

Augmentation of Indian Tourism Industry Vis-à-vis Clean India Campaign

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Abstract: *It is always heard that cleanliness is next to godliness but, how much does we practise it is a matter of understanding. This paper aims at investigation the effectiveness of Swachh Bharat Swachh Paryatan run by Ministry of Tourism of Indian Government since 2017. The program has been undertaken in 4 phases; 3 being physical and 1 being through virtual mode. This research was based on the survey, questionnaire, and feedback method as well as the inferences are triangulated by the secondary data available through various reports of Tourism Ministry. The need of such campaigns are felt more desiring and after Covid-19 pandemic situation. Tourists are more likely to take up travel to a clean and hygienic destination and hence, it was very significant to understand as tourism has a lot to contribute toward economically strengthen the country.*

Keywords: Cleanliness, Indian Tourism, Swachh Bharat Abhiyan, Swachhta

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Introduction

The English word ‘tourist’ was first used in 1772 and the word tourism in 1811. The league of Nations in 1936, defined foreign tourist as “someone travelling for at least 24 hours” which was further amended by United Nations in 1945 and included a maximum stay of six months”. With these lines, it is evident that tourism is not new or born overnight rather it is experiences since centuries marked for the development and invention of the wheels from then humankind started travel. In India too, journey and traveling is not the matter of few years but can be observed from years in some shape or the other. Globally, tourism sector plays a very noteworthy role not only in infrastructure development but also leads to economic strengthening of country.

India, one of the unique land of Asian continent signifies heritage, culture, history, flora and fauna, language, attire, cuisine, ritual, lifestyle, eco system etc. has tourism as its integral part for holistic development on Indian economy(Lim & McAleer, 2001). India has risen to 34th place in the World Economic Forum's Travel and Tourism Competitive Index (TTCI). Indian tourism has contributed approximately 4.9% in the GDP making India third highest. Between April 2000 and June 2021(Kamari, 2004), the hotel and tourist sector received a total of US\$ 15.89 billion in FDI. By 2028, the travel and tourism industry would have contributed US\$ 121.9 billion to the GDP. (Swaminathan, 2007; TURNER & SEARS, 2013)As far creation of employment is concerned tourism sector has account accounted for 31.8 million jobs, which in approximately 7.3% of total employment which is expected to grow 53 million jobs by 2029. India is 8th largest tourism economy in the world, 9th largest in cultural resources and business travel(Das, 2011).

Indian tourism is well known as tourist destination due to its ideology ‘Atithi Devo Bhava’. It has seen numerous travelers since years who have left their foot print on its land taking back the best of the memories(Dharmarajan, 1999). However, with the advent of globalization, the requisitions of travelling have accelerated many folds making cleanliness and hygiene as the must have element at a destination India, is the land of sand, wildlife, villages with blend of smells hovering in the environment, which sometimes is not likeable by the tourist leading to the urgency of cleanliness and hygiene in the various Indian tourist destination. As per ‘The Study on the Development of Cleanliness Index for Cities’ of Ministry of Tourism, Government of India, tourist often found India is not a suitable destination to be visited, especially when it comes to be taken as the repeat destination due to lack of cleanliness and hygiene conditions. A common consensus has emerged by a number has consensus has been emerged by a number of associations/ agencies involved in the study about an urgent need to take up initiative for improving the cleanliness standards of India to bring it on the acceptable level intentionally. With this ideologies Indian tourism sector had come out with number of measures to improve the cleanliness index of India among which Clean India Campaign “ Swachh Bharat Mission” was one of the major scheme launched by Government of India(Anholt, 2019).

Role of Ministry of Tourism in Implementing Swachh Bharat Mission

As similar to other ministries ministry of tourism GOI has also taken numbers of initiatives to improve Indian tourism on cleanliness carpet. Out of which few were;

- Swachh Bharat – Swachh Paraytan
- Swachh Bharat – Swachh Smarak
- Swachh Bharat – Swachh Pakwan
- Clean India Campaign
- Swachh Pakhwada

To accelerate the efforts taken up formally structure the measure a project monitoring on it for Swachh Bharat mission in tourism was established on 9 December 2015. The objective of this division was to implementing various measures destination in India catering the requirement of the foreign and domestic tourists

SBM division also aimed at creating awareness among community school and college students, tourism stakeholders and tourists themselves about the significance of a cleaned and hygienic tourist destination to enhance the visitation at a site.

Swachta Pakhwada: Swachta Pakhwada is cleanliness campaign organized by ministry of tourism during the month of September every year since 2018. Purpose of this drive was to inculcate the clean and hygiene habits among locales through various activities organized by education institutes its allied offices.

Swachta Hi Seva (SHS): MOT started the programme, which includes events like as clean-ups, pledge swearing, awareness activities, and Nukkad Natak, which are held every year from September 15th to October 2nd.

Swachta Awards: During the national tourism awards, the Ministry of Tourism also distributes Swachta awards to encourage state/UT governments to keep tourist areas clean under the categories "Swachta awards" and "best civic managements of a tourist destination in India awards."

Infrastructure Creation: Construction of toilet blocks, solid waste management system comprising garbage bins, soak pits, public convenience, drainage system, and other Swachta projects are among the Swachta projects undertaken by Swadesh Darshan and PRASAD.

Swachta puritan under Swachta Action Plan which began in the year 2017 through its educational institutes (IITM,IHM) ITDC and tourism offices.

This study is based on the various phases of "SAP" – SBSP implemented by Indian institute of travel and tourism management since September 2017 till 2021.

Swachh Bharat Mission

‘Quit India Clean India’ with this slogan of Mahatama Gandhi on 2nd October 2014, on the occasion of the birth anniversary of Mahatama Gandhi and Lal Bahadur Shastri Ji, Swachh Bharat Abhiyan was launched by Prime Minister Narendra Modi. The aim of the Swachh Bharat Abhiyan was to achieve Mahatama Gandhi’s dream of ‘Clean India’ by 2019. It is launched across the length and breadth of the country. It is considered as the most compelling and effective cleanliness campaign in the country till date. Prime Minister Narendra Modi flagged off Swachh Bharat Abhiyan on Rajghat and also a cleanliness pledge from India Gate joined by 30 lakhs government employees across the country(Ministry of Tourism, 2022).

With the tagline of ‘Ek Kadam Swachta Ki Ore’ (one step towards cleanliness) Prime Minister Narendra Modi for this mass movement has encouraged the people to join this mission. Swachh Bharat Abhiyan by all these efforts is turning into a national movement and came out as a success in bringing forth the sense of responsibility among the people. Not only the common people but people institutions from all walks came forward to be the part of the campaign ranging from the government officials to jawans, athletes, Bollywood stars industrialists spiritual leaders all came forward for the noble endeavor, from government officials to jawans, Bollywood stars to athletes, industrialists to spiritual leaders. This massive involvement of people had made the Swachh Bharat Abhiyan become ‘Jan Andolan’ which drove the people to the streets with brooms to clean up the streets. Among all these 9 famous personalities were nominated by Prime Minister

Narendra Modi to promote Swachh Bharat Abhiyan were Mridula Sinha, Sachin Tendulkar, Baba Ramdev, Shashi Tharoor, Anil Ambani, Kamal Hasan, Salman Khan, Priyanka Chopra and Team Tarak Mehta ka Oolta Chashma.

Cleaning up of the garbage, sanitation and hygienic environment have become the part of Swachh Bharat Abhiyan. Apart from the cleaning and sanitation Swachh Bharat Abhiyaan also aims at tree plantation, creating trash free environment, and making India open defecation free.

Along with many activities under the ambit of Swachh Bharat Abhiyan, Swachta Action Plan is one of the leading program of Indian Government in which all the ministries and department worked under one umbrella to achieve the aim of Clean India. Ministry of Tourism under this worked in improvising Sanitation facilities at tourist centres. In wider aspect Ministry of Tourism worked for construction and renovation of the public toilets in tourist centres having higher tourist inflow, Swachta training among stakeholders at tourism sites, awareness drive on sanitation and cleanliness at tourist and pilgrimage centres.

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Swachta Action Plan

The Swachta Action plan was initiated with the aim of creating awareness amongst the tourists about sanitation and cleanliness at tourist/pilgrimage centers(IITTM, 2017).

In the long term, a clean city will attract investment, excellent health, and a sense of pride among local inhabitants, as well as a sense of satisfaction among tourists. A clean city will also result in improved property prices, more tourism growth, greater community pride, and less harmful activity. A nice and tidy environment may also contribute to excellent conduct by locals, resulting in higher levels of tourist satisfaction(Subramonian, 2008).

Tourists must be made aware that maintaining a tourist destination clean is as much their responsibility as it is the inhabitants'(Jamal et al., 2011).

The scope of this action plan is to cover identified tourist places/ attractions/ destinations from States/UTs. The destinations were identified on the basis of the highest foot fall of the tourists (domestic) as per the latest MoT statistics.

The scope of Swachta Action plan was to cover destinations from different State/Union Territories The destinations were identified on the basis of the highest foot fall of the tourists (domestic) as per the latest MoT statistics. For the same Ministry of Tourism divided the country in different regions.

- Northern
- Central & Western
- Eastern
- Southern
- North-Eastern region

Entire campaign is being conducted to aware tourists, stakeholders, school/college students covering the major issues like cleanliness and sanitation.

The whole Swachta Action plan is divided into three major schemes: They are

- Activity No 1- Tourists Awareness
- Activity No. 2- School/ College awareness workshop
- Activity No 3- Tourism Stakeholder workshop

The campaign came into action by IITTM and its centers, located at different regions. IITTM faculty/trainers worked with project associates and volunteers (from local colleges/institutions/NGOs, etc.) to complete the project. to implement the programs at different locations in the concerned region.

Till now SAP is conducted in different phases covering around six lakh tourists at around 600 sites.

	Time Period	Sites covered	Activities conducted	Tourist Covered	Students Covered	Stakeholders Covered
Phase 1	Sep 2017- March 2018	150	450	1,50,000	75,000	9000
Phase 2	July 2018-	270	810	2,70,000	1,35,000	16,200

	15 March 2019					
Phase 3	Aug 2019- Dec 2019	180	540	1,80,000	90,000	10,800
Phase 4 (Online Mode)	Oct 2020 – Feb 2021	55	110			
Total		655	1910	6,00,000	3,00,000	36,000

Standard Operating Procedures (SOP) for Swachta Action Plan

There were standard set of procedures fixed for the implementation of the activities under Swachta Action Plan.

Standard Operating Procedures (SOP) for Tourist Awareness:

- Advertising about the activity in the **local newspaper** of the area on the day of the activity.
- If any, **local FM** is operating in that city then play jingles and advertisement on the FM too, to reach a wider group of audience.
- Reach the site, preferably one day prior to the day of activity and physically visit the site so as to get familiarized with it and look after the preparation for the next day.
- Get in contact with **local NGOs/ Dance groups/ Schools/ Colleges/ Universities** etc for performing Nukkad Natak at the site on the next day.
- Get **volunteers** from local colleges/ universities/ institutes etc, preferably students from NSS, NCC and Scouts for the main day of the event.
- On the day of the event representatives from **ITDC/ IHM/ State Tourism Development Boards** if any in that area are invited to attend the event.
- A spot or point at the monument is identified where students can act **Nukkad Natak(Street Play)** without disturbing the usual tourist flow.
- To attract the tourist to watch *nukkadnatak* the team **play jingles on cleanliness** through portable audio system. They also hold banners/ placards related to the activity to create an environment by which tourist can understand the importance of **Swachta on tourist spots**.
- After gathering of tourist, representatives, students etc. perform *nukkadnatak*, having a theme which helps in sensitizing the tourist towards the importance of cleanliness at the monuments.
- After the completion of *nukkadnatak*, the **volunteers distribute gifts/ goodies, cleanliness motivating flyers, trash bags etc.** to the tourist and they also interact with the tourist to make them aware about the importance of cleanliness at the tourist spot.
- **Feedback** is taken from the tourist in the form of either video clippings or filling out feedback forms or both regarding the impact of the activity on their mind.
- Filling of **Swachta Audit Sheet on cleanliness** in the nearby washroom area and food outlets by observation method.
- A small **report on the activity performed** is drafted to send the same to Chief Coordinator SAP in the prescribed format.
- Digital transfer of the **payment to the volunteers/ play groups**.

Standard Operating Procedures (SOP) for school/college awareness workshop:

- Publish advertisement in **local newspaper** to aware the readers about the activities to be accomplished and play jingles on **local FM** of the area, if any.
- Reach preferably one day prior to the day of the activity at the destination whether **a school or college, to check out that whether the arrangements** have been carried out according to the requirement.

- Connecting to the college/ school **canteen** owners to arrange the **refreshments** for the students.
- Setting up the venue with **projector, audio video systems, tents, and other equipments** for accomplishing a successful event.
- The activity starts with students performing *laghunatika / NukkadNatak/ Folk Songs and instruments by local artists*, so as to sensitize the audience towards the importance of cleanliness in our country
- Next activity will be an **expert lecture for the students**, to be delivered by an expert speaker invited by the team on the importance of Swachta.
- Show a **video film**, developed on Swachta to sensitize the students.
- After these activities, the **team distributes gifts/ goodies and Swachta flyers etc** to the students present in the event.
- **Refreshments are provided** to the students.
- **Filming video clippings** of students giving their **feedbacks** about what they learnt and how they perceived the event.
- Also **filling out of feedback forms by the students** regarding the impact of the various activities done throughout the day on their conscience.
- A small **report on the activity performed is drafted** to send the same to Chief Coordinator SAP in prescribed format to be forwarded month wise to MoT.
- Digital transfer of the **Payment to the school/college / volunteers / play groups**.

Standard Operating Procedure for Tourism Stakeholder workshop:

- Choose a venue, preferably a **Government hotel** for conducting the workshop including all **tourism stakeholders**.
- Decide a date and **book the venue** on which the workshop has to be conducted and intimate it to the hotel as well as the stakeholders.
- Invite **representatives from local hotel associations, local guide associations, local travel agents associations, taxi drivers, porters etc.** or anybody who can be considered as an important stakeholder in the field of tourism.
- A maximum of **60 stakeholders** are invited for the workshop.
- Publish advertisement in the **local newspaper** on the day of the activity, informing people about the workshop.
- The workshop starts with discussion amongst various stakeholders in the field of tourism on the **importance of cleanliness and hygiene in our country**.
- Sharing the **success stories by stakeholders**.
- Also provide participants with workshop **kits and Swachta flyers** arranged by the team for the workshop.
- Playing a **video** for the participants on **Swachta** and its importance.
- Special **lecture by two expert speakers** invited by the team on the importance of Swachta and how it is **beneficial for tourism development**.
- After these activities working **lunch/ dinner, tea and snacks is hosted by IITTM for the stakeholders**.
- Collecting **feedback from the stakeholders** on the impact of the event on their mindset in the form of **video clippings recorded by the team** and feedback forms filled out by the stakeholders.
- A small **report on the activity performed is drafted** to send the same to SAP Coordinator.

- Digital transfer of the payment to food supplier/ venue owner/ trust.

Research Methodology

This study consists of both primary and secondary data collected through various sources and means. The aims of the impact of the ‘Swachh Bharata Swachh Paryatan’ campaigns are undertaken by IITM and its centres. To undertake this research study primary data was collected through various sources through which were considered appropriate for analyzing the impact and lacuna in current campaign. Primary resources in the research mainly include:

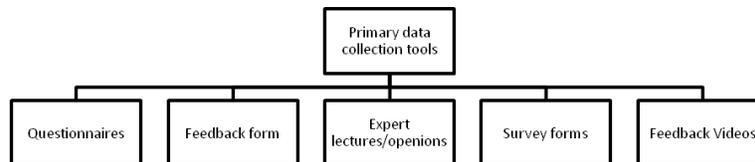


Fig 1: Primary data collection tools

Sampling

To carry out any primary tool effectively wise selection of sample is required. For collection of data through primary sources random sample technique was used.

Random sampling technique is a method of choosing a sample from population to make assumptions about the population. It is also called probability sampling. For this study, simple random sampling was used wherein every sample/respondents in population had equal and possible chance of getting selected for the purpose of study. This method of sampling is also used because the size of the area/ region used for the study is relatively big and scattered in length and width. Other major reasons to take up such sampling was probability of minimal biasness compared to other methods of sampling and it is considered as fair method of sampling. As well, it is easy to pick the smaller sample size from the larger population. Therefore, researchers found it appropriate to use this method of sampling.

The area considered under this was chosen nationwide as the campaign was part and parcel whole country covering all states and Union territories spread across in various phases.

S.N.	Region	State	Covered Under SBSP
1.	Northern Region (22)	Delhi (4)	Yes
		Uttar Pradesh (8)	Yes
		Punjab (2)	Yes
		Haryana (4)	Yes
		Himachal Pradesh (1)	
		Uttarakhand (3)	
2.	Central and Western Region (48)	Gujarat (2)	Yes
		Madhya Pradesh (22)	
		Maharashtra (8)	
		Rajasthan (13)	
		Goa (1) Chhattisgarh (2)	
3.	Eastern Region (1)	West Bengal (1)	Yes
4.	Southern Region (6)	Tamil Nadu (3)	Yes
		Andhra Pradesh (1)	
		Andaman and Nicobar (1)	
		Telangana (1)	
5.	North-eastern Region (1)	Sikkim (1)	Yes

To support the primary data, availability of secondary data is very significant to imbibe the right data various secondary sources were reviewed out of major were governmental websites, reports, policies, schemes and initiatives undertaken under Swachta Action Plan Swachh Bharat Swachh Paryatan on regular intervals.

Findings and Analysis

For the purpose of this research, a sample of 81 was taken from the population who had the equal probability of having participated in the Swachta awareness campaign or equal probability of being non-participatory. Primary data was collected through questionnaire a part of which was based on five point Likert scale. Likert Scale ratings are used to assess opinions, attitudes or behaviors. It helps researchers to easily operationalise perceptions.

Questionnaire was divided in two segments part 1 dealt with campaign specific questions by which the understanding of the impact on and involved of respondents in campaign was analyzed while the other portion dealt with the questions based on Likert scale to get the generalized results about the impact of cleanliness in augmenting tourism in India.

On analyzing the fact that to what extent the Indian citizens are aware about the cleanliness campaign run by the Government of India, it is being found that approximately 96.3% population in some way or the other have come across the awareness campaigns run by Government of India. This signifies that there is a good governance impact on population who are very much aware about the different campaigns on cleanliness.

Moving ahead to next finding as how many have participated in the implementation of Swachh Bharat Swachh Paryatan it can be seen that approx. 53 % population have indulged into the various activities undertaken nationwide. With the data analyzed it can be inferred that 1 in every 2 persons have been part of the campaign which shows the wider and positive applicability of the campaign.

Participants	Contribution
School and College participants	35.7%
Stakeholder	14.3%
Tourist	11.9%
Guest	9.5%
Expert Speaker	9.5%
Others	19.1%

Table: Participants Segmentation

As mentioned in the standard operating procedure Swachh Bhrata Swachh Paryatan was divided into three activities namely:

Activity I: Tourism Awareness program

Activity II: School/ College Awareness Workshop

Activity III: Tourist Stakeholder Meeting Workshop

As per the data received, it can be inferred that majority of the population is (38%) of the total population is involved in all three activities while 32% was involved in school/colleges awareness workshops and 22% of the population participated in the tourist awareness workshops whereas the least percentage of population has marked their indulgence in stakeholder meetings accounting for 8% of the total population. This is also because the upper cap of 60 participants in every stakeholder workshop which has led toward less participation from tourism stakeholders. These workshops based on multiple intelligence theory to cover every segment of the society and it is evident from the data received that 45.5% population has greater impact of Swachh Bharat Swachh Paryatan on them because these activities were undertaken during category I and II which leads the findings. Though, evidence shows that these activities can be more impactful if supported by additional materials like pamphlets, symbolic giveaways, trash bags etc. other activities like documentary, lectures, discussions etc. also have more or less same impact but lessee than that of nukkadnatak and street play.

Moving on to the next variable in our study, which speaks about the increase in tourist flow due to better cleanliness services and hygienic at any tourist destination it can be seen that there is a positive attitude and beliefs of the population leading to 88.6% showcasing there agreement. Also to the larger extent it is believed that the campaign has affected on ground level leading to change in the behaviour not only in community at the destinations but also in the tourist leading to many good habits. Another major positive

impact of campaign is spread of the positivity and good governance by the population under research by which it can be inferred that 61.4% population was involved in spreading the implications further and 27.3% of population have attempted to educate and motivate tourists for practicing the good and hygienic habits like use of bins, not littering around, use of washrooms and restrooms, use of other public amenities where as to an extent development of self-help groups can also be seen which signifies the 'Jan Bhagidari' in clean India movement.

This Jan Bhagidari movement can be seen from the inferences of the table A. shown below which indicates that more than 75% of population admits that India can become tourist choice destination if cleanliness and hygienic conditions are taken due care of.

Frequencies of A

Levels	Counts	% of Total	Cumulative %
2	1	1.5 %	1.5 %
3	3	4.5 %	6.0 %
4	13	19.4 %	25.4 %
5	50	74.6 %	100.0 %

A: cleanliness & hygiene at tourist destination can increase the tourism/ tourist inflow

Table B, determines the very big fact of positive impact of activities undertaken at tourist destinations in the banner of Swachh Bharat Mission. Approx 62% population agrees that a big change can be achieved if such activities continues to be held on regular intervals.

Frequencies of B

Levels	Counts	% of Total	Cumulative %
2	3	4.5 %	4.5 %
3	3	4.5 %	9.0 %
4	19	28.4 %	37.3 %
5	42	62.7 %	100.0 %

B: Swachh Bharat Mission activities are effective in Tourism

A less promising impact of such campaign can be seen on the home population or local community as shown on the table below that less than 50 % population have understood the role played by the swachh Bharat Campaigns on transforming their city into a tourist destination leading to creation of multiplier effect of tourism.

Frequencies of C

Levels	Counts	% of Total	Cumulative %
1	1	1.5 %	1.5 %
2	1	1.5 %	3.0 %
3	9	13.4 %	16.4 %
4	24	35.8 %	52.2 %
5	32	47.8 %	100.0 %

C: Swachh Bharat mission impacted the cleanliness of your city

On understanding the table D, it can be seen that on an average, 50% of population believes that a clean and hygienic destination may extend the length of stay of a tourist. For better economic gains and foreign exchange earnings this becomes an integral part. Therefore, efforts for Swachh Bharat SwachhParyatan should gear up for better economic gains.

Frequencies of D

Levels	Counts	% of Total	Cumulative %
1	1	1.5 %	1.5 %
2	2	3.0 %	4.5 %
3	11	16.4 %	20.9 %
4	20	29.9 %	50.7 %
5	33	49.3 %	100.0 %

D: Cleanliness can lead the tourist to increase the length of stay at the destination

Table E indicate strong opinion of population showing 68% agreement on the fact that a clean destination enhance the probability of having the repeat tourist at the same destination.

Levels	Counts	% of Total	Cumulative %
2	2	3.0 %	3.0 %
3	5	7.5 %	10.4 %
4	16	23.9 %	34.3 %
5	44	65.7 %	100.0 %

E: clean and hygienic destination has the potential to attract the repeat tourist

Table F below infer that Government should increase the ways and means for better implementation of the swachhta activities among tourist and tourism stakeholders to have wider and positive impacts as the result have reached to 50% approx which leads to strengthen specially after Covid-19 pandemic, when tourist in general looks for clean and hygienic destination for their vacations.

Levels	Counts	% of Total	Cumulative %
1	1	1.5 %	1.5 %
2	2	3.0 %	4.5 %
3	11	16.4 %	20.9 %
4	20	29.9 %	50.7 %
5	33	49.3 %	100.0 %

F: Governmental steps to aware tourist/ stakeholder about tourism & cleanliness is creating positive impact

Data received through feedback, surveys, Swachta audit also reveals that Swachh Bharat Swachh Paryatan activities are well observed and adopted by the community, tourist and tourism stakeholders for spreading the awareness about cleanliness and hygiene at tourist destination. It can also have observed that majority of tourist sites have the basic amenities like washrooms, restrooms, drinking water facilities, dustbins, spit bins etc. Another survey conducted at the cafes and restaurants at tourist site reveals that proper hygienic conditions are followed at majority of places.

Conclusion and Recommendations

Tourism gives opportunities to economy for the becoming strongest all. Good tourism can either convert a place into a tourist destination and bad tourism may lead to destroy the place itself. The Tourism Ministry under the aegis of Government of India has been running the Swachh Bharat Swachh Paryatan campaign since September 2017 and has reached out to lakhs of visitors, school and college students, and stakeholders. During its physical span it has stretched in length and width to cover the nation whereas during the virtual mode it tried to keep the tourism stakeholders well updated and brushed up go follow the Swachta and Covid protocols soon after opening of tourism business. As, mentioned and anticipated in the research paper, it is evident from the survey that cleanliness augments the tourism leading to tourism sector and strengthening the economic condition of any country.

Through the campaign/program run by Tourism Ministry of Indian Government is very effective but a few suggestions and recommendations to strengthen it more are:

1. Such campaign should be run in regular intervals to make it more impactful and continuous.
2. Impetus should be on stakeholder's workshops to spread the implementation of Swachh Bharat Swachh Paryatan.
3. Infrastructure development like toilets, spitting bins, placing of dustbins etc. should be done.
4. A cleanliness tourism policy should be developed for better implementation of the programs.
5. Locals, vendors, service providers etc. training programs should be taken up for receiving better result.
6. Tourism destination cleanliness SOP's should be developed.
7. Proper check on facilities available should be done for better monitoring.

8. Promotion and publicity of such campaigns should be undertaken more efficiently.

As every campaign has its positive and negative impacts so as this campaign will also have both the sides but as per the surveys conducted it is seen that this campaign has more of positive impact effectiveness on the tourists, stakeholders, local community and youth. If taken strongly and repeatedly it might turn as benchmarking for clean and hygienic tourist destination in global tourism industry.

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