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## **ROLE OF INDIAN TOURISM DEVELOPMENT CORPORATION FOR PROMOTION OF TOURISM IN INDIA**

**<sup>1</sup>Dr. DILIP KUMAR SHARMA**

<sup>1</sup>Head, Department of Commerce, Dixit College of Education, Rampur

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### **ABSTRACT**

*As tourism is a service industry and service is the main product to sell to tourist through this industry. It is necessary to ensure the highest standards quality if India has to succeed as a destination in the highly competitive world of tourism. It is therefore, the responsibility of the Government to adopt suitable policies and programmes to develop human resource and to ensure the availability of adequate trained persons. Department of tourism, through the aforesaid institutes has standardized training facilities in travel, tourism and hotel management. As many as 21 Institutes of Hotel Management and 11 Food Craft Institutes with high facilities are providing training facilities. In a country like India where nature has given a lot of tourism potentials. It is the responsibility of Govt. to exploit such potentials for the development of tourism by way of establishing public sector to look after such areas where private organisation shy to invest their hard earned money or resources. Tourism is a industry which can help a lot to remove unemployment problem, regional imbalances etc. Realising these facts, Govt. has formed a public sector organisation with the sole objective to develop tourism and tourism infrastructure so that large share can be obtained from international tourism market. It is ITDC whose services and contribution cannot be overlooked. The present chapter, therefore, deals with the various aspects of this corporation with a view to assess its role and contribution in the context for the development of tourism.*

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