while preserving cultural and natural assets. The sector also contributes to inclusive growth by fostering development in rural and lesser-known regions. Despite its potential, the tourism industry in India faces challenges related to sustainability, accessibility, and inter-agency coordination. A strong and dynamic policy framework is therefore essential to maximize the benefits of tourism and ensure long-term growth.

Role Of Government

The government of India plays a pivotal role in shaping, promoting, and managing the country's tourism industry. Through various initiatives and regulatory frameworks, the government aims to enhance tourism experiences while ensuring sustainable development and economic growth.

- **Policy Formulation and Implementation:** The Ministry of Tourism, Government of India is the central authority responsible for formulating national tourism policies and strategies. It develops comprehensive plans to promote tourism across the country, enhance infrastructure, and ensure the sustainable growth of the sector. The Ministry plays a pivotal role in supporting both traditional tourism—such as cultural, heritage, and pilgrimage tourism—and emerging segments like eco-tourism, adventure tourism, and wellness tourism, with an emphasis on inclusive development and responsible travel.
- **Infrastructure Development:** The government invests in the development of tourism infrastructure, including roads, airports, and public transport systems, to improve accessibility to key destinations.

Additionally, it supports the development of amenities such as hotels, rest areas, and recreational facilities to enhance the overall visitor experience.

- **Promotion and Marketing:** The government undertakes promotional activities to market India as a desirable travel destination. This includes participating in travel fairs, launching advertising campaigns, and utilizing digital platforms to reach a global audience.
- **Regulation and Standards:** The government establishes and enforces regulations and standards to ensure quality and safety in the tourism industry. This includes setting guidelines for accommodation, tour operators, and adventure activities to maintain high standards and protect tourists.
- **Sustainability and Conservation:** Recognizing the importance of preserving India's natural and cultural resources, the government promotes sustainable tourism practices. Initiatives include environmental conservation programs, waste management practices, and efforts to protect wildlife and natural habitats.
- **Support for Local Communities:** The government supports community based tourism initiatives that involve local populations in tourism activities. This helps in providing economic benefits to local communities while preserving cultural heritage and promoting authentic experiences.
- **Disaster Management and Recovery:** In the aftermath of natural disasters, such as the 2013 Uttarakhand floods, the government plays a crucial role in recovery and rebuilding efforts. It works to restore damaged infrastructure, provide support to affected businesses, and ensure the safety and security of tourists.

Through these diverse roles, the Central government actively contributes to the growth and sustainability of the state's tourism industry, striving to balance development with environmental and cultural preservation.

Central Government Initiatives

The Indian Government has recognized the country's potential in the tourism industry and has undertaken various measures to establish India as a global tourism hub. In the 2024 interim Budget, Finance Minister Ms. Nirmala Sitharaman allocated Rs. 2,449.62 crore (US\$ 294.8 million) to the tourism industry, reflecting a 44.7% increase from the previous fiscal year. This represents a positive shift from the 2023 Union Budget's initial allocation of Rs. 2,400 crore (US\$ 288.8 million), which was later revised to Rs. 1,692.10 crore (US\$ 203.6 million).

Key initiatives planned by the Government of India to enhance the tourism and hospitality industry include:

PRASAD Scheme

The Ministry of Tourism launched the **PRASAD scheme** (later renamed **PRASHAD** in 2017) to develop infrastructure at key pilgrimage and spiritual heritage sites across India. Since its inception in 2015, 46 projects in 26 states/UTs have been approved, with over ₹1,600 crore sanctioned. The scheme aims to enhance the appeal of major pilgrimage destinations through sustainable, planned tourism infrastructure development. It promotes economic growth and employment by focusing on community-based, pro-poor, and responsible tourism. Additionally, it supports the preservation and promotion of heritage—such as monuments, local arts, and cuisine—while improving infrastructure to bridge regional development gaps.

The scheme offers a variety of benefits for its beneficiaries, which include local communities, tourists, and stakeholders in the tourism sector:

- **Improved Infrastructure:** Local residents, particularly in tourism-heavy areas, benefit from enhanced infrastructure such as better roads, transportation options, sanitation, and utilities. These improvements not only elevate the quality of life for the community but also provide a more comfortable and convenient experience for tourists.
- **Employment Opportunities:** The development of tourism infrastructure and services through the Prashad Scheme creates numerous job opportunities for local populations. These jobs span sectors such as hospitality, tour guiding, transportation, handicrafts, and retail, contributing to economic empowerment and livelihood generation for communities.
- **Income Generation:** Tourism-related activities provide a source of income for individuals involved in supplying goods and services to tourists. Local artisans, vendors, homestay owners, and small businesses often see increased demand for their products and services, leading to greater income and improved living standards.
- **Preservation of Cultural Heritage:** Communities near heritage sites and cultural landmarks benefit from preservation efforts funded by the Prashad Scheme. These initiatives help maintain cultural identity while offering opportunities for cultural exchange and education, as visitors gain insights into local traditions, customs, and history.
- **Promotion of Local Culture and Traditions:** The Prashad Scheme also supports efforts to promote local culture, art, and traditions. This may include organizing cultural festivals, art exhibitions, and traditional

performances, which not only highlight the richness of local heritage but also foster community pride and unity.

- **Increased Tourism Revenues:** As tourism grows in areas supported by the Prashad Scheme, beneficiaries experience a boost in tourism revenues. This increase positively impacts the local economy, driving growth in related sectors such as food and beverage, retail, and transportation.
- **Skill Development and Capacity Building:** The Prashad Scheme often incorporates skill development and capacity-building programs designed for local communities. These initiatives help beneficiaries acquire the skills and knowledge needed to actively participate in the tourism industry, enabling them to leverage tourism opportunities and support sustainable development.

Swadesh Darshan Scheme

The Ministry of Tourism launched the **Swadesh Darshan scheme** in 2014–15 to support states and UTs in developing tourism infrastructure across India. A total of ₹5,292.91 crore was sanctioned for 76 projects, with 73 completed. Projects included eco- and heritage circuits like Tehri Lake and the Kumaon region. The scheme funded diverse facilities such as convention centers, tourist facilitation centers, log huts, and adventure activity zones. In its revamped version, **Swadesh Darshan 2.0** focuses on sustainable, inclusive, and destination-based tourism development aligned with *Aatmanirbhar Bharat*. It emphasizes local engagement, skill development, and policy reforms. So far, 57 destinations across 32 states/UTs have been selected, including Pithoragarh and Champawat in Uttarakhand. A *Challenge-Based Destination Development* sub-scheme was also introduced to promote green tourism, innovation, and convergence with national development goals. The sub-scheme has a few key guiding principles to ensure effective tourism development. First, the sub-scheme is in line with the five core tourism priorities identified in the Goa Roadmap: Green Tourism, Digitalization, Skills, Tourism MSMEs, and Destination Management, all aimed at achieving Sustainable Development Goals. Additionally, the sub-scheme demonstrates convergence with various central and state government flagship programs, integrating efforts in areas like connectivity, infrastructure, local mobility, and skill development. The "Travel for LiFE" initiative, which promotes sustainable tourism in alignment with the National Strategy for Sustainable Tourism, is also being considered, focusing on environmental, biodiversity, economic, and socio-cultural sustainability. Innovation is another key aspect, encouraging creative solutions to enhance tourist experiences while preserving heritage and natural resources. Finally, active community participation, or Jan Bhagidari, is crucial for fostering local engagement in tourism development. 93

Scheme of Capacity Building for Service Providers (Institutes)

A significant portion of people are directly or indirectly involved in the tourism industry, with specialized roles requiring professional expertise. Currently, technical training for the hospitality sector is provided through Food Craft Institutes (FCIs) and Institutes of Hotel Management (IHMs). For careers in travel and tourism, training is offered by the Indian Institute of Tourism and Travel Management (IITTM) in Gwalior, its Eastern Regional Centre in Bhubaneswar, and various regional chapters across the country. Tourism service providers operate in both the organized (approved) and unorganized sectors. IHMs and FCIs primarily cater to the organized sector, such as hotels and restaurants, while a large number of individuals are involved in the unorganized sector, including small hotels, roadside eateries, travel agencies, and dhabas. Additionally, some tourism service providers, though not directly in the tourism industry, frequently interact with tourists. These include staff at bus and railway stations, police officers, airport immigration staff, coolies, taxi and coach drivers, monument staff, and guides. The interaction between tourists and service providers shapes their experience of India as a tourist destination. It was recognized that improving the behaviour and service skills of these service providers is essential. As a result, a training program was created to enhance the capabilities of workers in the unorganized sector. Key areas covered in the training include health and hygiene, cleanliness, basic service techniques, cooking skills, garbage disposal, etiquette, nutrition, energy conservation, basic tourism awareness, communication skills, behaviour, first aid, and client handling. The course duration ranges from 4 to 6 days. Implementing agencies have the flexibility to design the training programs and modules, although general guidelines have been established. The training is conducted either on-site at service providers' workplaces or within the institutions' own facilities. IHMs and FCIs often use their faculty and students for training. Since many service providers are located near tourist destinations, it is crucial to train them directly at their place of work.

In the year 2024, Ministry of Tourism was a part various events:

- **Bharat Parv 2024-** The Ministry of Tourism hosted Bharat Parv 2024 at Red Fort, New Delhi, from January 23 to 31, 2024, as part of the Republic Day celebrations. The event showcased the spirit of Ek Bharat Shreshtha Bharat, featuring displays of Republic Day Parade tableaux, cultural performances by Zonal Cultural Centres and State/UT troupes, a national food court, and a crafts bazaar with 65 stalls. The festival

aimed to promote national integration, celebrate India's diversity, and provide a platform for showcasing the country's rich cultural heritage.

- The **47th edition of the Pacific Asia Travel Association (PATA) Travel Mart 2024** was held at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand, from **August 27 to 29, 2024**. The event marked the 25th anniversary of PATA Headquarters' relocation to Thailand and welcomed over 900 delegates from 45 destinations. India's participation included 42 buyers and 32 sellers, with stakeholders from Kerala, Uttar Pradesh, Telangana, and the Ministry of Tourism. Notably, Kerala Tourism won the PATA Gold Award for Digital Marketing, and PATA India Chapter received the Spirit of PATA Award for its consistent commitment to advancing the travel and tourism industry.
- Krishnaveni Sangeetha Neerajanam 2024- The **Krishnaveni Sangeetha Neerajanam 2024** music festival was held from **December 6 to 8, 2024**, at the Tummalapalli Kshetrappa Kalakshetra Auditorium in Vijayawada, Andhra Pradesh. Organized by the Ministry of Tourism in collaboration with the Ministry of Culture and Andhra Pradesh State Government, the festival featured 35 performances by 140 artists, celebrating India's classical music heritage. The event also included a crafts and food festival showcasing Andhra Pradesh's handicrafts, handlooms, cuisine, and culture. A key highlight was the presentation of locally sourced Mangalagiri souvenirs to artists, supporting the Ministry of Tourism's Travel for LiFE campaign promoting responsible tourism.
- Other schemes and initiatives started by the Indian tourism department were:
- The Indian Railway Catering and Tourism Corporation (IRCTC) operates a series of Bharat Darshan tourist trains designed to transport people to various pilgrimage sites across the country including Uttarakhand, Tamil Nadu, Maharashtra, Madhya Pradesh and Uttar Pradesh.
- An investment-linked deduction under Section 35 AD of the Income Tax Act is in place for establishing new hotels under the 2-star category and above across India, thus permitting a 100% deduction in respect of the whole or any expenditure of capital nature.
- The Emergency Credit Line Guarantee Scheme (ECLGS) covered through a liberal definition of MSME (micro small and medium enterprises) has been expanded to include tourism and hospitality stakeholders.
- Indian government has estimated that India would emerge with a market size of 1.2 million cruise visitors by 2030-31. Dream Hotel Group plans to invest around US\$ 300 million in the next 3-5 years for the development of the cruise industry in India.

Other schemes and initiatives include Market Research Professional Services Scheme, Central Financial Assistance to Information Technology (IT) and Champion Services Industry Scheme (CSSS Scheme) - Incentive to Tour Operators for Enhancing Tourist Arrivals to India.

II. Research Methodology

Objective: To evaluate public perception of the Indian government's efforts in advancing tourism development across key dimensions such as infrastructure, marketing, sustainability, accessibility, and heritage conservation.

Research Design: The descriptive research design has been adopted for the present study.

Sampling Method: Convenience sampling was used in the present study.

Sample Size: 150 Respondents

Research Area: The data was collected from nine cities across India- Delhi, Bangalore, Dehradun, Amritsar, Jaipur, Guwahati, Jodhpur, Chandigarh and Hyderabad.

Data Collection: In this research both primary and secondary data was used. Primary data has been collected from the tourists, hotel/restaurant owners, tour and travel agents, local shop owners and the local community. Secondary data has been collected from sources like Reports and Publications, Various Research Journals and Websites.

A total of 250 questionnaires were distributed to respondents; however, only 150 were deemed valid and complete for inclusion in the analysis.

Research Instrument: For the present study, the well-structured questionnaire has been designed to gather the information from the respondents. The questions in the questionnaire have been rated on the basis of five point Likert scale.

Statistical Techniques Used

Percentage Method: Percentage Method was used in this study to analyze and interpret data collected from surveys and official sources related to government tourism initiatives in India. This method helps in expressing responses and findings as percentages, making it easier to compare results and identify trends.

III. Data Analysis And Interpretation

S. No.	Initiatives of Government	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Do you feel the Government investments in tourism infrastructure, such as roads, accommodations, and attractions, are sufficient for the development of tourism sector in India.	1%	3%	5%	43%	48%
2.	Do you feel the government's marketing campaigns to promote Indian tourism effectively showcase the diverse attractions of the state.	2.5%	4%	66%	5%	22.5%
3.	Do you believe Government policies and regulations support sustainable tourism practices in India.	1.5%	6%	1%	65%	26.5%
4.	Do you feel the government's efforts to improve accessibility to remote tourist destinations in India, such as through road and air connectivity, have been successful.	5%	5%	22%	65%	3%
5.	Do you believe that Government-supported conservation efforts for natural and cultural heritage sites have preserved the uniqueness and authenticity of tourism experiences in India.	6%	62.5%	20%	8.5%	3%

Interpretation:

1. The data clearly indicates a significant level of dissatisfaction among respondents regarding government investments in tourism infrastructure in India. Only 4% of respondents (1% strongly agree and 3% agree) believe that current government efforts in developing infrastructure—such as roads, accommodations, and tourist attractions—are sufficient for the growth of the tourism sector. In contrast, a combined 91% (43% disagree and 48% strongly disagree) express a negative view, suggesting a widespread perception that government investments are inadequate. A small portion of respondents (5%) remained neutral, indicating limited indecision or lack of sufficient information to form an opinion.

This overwhelming negative sentiment highlights a critical gap between government initiatives and public expectations. It suggests the need for more targeted and substantial investment in tourism infrastructure to align with both domestic and international tourism demands. Furthermore, the results underscore the importance of transparency, stakeholder engagement, and visible improvements on the ground to rebuild public confidence in government-led tourism development strategies.

2. The responses to the question regarding the effectiveness of government marketing campaigns in promoting the diverse attractions of India reveal a largely neutral or mixed sentiment. A significant majority of respondents—66%—chose the neutral option, suggesting uncertainty or indifference about the impact of these promotional efforts. Only 6.5% of participants (2.5% strongly agree and 4% agree) believe that the campaigns are effective in showcasing the country's diverse tourism offerings.

Meanwhile, 27.5% of respondents (5% disagree and 22.5% strongly disagree) expressed dissatisfaction with the government's promotional strategies. This indicates that over a quarter of the sample perceives the marketing campaigns as inadequate or ineffective in highlighting India's vast cultural, historical, and natural attractions.

The dominance of neutral responses could point to a lack of visibility, engagement, or memorability in existing campaigns, possibly indicating that they fail to resonate with the target audience. The relatively high level of disagreement further emphasizes the need for more innovative, inclusive, and regionally diverse marketing approaches that can effectively capture and communicate the unique tourism potential of different parts of India.

3. The data reflects a strong perception among respondents that government policies and regulations in India are not adequately supporting sustainable tourism practices. A substantial 91.5% of respondents express a negative or critical view—65% disagree and 26.5% strongly disagree with the statement. This overwhelming majority

indicates a clear concern regarding the effectiveness, implementation, or visibility of policies aimed at promoting sustainability in the tourism sector. In contrast, only 7.5% of respondents (1.5% strongly agree and 6% agree) believe that current policies are supportive of sustainable tourism. An extremely small proportion (1%) remained neutral, suggesting that most respondents hold a definite opinion on the matter.

These results highlight a pressing need for the government to not only strengthen policy frameworks related to environmental conservation, community involvement, and responsible tourism but also to improve communication and implementation at the ground level. The gap between policy intention and perceived impact appears significant, pointing to an urgent requirement for reforms, better enforcement mechanisms, and greater collaboration with stakeholders to promote truly sustainable tourism in India.

4. The survey responses regarding the government's efforts to improve accessibility to remote tourist destinations in India—through enhancements in road and air connectivity—reveal a predominantly negative perception among respondents. A significant 65% of participants disagree, while an additional 3% strongly disagree, indicating that 68% believe these efforts have not been successful.

Only 10% (5% strongly agree and 5% agree) of respondents view the government's initiatives in this area positively, suggesting limited satisfaction with the progress made so far. Meanwhile, 22% of respondents remain neutral, which may reflect a lack of direct experience with remote destinations or insufficient awareness of the initiatives in question.

These findings suggest that while some infrastructure development has occurred, it may not be adequately reaching remote areas, or its impact has not been effectively communicated to the public. The high level of dissatisfaction indicates a need for more inclusive and far-reaching connectivity projects, especially in geographically challenging or underdeveloped regions. Additionally, better dissemination of information regarding existing improvements could help shift public perception and encourage greater exploration of remote tourist destinations.

5. The data indicates a generally positive perception among respondents regarding government-supported conservation efforts for natural and cultural heritage sites in India. A combined 68.5% of respondents (6% strongly agree and 62.5% agree) believe that these initiatives have helped preserve the uniqueness and authenticity of tourism experiences in the country. This suggests a strong level of public approval for conservation measures, indicating that such efforts are perceived as effective in maintaining the integrity of India's rich heritage and natural landscapes. Meanwhile, 20% of respondents chose the neutral option, potentially reflecting either limited direct exposure to conservation outcomes or uncertainty about the extent of government involvement. A smaller proportion—11.5% in total (8.5% disagree and 3% strongly disagree)—expressed dissatisfaction, suggesting that while the overall sentiment is positive, there remains some skepticism about the consistency or visibility of these efforts across all regions and heritage sites.

The overall results highlight that government-backed conservation initiatives are generally well-received and are likely contributing to enhancing the quality and authenticity of tourism experiences. However, the presence of neutral and negative responses points to a need for broader, more inclusive conservation strategies, increased community involvement, and greater transparency in project outcomes to ensure widespread trust and effectiveness.

IV. Findings And Recommendations

Findings Of The Study

The findings of this study provide valuable insights into public perceptions of the Indian government's role in promoting and developing the tourism sector, with a specific focus on infrastructure, marketing, accessibility, sustainability, and heritage conservation.

- **Insufficient Infrastructure Investment:** A large majority of respondents (91%) expressed dissatisfaction with the sufficiency of government investments in tourism infrastructure such as roads, accommodations, and attractions. This suggests a critical gap between infrastructure development and the growing demands of the tourism sector.
- **Mixed Perceptions of Marketing Effectiveness:** While 6.5% of respondents agreed that government marketing campaigns effectively showcase India's diverse attractions, a significant portion (66%) remained neutral, and 27.5% expressed disagreement. This points to a general lack of engagement or awareness regarding existing promotional efforts, indicating a need for more impactful and inclusive marketing strategies.
- **Concerns over Sustainable Tourism Policies:** An overwhelming 91.5% of participants disagreed with the idea that government policies support sustainable tourism practices. This finding underscores a pressing need for more robust, clearly communicated, and effectively implemented sustainability frameworks in tourism governance.

- **Accessibility to Remote Destinations Remains a Challenge:** Nearly 68% of respondents believed that government efforts to enhance road and air connectivity to remote tourist destinations have not been successful. Despite some initiatives, public sentiment suggests that accessibility remains a significant barrier to inclusive tourism growth.
- **Positive Views on Heritage Conservation Efforts:** In contrast to other areas, government-supported conservation efforts for natural and cultural heritage sites received generally positive feedback, with 68.5% of respondents agreeing that these efforts help preserve the uniqueness and authenticity of tourism experiences. This reflects a level of success in preserving India's rich cultural and natural legacy, although ongoing attention and investment are necessary to sustain these achievements.

Recommendation

- **Strategic and Targeted Infrastructure Investment:** The government should prioritize targeted investments in tourism infrastructure, especially in regions with high potential but underdeveloped facilities. Public-private partnerships (PPPs) can be leveraged to accelerate development in areas such as last-mile connectivity, quality accommodations, sanitation, and digital infrastructure. Regular impact assessments and stakeholder feedback mechanisms should be institutionalized to ensure investments align with actual needs.
- **Revamping Tourism Marketing Strategies:** Government marketing campaigns should be made more inclusive, data-driven, and segmented to appeal to diverse domestic and international audiences. Digital platforms, influencer collaborations, and immersive technologies (e.g., AR/VR experiences) can be employed to create compelling narratives about lesser-known destinations. Additionally, state-level tourism departments should be empowered to tailor promotional content that reflects regional diversity.
- **Strengthening Sustainable Tourism Policies and Enforcement:** To address public concerns about sustainability, the government must move beyond policy declarations to visible and enforceable action. This includes establishing clear sustainability benchmarks, incentivizing eco-friendly practices among tourism businesses, and involving local communities in planning and conservation. Certification systems (e.g., green labels) and periodic audits can also help track progress and build credibility.
- **Improving Accessibility to Remote Destinations:** Significant emphasis must be placed on improving transportation infrastructure, including all-weather roads, regional airports, and heliports in remote and ecologically sensitive areas. Integrated planning with the Ministry of Road Transport, Civil Aviation, and Environment should ensure that such developments are both efficient and environmentally responsible. Investment in sustainable transport options such as electric vehicles and ropeways may also be considered.
- **Enhancing Public Awareness of Conservation Initiatives:** Although heritage conservation is positively perceived, there is room to improve public engagement and awareness. Interpretation centers, heritage walks, community-led storytelling, and digital guides can deepen visitor appreciation and support for conservation. Greater visibility of government initiatives through media and educational outreach will foster a sense of shared responsibility among stakeholders and tourists.
- **Institutionalizing Feedback and Monitoring Mechanisms:** Establishing regular, transparent feedback loops through surveys, tourism dashboards, and public consultations can help gauge the real-time effectiveness of government programs. These inputs should directly inform policy adjustments and ensure that tourism development remains responsive to changing public expectations and industry trends.

V. Conclusion

This study sought to evaluate public perceptions of the Indian government's efforts in promoting and developing the tourism sector, focusing on key areas such as infrastructure investment, marketing, sustainability, accessibility, and heritage conservation. The findings reveal a mixed landscape, with critical gaps in several domains and strengths in others.

A dominant concern emerged around insufficient infrastructure investment, with an overwhelming majority of respondents expressing dissatisfaction. This indicates that current government efforts are not keeping pace with the growing demands of the tourism industry, particularly in areas such as roads, accommodations, and tourist facilities. Similarly, marketing campaigns were found to be largely ineffective in engaging the public or effectively promoting India's diverse tourism offerings, as reflected by the high percentage of neutral and negative responses.

The most pressing issue identified was the lack of support for sustainable tourism practices, with over 91% of respondents voicing skepticism about the adequacy of current policies. This points to an urgent need for more concrete, visible, and enforceable sustainability measures.

Accessibility to remote destinations also remains a challenge, as the majority of participants perceived existing efforts in road and air connectivity as insufficient. This not only limits tourism potential in less-developed regions but also hampers equitable tourism growth across the country.

In contrast, heritage conservation efforts were viewed more favorably, with most respondents acknowledging the government's role in preserving the authenticity and uniqueness of tourism experiences through conservation initiatives. This suggests a successful model that could potentially inform improvements in other areas of tourism policy and implementation.

Overall, the study underscores a critical need for more targeted, transparent, and inclusive approaches to tourism development in India. While certain efforts have yielded positive outcomes, significant improvements are required in infrastructure, sustainability, and outreach to fully unlock the sector's potential and ensure long-term, responsible growth.

VI. Limitation Of The Study

While the study provides valuable insights into public perceptions of government efforts in the tourism sector, it is subject to certain limitations. First, the sample size and demographic representation may not fully reflect the diversity of perspectives across India's vast and varied population. Second, the reliance on self-reported survey data introduces the possibility of response bias, including social desirability and lack of detailed understanding of policy initiatives among respondents. Lastly, the study focuses primarily on perceptions rather than on measurable outcomes or official performance indicators, which may limit the scope of empirical validation.

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