

Help and Ubodosh. Glow Sign Boards were installed at Bodhgaya, Rajgir, Nalanda, Pawapuri, Hajipur and Patna.

- 28 Hotels/ Bread & Breakfast units/ Homestays were inspected along with 6 Tour Operators/ Travel Agencies. Tarapith Road and Rampurhat Stations in West Bengal were visited along with officials of Indian Railways to check available tourist facilities and discuss other development issues. Mahabodhi Temple, Konark Sun Temple and Jagannath Temple were also inspected to check the status of free Wi-Fi facilities for tourists.

#### Indiatourism- South

- Indiatourism Chennai pavilion was awarded the 'Most Informative Pavilion' for its promotional display during participation in the Travel & Tourism Fair held in Chennai from January 6th-8th 2017. Indiatourism South also participated in the 14th Pravasi Bharatiya Divas 2017 held in Bengaluru from January 7th-9th, 2017. The Incredible India Pavilion which showcased the major tourist destinations in India attracted a large number of visitors.
- Additional Director General (MR) visited Tirupati and Tirumala Devasthanam (TTD) and met with the Executive Officer, TTD to discuss the cleanliness practices being followed in and around the area. He also visited the State Institute of Hotel Management (SIHM), Tirupati and Indian Culinary Institute (ICI), Tirupati where he chaired a workshop on 'Impact of Social Media on Tourism' organized by academicians from Indian Institute of Tourism & Travel Management (IITTM).
- The Food Festival 'Zayafat 2017' was organized by Institute of Hotel Management and Catering Technology on February 17th, 2017. Regional

Director (South) inaugurated the event where the senior students of IHM presented their remarkable culinary, presentation, guest handling and event management skills.

- Ministry of Tourism Officials attended the National Conference on Responsible Tourism held at Thiruvananthapuram from March 25th- 27th, 2017. The Conference was organized by the Kerala Institute of Tourism and Travel Studies in the backdrop of the International Year of Sustainable Tourism.
- Almost 50 Starred Hotels/ Bread & Breakfast units and several Tour Operators/ Travel Agencies were also inspected.

#### Indiatourism -West

- Indiatourism Mumbai participated in the felicitation ceremony of candidates trained at The Trident, Nariman Point and The Oberoi, Mumbai under the HSRT Scheme of the Ministry.
- Training programmes were organized for the newly selected Regional Level Guides and the Officials of Bureau of Immigration wherein experts from the Tourism Industry gave lectures on Colonial Art & Architecture of Mumbai and covered other behavioral aspects like Manners & Etiquettes, Crowd Management, and Communication Skills etc.



- Promotional activities were conducted at various other events like Gujarat Global Trade Show 2017 held in Gandhinagar from January 9th- 13th and Outbound Travel Mart 2017

which was organized in Mumbai from February 21st- 23rd.

#### Indiatourism - North

- Indiatourism North participated in SATTE- 2017 from February 15th- 17th, 2017 and 21st Gun Salute Rally from February 17th- 18th, 2017. Information and publicity materials were distributed among the visitors from the Indiatourism Pavilions.
- An information stall was fabricated in the Travel Trade fair 2017 held in the Indira Gandhi Indoor Stadium from February 27th- March 1st, 2017.
- Publicity was done through the Indiatourism pavilion at the Hero India Open Golf Championship 2017 scheduled from March 8th- 12th, 2017.

#### Indiatourism -North- East

- Indiatourism Guwahati organized a Swachh Bharat campaign at the popular tourist centre of the river Island Majuli during Magh Bihu from January 13th-14th, 2017. A large number of people participated in the event.
- Indiatourism Guwahati participated in various events like Namami



Brahmaputra Festival, Telangana Tourism Road Show, Seminar on River Tourism on board the cruise Alfresco Grand on river Brahmaputra in Guwahati and Destination North east held at Chandigarh from March 6th- 8th, 2017.

- Indiatourism Guwahati conducted a presentation for the officials and staff of call centre attending the tourist helpline of Ministry of Tourism. The presentation was made in the call centre headquarters at Noida on March 13th, 2017. The participants were informed about the major places of tourist interest in the Northeast region.
- Indiatourism- North East conducted inspections of 14 Hotels and 2 Travel Agents/ Tour Operators in the quarter.

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Ministry of Tourism  
Government of India



## MINISTRY OF TOURISM

QUARTERLY NEWSLETTER

Vol. 3, January - March, 2017

#### Tourism- A Figurative Status FTAs and FEEs

The Foreign Tourist Arrivals during January- March 2017 were 2.84 million as compared to 2.51 million during the same period of last year showing a growth of 13.4 %. The Foreign Exchange Earnings (FEEs) for the Quarter were Rs. 46,310 Crores as compared to the same period in 2016, which stood at Rs. 40,411 Crores registering a growth of 14.6 %. In US\$ terms, the FEEs stood at 6.91 billion US \$ in January-March, 2017 as compared to 5.99 billion US \$ in 2016 for the same period. Electronic Visa (e-Visa) figures showed a rise of 45.6 % for this quarter as compared to the corresponding quarter of the previous year. The e- Visa figures stood at 4,67,314 in January- March, 2017 as compared to 3,21,049 in January- March, 2016.

#### Rank in Travel & Tourism Competitiveness Index

India gained 12 ranks in the Travel & Tourism Competitiveness Index (TTCI) prepared by the World Economic Forum. As compared to the prior 52nd rank in the year 2015, India now ranks 40th in the TTCI in the year 2017.

#### Rank in International Tourist Arrivals

As per the UNWTO (United Nations World Tourism Organization) definition,

International Tourist Arrivals (ITAs) comprises of Foreign Tourist Arrivals (FTAs) as well as Non Resident Nationals' Arrivals. So far, only the figures of FTAs were compiled in India. However, now India has started compiling the data of number of Non Resident Indians (NRIs) Arrivals as well on annual basis. As per the latest UNWTO Barometer, the rank of India in ITAs has been revised from 41st and 40th in the years 2014 and 2015 respectively to 24th for both the years. With this inclusion, the share of India in ITAs now stands at 1.12% in the year 2015.

#### Updates On Activities Of Ministry Of Tourism

##### Schemes/Initiatives

A total of 6 projects amounting to a total of Rs.589.63 Crores were sanctioned under the Swadesh Darshan Scheme in the quarter January- March, 2017. The projects have been sanctioned for the Development of Spiritual, Heritage, Buddhist, Himalayan and Eco Circuits.

Under PRASAD Scheme, 2 projects amounting to Rs.83.58 Crores have been sanctioned in the quarter for the development of Guruvayoor temple in Kerala and Somnath temple in Gujarat.

#### Swachh Bharat Mission- Project Monitoring Unit (SBM- PMU)

The PMU- SBM of the Ministry of Tourism has been mandated with

the responsibility of implementing the Government Programmes on cleanliness in close coordination with the Ministry of Drinking Water and Sanitation, the Nodal Ministry for Swachh Bharat Mission.

A National Swachhta Award has been proposed to be given to the Agencies/ Governments working extensively to propagate the cause and spirit of Swachh Bharat Mission.

Various State Governments/ Union Territory (UT) Administrations regularly intimate Ministry of Tourism about the cleanliness works/ drives initiated at various tourist spots. The training and educational institutions under the Ministry also carry out cleanliness drives periodically in the institute premises and the tourist places near the institutes.

#### MRPS (Market Research Professional Services) Scheme

With a view to promote research in the field of tourism, Central Financial Assistance (CFA) is provided to Reputed Institutes, Central Universities, Institutes of the Ministry and States/ UTs for publishing research journals and conducting seminars/ workshops on tourism related topics.



During Jan- March 2017, financial support was extended to various universities like the Banaras Hindu University, Indira Gandhi National Open University, University of Hyderabad and Visva Bharati University along with Institutes of the Ministry like Food & Craft Institute, Assam; IITM- Bhubaneswar

& Gwalior; IHM- Lucknow & Ahmedabad and Institute of Hotel Management, Catering Technology and Applied Nutrition, Shillong under this Scheme.

#### Studies conducted

03 studies viz., "Study on Functioning of Tourist Police in States/ UTs and Documentation of Best Practices", "Study on International Travellers' Prioritization of Ladakh/ Valley of Kashmir" and "Regional Tourism Satellite Accounts of 13 States/ UTs" got completed in the quarter.

The study on Functioning of Tourist Police in States/ UTs and Documentation of Best Practices aimed at studying the tourist police systems prevailing in the States and UTs of the country since safety and security of the tourists is a major factor for development of tourism.

The Study on International Travellers' Prioritization of Ladakh/ Valley of Kashmir endeavored to uncover how the international visitors prioritize their visits to Ladakh and Valley of Kashmir. The survey was carried out in two phases.

The Regional Tourism Satellite Accounts (R-TSAs) of all States/ UTs were prepared by the Ministry of Tourism in three phases. The R-TSA helps to assess the contribution of tourism in the Gross State Domestic Product and the employment of the State/ UT. The R-TSA for Madhya Pradesh and Kerala was prepared along with the All India TSA in 2012-13. The first and the second phases conducted in the years 2013-14 and 2014-15 respectively covered 10 States each. And the last phase conducted in the year 2015-16 covered the rest 13 States/ UTs. The R-TSA of Andhra Pradesh and Telangana was prepared jointly as that of undivided Andhra Pradesh.

The final reports of all the above mentioned studies are available on the Ministry of Tourism's website.

#### Important Events

##### National Conference to Promote and Develop Tourism, Culture, Youth Affairs and Sports

A three-day National Conference was organized by the Ministries of Tourism, Culture, Youth Affairs and Sports in collaboration with the Government of Gujarat.



The conference, held from January 20th -22nd, 2017, was inaugurated by the Hon'ble Prime Minister who gave the inaugural address through Video Conferencing. The theme for the conference was Converging Tourism, Culture, Youth Affairs and Sports and Creating Synergy with States and UTs towards Building a Resurgent, Young India and strengthening Ek Bharat Shreshtha Bharat".

##### Bharat Parv

The "Bharat Parv" was organized by the Government of India at Red Fort from January 26th- 31st, 2017. Ministry of Tourism was designated as the nodal Ministry for the event, which included display of the Republic Day parade



tableaux, performances by the Armed Forces Bands, a Multi - cuisine Food Court, Crafts Mela, Cultural performances from different regions of the country and a Photo Exhibition by the Ministry of Information & Broadcasting.

The prime objective of organizing the event was to generate a patriotic mood, promote the rich cultural diversity of the country and to ensure wider participation of the general public and to popularize the idea of 'Ek Bharat Shreshtha Bharat'.

##### IBSA workshop on rural tourism

Ministry of Tourism organized IBSA (India-Brazil-South Africa) Workshop on Rural Tourism on February 8th & 9th, 2017 in New Delhi for strengthening tourism among the 3 countries. The two days' event comprised of inter-Governmental exchange of views and ideas, presentation by experts and concurrent working group sessions on cooperation among IBSA countries for promoting tourism. The workshop commenced with a visit to Surajkund Crafts Fair, the largest craft fair showcasing rich and diverse handicrafts, handlooms and cultural fabrics of India, for firsthand experience to the participants.



##### Internationale Tourismus Bourse

Ministry of Tourism participated in the "Internationale Tourismus Bourse" (ITB) held in Berlin, Germany from March 8th to 12th, 2017. The India Pavilion at ITB was built on the theme of Dravidian temple architecture and was inaugurated with traditional lighting of the Lamp by The Ambassador of India, Berlin, Germany;



Hon'ble Minister for Employment Guarantee Schemes and Tourism, Govt. of Maharashtra; Joint Secretary, Ministry of Tourism, Government of India and Senior Officials from different State Governments. The inauguration was followed by Indian Classical dance performance-Kathak and Yoga demonstration. The dignitaries also inaugurated the stands of different State Governments in the hall and met with 54 co-exhibitors of India Stand.

Shri Suman Billa, Joint Secretary (Tourism) also addressed the media during the press conference and informed them about India Products and attractions through a detailed presentation.

##### Promotional Activities

- Important events like celebration of Bharat Parv and the National Conference of Central & States/Union Territories' Ministers and Secretaries of Tourism, Culture, Youth Affairs & Sports at Dhordo, Rann of Kutch were published in major dailies. As part of the Domestic print media campaign, print advertisements to promote tourism and related events were also released in India Today, Outlook, National Geographic Traveler and Lonely Planet.
- The International Media Campaign of Ministry of Tourism was launched on Al Jazeera TV channel in the Middle East Region, on Travel Channel Global Feed, CNN, BBC, Discovery, TLC, NGC, Euronews, History, CNBC, CBS- USA and TABI - Japan.

- Ministry of Tourism participated in Tourism Travel Fair (TTF), South Asian Travel & Tourism Exhibition (SATTE) and extended support to the International Heritage Car Rally organized by 21 Gun Salute.
- Ministry of Tourism continued its International and Domestic media campaign to promote Incredible India. A global search campaign on Google to promote the new e- visa facility was also undertaken.
- Domestic Campaigns- 'The Heritage Trail' to promote the World Heritage Sites in India and a television campaign on Doordarshan to promote the North Eastern part of India were continued all through the quarter.

##### Activities Of Regional Offices Of MoT

###### Indiatourism - East

- Indiatourism East participated in various prestigious events like National Seminar on Heritage Tourism at Shantiniketan, 350th Birth Anniversary of Guru Gobind Singh Ji at Patna Sahib, IIT Patna's Annual Techno Cultural Fest, 13th Dhuli Kalinga Mahotsav, National Dhuli Art Festival and Island Tourism Festival at Port Blair.
- Tourism related Information was disseminated through Incredible India Pavilions at 13th Subhas Mela, 10th Sundarban Lokopriyo Utsav, Murshidabad Heritage festival, 12th International Congress on Bengal Art etc.
- Incredible India Clips were displayed and at Cineplexes and Multiplexes in Kolkata and at 23 Metro Stations in Kolkata. Hoardings were erected at Gariahat Flyover, Traffic Booth, Kiosks, Sukant Setu, Puri & Bhubaneswar Railway Stations and Bhubaneswar Airport etc.
- Advertisements were also published in magazines like Porjoton, Tour