



GOVERNMENT OF INDIA

MINISTRY OF TOURISM

OUTCOME BUDGET

2010-2011

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CHAPTER - I

(i) The Mandate

The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country.

(ii) Functions of the Ministry

The functions of the Ministry of Tourism mainly consist of the following;

- Framing of policy matters on development of tourism
- Grant of Central Financial Assistance to States/UTs for Development and promotion of tourism and tourism infrastructure
- Promotion and Marketing of Tourism Products in India and Abroad
- Providing incentives to the accommodation sector
- Regulation of tourism industry
- Investment facilitation
- Human Resource Development for hospitality sector and capacity building for service providers
- Research, analysis, monitoring and evaluation
- International Cooperation for promotion and development of Tourism
- Strengthening the efforts of the States/UTs in their tourism related IT initiatives

(iii) List of Major Programmes/Schemes of the Ministry

1. Product/Infrastructure Development for Destinations and Circuits
2. Assistance for Large Revenue Generating Projects
3. Creation of Land Bank for Hotels
4. Assistance to Central Agencies for Tourism Infrastructure Development

5. Incentives to Accommodation Infrastructure
6. Domestic Promotion and Publicity including Hospitality
7. Overseas Promotion and Publicity including Market Development Assistance
8. Computerization and Information Technology
9. Market Research including 20 Years Perspective Plans
10. Assistance to Institutes of Hotel Management and Indian Institute of Tourism and Travel Management/Food Craft Institutes etc.
11. Capacity Building for Service Providers
12. Externally Aided Projects including Buddhist Centres
13. UNDP Endogenous Projects

(iv) Organizational Set up

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and a subordinate office i.e. Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sports Project (GWSP). The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas of jurisdiction and the field offices in India are mainly responsible for domestic promotion and publicity, providing information service to tourists and to monitor the progress of field projects sanctioned by the Ministry. The activities of IISM/GWSP includes conducting of training programmes for skiing and other winter adventure tourism products in Kashmir valley.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation (ITDC) and the following autonomous institutions:

- i. Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- ii. National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management

(v) Goals & Objectives

The Ministerial activities are aimed at the following objectives:-

- To increase the share in international tourist arrivals and receipts.
- To evolve a framework which is Government-led, private-sector driven and community welfare oriented.
- To have world class tourism infrastructure in the country through integrated development of tourism destinations and circuits.
- To have active participation and investment from the private sector in the tourism infrastructure development.
- Special attention for infrastructure development in North- Eastern region and Jammu & Kashmir.
- To have improvement and environmental up gradation of the protected monuments.
- To establish an effective linkage and close coordination with Ministries of Culture, Civil Aviation, Environment & Forests, Railways, Home, Road Transport and Highways, .etc.
- To encourage sustainable tourism.
- To take initiatives to make tourism destinations/services accessible to the physically challenged.
- To give greater focus to rural tourism with the objective of creating employment, with specific emphasis on upliftment of the status of the women and to encourage tribal and local crafts.
- To impart a special thrust to Eco Tourism.
- To give due importance to Domestic Tourism, particularly tourism connected with pilgrimages.
- To take initiatives for development and encouragement of niche tourism products such as Adventure Tourism, Eco-Tourism, Cruise Tourism, Wellness Tourism for the new class of tourists, having marked preference for these products.
- To effectively encourage and promote special products that can attract tourists i.e. Yoga, Siddha, Ayurveda, Indian cuisine etc.
- To have a voluntary code of conduct within the travel industry.
- To conduct effective training programmes for capacity building of tourism service providers, including tourist guides training programme and to increase employability of existing tourism service providers.
- To put in place a system of training and professional education with necessary infrastructural support, capable of generating manpower to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively.
- To actively participate in activities of international organizations related to tourism such as UN World Tourism Organisation and World Tourism and Travel Council, so as to make best use of these organizations in order to boost tourism.

- To strengthen International Cooperation through tourism.

(vi) Policy Framework

There is great potential for creating an enormous number of new jobs through travel and tourism. The employment potential and foreign exchange earning potential of the tourism sector is one of the highest compared to other sectors of economy, with this sector being a Service Sector industry attracting foreigners to both visit as well as invest in India. The tourism industry has a very strong linkage to socio-economic progress of the country. The cardinal principles for the tourism development strategy adopted in the Ministry are as follows:

- i. Tourism has been recognized as a primary means for achieving high economic growth to deliver the social objective of ensuring quality life for all stake holders.
- ii. Focus has been given to integrated development of tourism through development of mega projects, circuits and destinations, based on India's unique civilization, heritage and culture, in partnership with States and other agencies.
- iii. India's competitiveness as a tourism product is being built through enhancing the visitor experience across all dimensions – such as facilitation, service excellence and safety and security so that the tourist to India gets “physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated” and “feels India within him”.
- iv. Due importance is being given to Domestic Tourism.
- v. India is building a more robust tourism market through regional co-operation between tourism destinations, both domestically and internationally.
- vi. Information technology is being made an important medium for the marketing of the Indian tourism products.
- vii. The economic impact of tourism is being enhanced through furthering the linkages of tourism across the economy.
- viii. The role of Government is to create an enabling environment where private sector investment can occur, as well as to take a leadership role in product development.

CHAPTER-II

Outlays, Outputs and Outcomes

(Rs in crore)

Sl. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2010-11			Quantifiable Deliverables/ Physical output	Projected Outcomes	Process Timelines	Remarks/ Risk factors
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Comple- mentary Extra Budgetary Resources				
1	Secretariat – Economic Services (Secretariat)	Establishment Expenses	5.60	0.00	0.00	Not quantifiable			
	Tourism								
2	Directorate General of Tourism Direction and Administration (1) Establishment	Establishment Expenses	50.15	0.00	0.00	Not quantifiable	---	---	---

	<p>(2) Computerization and Information Technology</p>	<p>To use Information Technology to increase awareness about India as a tourism destination in various source markets and also to promote awareness about the different tourism products available amongst the domestic travelers. To promote increased usage of Information Technology by State Government tourism departments by providing Central Financial Assistance.</p>	0.00	15.00	0.00	<p>Emphasis will be given on maximum use of Information Technology to promote Incredible India more aggressively through Online Campaign on World Wide Web to drive traffic to the official website of the Ministry www.incredibleindia.org . Revamping of the website will be given priority. New technologies in the form of mobile phone applications, etc. will be explored in order to provide the visitor a different kind of experience. Production of new thematic CD/VCD/DVD on the various tourism products</p> <p>Translation of website in various foreign languages and development of website on regular basis.</p> <p>Central Financial Assistance to States/UTs under Information Technology – will be increased based on the demand/performance of the States/UTs in the past.</p>	<p>To achieve increased international tourist arrivals to India and promote domestic tourism in consonance with the increase over the last 3-4 years.</p>	<p>April 2010 to March 2011.</p>	<p>The outcomes are subject to the SFC/EFC approvals and the tendering process.</p>
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3	Tourist Information and Publicity								
	(A) Domestic Promotion and Publicity including Hospitality	To increase awareness of India as a tourism destination and to continue to maintain India's position as one of the most preferred destinations both in domestic as well as international markets.	0.20	67.50 + 7.50 (for NE Region including Sikkim) ----- 75.00 -----	0.00	<ul style="list-style-type: none"> - To continue reinforcing the 'Incredible India' Brand through focused Media Campaigns. - To generate greater awareness about the tourist destinations of India including North East Region of India. . - To create Social Awareness among the masses through focused campaigns - Designing, printing and distribution of collateral items like brochures, CD/ DVDs, posters as per the action plan. - To ensure successful completion of activities outlined in the action plan for 2010-11, - To continue to provide Central 	<ul style="list-style-type: none"> - To achieve increased international tourist arrivals to India. - Sensitization of masses and tourism stakeholders. - Promotion of domestic tourism. 	April 2010 to March 2011	The outcome is subject to timely approval of proposals and timely launch of campaigns. Some of the factors having adverse impact and effect on achievements are natural calamities, social disturbances, epidemics, terrorism etc.

						<p>Financial Assistance (CFAs) to the State Governments for organizing fairs and festivals.</p> <p>- To continue to provide hospitality to travel writers, journalists, photographers, TV teams etc. for promoting tourism products of India.</p>			
	(B) Overseas Promotion and Publicity including Market Development Assistance	To position brand India as the most favored destination and to augment foreign tourist arrivals / foreign exchange earnings through vigorous promotional and marketing activities.	0.00	275.00	0.00	<p>1. Organizing of Road shows / outdoor branding to promote Commonwealth Games 2010 on specific overseas markets with organizing Committee of Commonwealth Game</p> <p>2. Government of India has decided to introduce Visa-on-Arrival scheme for tourists from five countries viz. Singapore, Finland, New Zealand, Luxembourg and Japan on a pilot basis for a period of one year from</p>	The scheme is one of the efforts to project and promote India as a tourist destination in the overseas markets and thereby further increase the foreign tourist arrivals to the country as well as the Foreign Exchange Earnings through Tourism.	Overseas Promotion and Publicity is an ongoing process, with targets / achievements spread through out the year.	Some of the factors which could have an adverse impact and effect on achievements are natural calamities, social disturbances, epidemics, terrorism, etc. in the country.

					<p>1.1.2010.</p> <p>3. Introduction of "Visit India year" scheme, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India.</p> <p>4. Reinforce the 'Incredible India' Campaign and launch centralized Print and Electronic Media campaign in important tourist generating markets overseas.</p> <p>5. To focus on emerging markets particularly in East Asia, South East Asia, CIS countries and South America.</p> <p>6. Increase the visibility of Indian tourism products in the overseas markets and to promote India as a preferred tourist</p>			
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						<p>destination.</p> <p>7. Joint promotional efforts with international airlines, tour operators and wholesalers overseas, Indian missions and other organizations to broad-base the scope of promotional activities.</p> <p>8. Effective, coordinated & impactful participation in Trade Fairs and Exhibitions.</p> <p>9. Organizing and participating in Road Shows, India Evenings, Seminars and Workshops in important overseas markets to showcase the varied Indian tourism products.</p> <p>10. Organizing / Participation in Indian Food and Cultural Festivals overseas and</p>			
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					<p>promoting niche tourism products such as Medical Tourism, Wellness Tourism, MICE Tourism, Rural Tourism, Tourist Trains, etc, in the overseas markets.</p> <p>11. Generating new Tourist Publications in English and in foreign languages and to extend brochure and advertising support to new and existing tour operators, travel agents, wholesalers for promotion in overseas markets and support existing ones.</p> <p>12. Reinforced Hospitality Programmes by inviting media personnel, travel agents and tour operators on familiarization tours to India to get first hand knowledge on various tourism</p>			
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						<p>products as well as to participate in and cover important events.</p> <p>13. To provide Marketing Development Assistance support to service providers in the travel, transport and hospitality industry for promotional activities undertaken, including participation in Travel Fairs/Exhibitions, Production of publicity material, Sales Tours, etc.</p>			
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4	Tourist Infrastructure								
	(A) Externally Aided Projects (Buddhist Centres)	To oversee the implementation of development of tourist infrastructure projects in the Buddhist circuits being implemented through assistance from JICA (Japan International Cooperation Agency) with an aim to attract tourist to these destinations.	0.00	10.00	0.00	Ensuring the effective plan preparation and effective supervision on execution of remaining work of the ongoing Ajanta-Ellora Conservation and Tourism Development Project Phase-II started in 2003-04 and Development of Buddhist Circuit project in Uttar Pradesh for which loan agreement signed in March 2005 with JICA.	Development of tourist related world-class infrastructure at Ajanta and Ellora in Maharashtra and at Sarnath, Kushinagar, Kapilvastu, Sravasti and Sankisa in Uttar Pradesh.	The remaining work pertaining to Ajanta-Ellora Phase – II project is expected to be completed by June., 2010 while Project in Uttar Pradesh is expected to commence shortly and expected to be completed by 2011.	

	(B) Assistance for Large Revenue Generating Projects	The objective is to take up major revenue generating tourism projects in Public Private Partnership and in partnership with other Government / Semi-Government agencies.	0.00	15.00	45.00 (Probable matching share from the promoters of the projects and loan amount)	4-5 Large Revenue Generating Projects will be undertaken during the year duly appraised by identified Financial Institutions.	The implementation of this scheme will lead to increased Public Private Partnership and leveraging the public spending through private investment resulting into world class self sustaining commercial tourism products. This, in turn, will also result in increased tourist arrivals and better employment opportunities at the locations of the identified projects.	The Projects taken up during the year will be completed in 2-3 years from the date of commencement.	Outcome are subject to availability of adequate numbers of good proposals under the scheme.
	(C) Product/ Infrastructure Development for Destinations and Circuits	The objective is to provide world class tourist infrastructure facilities at the identified circuits, destinations and rural sites.	0.00	434.00 88.00 (for NE Region including Sikkim) ----- 522.00	0.00	To develop world class tourist infrastructure at identified major tourist destinations/circuits in the country. In addition 1 circuit and 2 destinations per State will also be taken up in consultation with the concerned State /UT Governments. In addition, Identified Rural Tourism sites will also be taken up during the year in consultation with the	The implementation of this scheme will result into better experience for the tourists visiting these places. The increase in tourist traffic will result into more employment and improved socio-economic conditions in the country.	The Projects taken up during the year are to be completed in 2-3 years, from the date of its commencement, by the implementing agency.	Outcome are subject to availability of adequate numbers of good project proposals under the scheme and maintenance of the assets created.

						concerned States/UT Governments. The committed liability will also have to be met for releasing the second/final installments for projects sanctioned during the previous years.			
	(D) Creation of Land Bank for Hotels	It is proposed to purchase land by the Ministry of Tourism from the land owning agencies and get the hotels constructed in PPP mode through identified agencies for augmenting hotel accommodation throughout the country.	0.00	1.00	0.00	The country is facing shortage of hotel accommodation. In this regard, the Ministry of Tourism has been advising all State/UT Governments and the Land Owning Agencies to create Land Banks for hotels. This scheme envisages purchase/allotment of land by Ministry of Tourism who would in turn allocate these hotel sites to be run under the Public Private Partnership mode or an joint revenue sharing basis.	The land bank will help in creation of additional rooms in budget category.	3-5 years	For promotion of tourism the increase in the number of rooms will help overcome the shortage of hotel accommodation in the country to cater to increase in tourist arrival both international and domestic.
	(E) Assistance to Central Agencies for Tourism Infrastructure Development	To ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals, etc. through Central Agencies like Archaeological Survey of India, Port Trust of India,	0.00	10.00	0.00	The assistance is given to Central Agencies like Archaeological Survey of India, Port Trust of India, ITDC etc. to ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals, etc.	The implementation of this scheme will result into better experience for the tourists visiting these places. This increase in tourist traffic will result into more employment and improved socio-economic	1-3 years	Outcomes are subject to availability of adequate numbers of good proposals under the scheme.

		ITDC etc. who own/manage the assets.					conditions in the country.		
	Training								
5	(A) Assistance to IHMs/FCIs/IITTM/NIWS//NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	10.20	85.50 + 9.50 (for NE Region including Sikkim) ----- 95.00	0.00	<ul style="list-style-type: none"> i) Setting up of 3 State Institutes of Hotel Management ii) Setting up of 5 Food Craft Institutes. iii) Creation of infrastructure to accommodate increase in student's intake in IHMs owing to OBC reservation. iv) Broad basing of hospitality education through ITI/Polytechnic institute/university/Colleges etc. 	The purpose for giving hospitality courses in various institutes, schools, colleges to develop better manpower which will result in quality tourism education and increased intake of the students in various courses through tourism and hospitality management in the country.	Projects taken up are to be completed in 2-3 years from the date of commencement, by the implementing agency.	Improve quality of education, setting standards, meeting the requirement of skilled manpower
	(B) Capacity Building for Service Providers	To provide training/ education in tourism and hospitality related fields to fresher and existing service providers in the organized and un-organized tourism industry, thereby creating tourism awareness and skills to cater to the needs of visitors and tourists.	0.00	17.00	0.00	<ul style="list-style-type: none"> i) Training of 5000 persons under Hunar Se Rozgar scheme through IHMs/FCIs. ii) Training of 5000 persons under Hunar Se Rozgar scheme through State Govt. sponsored by the IHMs iii) Training of 1000 persons under Hunar Se Rozgar scheme through Hotels sponsored by the IHMs iv) Skill testing and certification of 10000 existing service providers v) Training of 3000 students under 'Earn while you learn' programme. 	The domestic/ foreign tourists will get improved service in the matter of behaviour and skills, which will lead to increase in tourist arrivals/ activity. This will ultimately result in the growth of tourist and travel industry, thereby creating more job opportunities.	The training programmes organized are customized and need based ranging from 4 days to 6 months.	Implementation of the whole scheme is demand driven. No risk.

						vi) Guide Training Programmes vii) Training of 2000 taxi drivers. viii) Training of 4000 auto rickshaw drivers ix) Training of 1000 persons under skill programme for 6 months duration x) Training of 50 teachers/administrators of IHMs/IITMs/FCI/MOT	providers to have their skills formally certified. (iii) To reduce the skill gap in hospitality sector.		
	Other Expenditure								
6	(A) Market Research Professional Services	To prepare Master Plans, conduct surveys and studies on various aspects of tourism, collection/ compilation of data for tourism planning/policy formulation.	0.00	5.00	0.00	10 Master Plans/DPRs 11 Survey/Study report and 2 tourism statistics publications will be supported under this scheme on different aspects of tourism to provide inputs to policy makers.	The studies and reports brought out with support of the scheme will benefit tourism policy makers in deciding on their priorities and ultimately leading to increase in tourism activity in the country.	Three months to one year, for studies/DPRs , Master Plans. one year to two years for All-India State Surveys.	-
	(B) Incentives to Accommodation Infrastructure	To provide assistance for creating budget hotel accommodation	0.00	10.00	0.00	This scheme will facilitate creation of additional rooms in the budget category for tourists which will result in development of	This scheme will facilitate creation of additional room inventories in the budget category which will	2-3 years	

		for creation of additional rooms in budget category				accommodation infrastructure and thereby lead to more tourist arrivals and generation of opportunities	ultimately lead to more tourist arrivals and more employment opportunities.		
	(C) International Cooperation	Contribution to UN World Tourism Organization and other international bodies.	1.06	0.00	0.00	Not quantifiable	Ensuring payment of membership contribution for continuation in International Tourism Organizations and to derive benefits there from.		No risk factor
	(D) Refund of disinvestment proceeds to ITDC	Payment of post closure adjustment of claims for disinvested ITDC properties	1.60	0.00	0.00	Not quantifiable	Ensuring final closures of disinvestment process of ITDC properties	1 year	Delay in award of arbitration proceedings
	(E) Miscellaneous General Services-Loss by Exchange	To meet out the foreign exchange losses while remitting funds to overseas offices/organizations	0.60	0.00	0.00	Not quantifiable	-		
7	Total-Tourism	-	69.41	1050.00	45.00	-	-	-	-

INFORMATION RELATED TO INDIA TOURISM DEVELOPMENT CORPORATION UNDER THE MINISTRY OF TOURISM

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2010-11			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factors
			(Rs. in Crores)						
1	2	3	4			5	6	7	8
			Non-Plan Budget	Plan Budget	Complementary Extra-Budgetary Resources				
1.	Development Schemes/ Joint Sector Projects		0.00	0.00	0.00	-	-	-	-
2.	New Business Activity		0.00	0.00	0.00	-	-	-	-
3.	Renovation/ Improvement in Existing Hotels		0.00	79.17	0.00	To renovate/improve/ upgrade existing hotels catering units and other divisions to bring them at acceptable levels.	After renovation, ITDC profit will improve w.e.f. 2010-11 with increase in ARR	Up to 31-03-2011	
4.	Duty Free Shops		0.00	0.00	0.00	-	-	-	-
5.	Ashok Travels & Tours		0.00	1.50	0.00	To purchase new vehicles	To meet requirements of tourist inflow during CWG-2010	Upto 31-03-2011	-
6.	Miscellaneous Schemes		0.00	3.70	0.00	Consists expenditure for addition/ upgradation in Information Technology and provision to pay for arbitration cases etc.	To meet requirements of IT-for operational /functional improvements	Upto 31.03.2011	-
	TOTAL		0.00	84.37	0.00				

CHAPTER-III

REFORM MEASURES AND POLICY INITIATIVES

The reform measures and policy initiatives taken by the Ministry of Tourism in the areas of public private partnerships, alternate delivery mechanisms, social and gender empowerment processes, greater decentralization and transparency are as follows:

- In order to give greater impetus to development and promotion of tourism through public private partnership, a National Tourism Advisory Council which includes officials of various Ministries and Departments concerning tourism and experts in the field of travel and tourism management from private industry continues to play its advisory role for the important aspects.
- For promotion of MICE (Meetings, Incentives, Conventions and Exhibitions) Ministry of Tourism has decided to provide assistance for construction of one convention centre at any well connected and accessible tourist destination in each State/UT.
- For opening up of destinations in inaccessible remote areas, Ministry of Tourism has decided to provide assistance for construction of heliports.
- The Ministry is taking initiatives for development of nationally and internationally important destinations and circuits through Mega Projects. To date 29 mega projects have been identified and of these 21 projects (excluding two projects for next phases) have been sanctioned. Efforts are being made for convergence with JNNURM and development programmes/projects of other Ministries.
- For facilitating development of world class tourism infrastructure, Ministry of Tourism has decided to provide 2% architects fee as part of the project cost.

- The basic minimum standard for adventure tourism related activities, to ensure safety of participants/tourists in such activities as well as minimum acceptable standards in terms of equipment and human resources as per the guidelines of the Ministry has been formulated for the benefit of tourists and stakeholders.
- A number of fiscal incentives and concessions have been granted to hotel industry in order to encourage investment in hospitality industry in general and of budget hotels in particular. On the request of the Ministry of Tourism, the Finance Minister had announced a Tax Holiday for 5 years under Section 80-ID (1) of the Income Tax Act for new hotels of budget category coming up between 1.4.2007 and 31.3.2010 in the National Capital Region.
- The Ministry of Tourism also successfully persuaded the Finance Ministry in the budget of 2008-09, a five-year holiday from income tax to two, three or four star hotels established in specified districts which have UNESCO-declared 'World Heritage Sites'. The hotels should be constructed and start functioning during the period April 1, 2008 to March 31, 2013.
- FAR/FSI has been enhanced and development charges for hotels in Delhi have been rationalized and External Commercial Borrowings (ECB) entitlement to fund import of equipments increased to 100 million dollars in terms of rupee.
- Ministry of Tourism has revised the guidelines for voluntary Scheme for approval of Guest Houses in the country to ensure good, clean, hygienic, fair and upgraded facilities and practices in the large number of Guest Houses and unregulated accommodation units that spring up in cities and towns.
- A revised and liberalized Incredible India Bed & Breakfast/Home stay Scheme is continuing and the States/UTs are being encouraged in formulating their own scheme to develop Bed & Breakfast/Home stay units.
- The Ministry is continuing its efforts for recognizing service apartments and time-sharing accommodation as an alternate delivery mechanism in view of the shortage of the hotel accommodation in the country.

- The Ministry of Tourism is continuing Training Programme under the Scheme titled ‘Earn While You Learn’ with the primary goal to increase the number of student escorts for the travel trade.
- The Ministry of Tourism has launched a programme of skill certification for the existing service providers in the industry. This programme is being delivered through the Institutes of Hotel Management and certifies skill in Food and Beverage Service/Food Production.
- The Ministry of Tourism launched a programme of training for creating employable skills amongst the poor youth
- To meet the need of the trained manpower of the growing hospitality industry, Ministry of Tourism will continue skill training programmes for youth in the hospitality sector under the scheme of “Hunar Se Rojgar Tak”
- The Ministry of Tourism took several initiatives for developing tourism through bilateral and multilateral mechanisms.
- The Ministry of Tourism has taken initiatives for development and promotion of niche tourism products like Heli-Tourism, Caravan Tourism and Wellness Tourism in the country.
- The Ministry of Tourism is focusing on development of infrastructure in the identified destinations and circuits all over the country with due focus on North Eastern Region and Jammu & Kashmir. The new emerging areas like Rural Tourism, Heritage Tourism, Eco Tourism and Wellness Tourism are getting priority under this scheme.
- The Ministry of Tourism is continuing its efforts for providing assistance to tourism infrastructure in rural areas including capacity building of rural inhabitants to ensure development of rural tourism products, which fall on the way to well-known tourist circuits in the country. The aim of this initiative is to ensure social and gender empowerment and greater decentralization for the tourism products in the country.
- As a responsible tourism initiative, 158 rural sites are being developed as rural tourism products. The traditional artisans from these sites have been given exposure to national/international platforms. Mega shopping festivals are providing an opportunity for sale of art and craft products.

- To provide an enriching experience to the tourists both within India and overseas visiting the Buddhist sites, external assistance is being provided by Japan International Cooperation Agency (JICA) for development of tourism related infrastructure in Buddhist sites of the country and it is envisaged to obtain more assistance in future for which the project in various States have also been posed to the Japanese Government.
- The States have also been asked to ensure safety and security of tourists.
- A complaint redressal system for public has been strengthened through setting up of a Special Complaint Cell to handle this particular aspect.
- The Ministry is committed to the Articles 15, 16 & 39 of the Constitution of India that prohibits discrimination of any form against women and to provide for equal opportunity and equal pay for equal work, irrespective of sex. The Ministry has a Grievance Cell for women to address problems and grievances.
- To promote transparency and accountability in the working of every public authority, the Ministry of Tourism is observing the implementation of Right to Information Act, 2005.
- The physical and financial monitoring of tourism related infrastructure projects is being done through introduction of a special software package in the Ministry, and site visits to ensure speedy and transparent monitoring of these projects.
- The Ministry of Tourism has introduced an award of “Best Civic Management” recognizing the need to encourage eco friendly practices by various civic bodies in cities / towns / villages for the maintenance and upkeep of tourist sites / parks, etc. The objective of the Award is to proactively involve the municipal authorities and to get their commitment towards clean, hygienic and attractive surroundings in cities/towns/villages and to thereby enhance visitor experience.
- To make tourism services accessible to the physically challenged, directions have been given to the State Governments/UT Administrations to ensure barrier free access at destinations being developed through Ministry of Tourism’s financial assistance.
- Understanding with Experience India Society and the tourism stakeholders was strengthened. The Ministry took initiatives to sustain social awareness efforts through focused campaigns to promote India as preferred destinations.

- TV Commercials and short promotional films are produced /being produced by TV Channels such as BBC, Euro Sports and CNN focusing on niche products.
- To sustain the growth of the tourist traffic and to promote tourism to India, the Ministry of Tourism has undertaken a series of confidence building measures to minimize the negative impact of the recent global economic meltdown followed by the terrorist attack in Mumbai.
- Under the strengthened Market Development Assistance (MDA) scheme of the Ministry enhanced benefits to approved tourism service providers for promotional activities, active members of ICPB for promotion of MICE Tourism, Medical Tourism, Service Providers for Medical Tourism and also to stakeholders for promotion of Domestic Tourism are being provided.
- Ministry of Tourism strongly feels that “Visa-on-Arrival” facility for those countries, which are potential source markets to India and where there have been no security related issues in the past or likely to be in future, can be taken up under this Scheme. Accordingly, with the efforts of Ministry of Tourism, the Ministry of Home Affairs has introduced Visa-on-Arrival scheme for tourists from five countries viz. Singapore, Finland, New Zealand, Luxembourg and Japan on a pilot basis for a period of one year w.e.f. 1st January, 2010.
- To provide hassle free movement of commercial Tourist Vehicles (TV) within NCR including the Golden Triangle of Delhi-Agra-Jaipur Seamless Travel is being introduced under which the tourist vehicles is registered, would continue to grant Tourist Permit to the buses/cars to be operated on Golden Triangle by the tour operators and Tourist Transport Operator recognized by Ministry of Tourism on collection of the permit fees including Road & Passenger Taxes in respect of Other States as per the prevalent rate. Ministry of Tourism has accordingly forwarded lists of recognized tour operators and tourist transport operators with their vehicle registration number and also two sets of stickers (large sticker for buses / coaches & small sticker for cars) to the Transport Secretaries of Delhi, Uttar Pradesh, Rajasthan and Haryana for pilot project on seamless travel in Golden Triangle.
- To improve the number of qualified guides in near future and to meet the shortage, Ministry of Tourism through its Indian Institute of Tourism & Travel Management (IITTM), Gwalior is presently conducting Regional Level Guides Training Programme. 602 participants have undergone the training programme and action has been initiated for a Part-time Foreign Language Linguist Guides programme for Northern Region is also.

- Ministry of Tourism organized series of meetings with the stake holders, State Governments and Ministry of Environment & Forests under the initiative “Tigers – Our National Beauties” on the concerns about growing dangers to wildlife in our National Parks and wildlife sanctuaries due to unplanned growth of infrastructure in these areas which is also affecting the corridors for movement of animals in the parks. On a pilot basis, the first assessment survey of Hotels, Lodges, Resorts, Camps & Guest Houses in and around Corbett National Park was taken up by Ministry of Tourism and the results have increased the awareness of the issues involved.

CHAPTER-IV

Performance during 2008-09

(Rs in crore)

Sl. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09	Quantifiable Deliverables/ Physical output	Process Timelines	Achievements w.r.t. column. 5	Remarks
1	2	3	4	5	6	7	8
1	Computerization and Information Technology	<p>(i) Continuation of Computerization including effective use of IT for exclusive promotion and publicity, and streamlining data collection and updation through appropriate hardware and software.</p> <p>(ii) To supplement the efforts of the States/UTs in their IT initiatives in promoting their tourism products.</p>	25.00	<p>-Maximize the use of Information Technology to promote 'Incredible India' more aggressively through more Online Campaigns on Worldwide Web to drive traffic to the official website of the Ministry www.incredibleindia.org</p> <p>To further expand and penetrate potential / emerging markets by translating the incredibleindia.org website into various languages specific to the source / emerging markets.</p> <p>To continue with the ongoing e-mail tracking system and enhance to next level,</p> <p>(i) Creation of E-mail IDs of respective offices to ensure speedy reverts.</p> <p>(ii) Knowledge Management portal exclusively for use by MoT officials, India Tourism offices in India / abroad and registered vendor.</p> <p>-To revamp the Northeast website to create greater awareness about</p>	1 year	<p>-A new micro site/ website www.athithidevobhavah.com was created and launched.</p> <p>- The Ministry of Tourism launched its Global and Domestic online campaign on the World wide web in December 2008. This campaign ended and will end in June 2009.</p>	<p>The outcomes are subject to Standing Finance Committee (SFC)/Expenditure Finance Committee (EFC) approvals and the tendering process.</p>

				<p>Northeastern Region.</p> <ul style="list-style-type: none"> -Creation of new thematic micro sites. -Extend Central Financial Assistance (CFA) to States / UTs under Information Technology based on the demand / performance of the States / UTs in the past. - Support e-governance initiatives. -Translation of Website in more international languages in source markets. <p>Online chat will be developed on the website to disseminate information round the clock (24 x 7) and to develop the information data bank through tracking of e-mails from all across the world.</p>			
2.	Domestic Promotion and Publicity including Hospitality	To ensure facilitation and dissemination of information to the tourists through various promotional means.	65.00 7.00(for NE including Sikkim) ----- 72.00 -----	<p>To continue to reinforce the "Incredible India" Brand through focus media campaign, nationwide.</p> <ul style="list-style-type: none"> - To continue to generate greater awareness about tourist destinations in India and boost domestic travel through theme based domestic media campaigns, nationwide. - To continue to promote the traditional circuits and tap new and potential destinations. -To continue the social awareness campaign against Garbage & graffiti on monuments and tourist sites through print & electronic media campaigns. - To enhance awareness on environment through mass contact programmes at grass root level in 	1 year	<p>The Ministry of Tourism produced the following publicity material/collaterals during 2008-09.</p> <ul style="list-style-type: none"> - Production of 5 regional and 3 city maps. - Incredible India Report-2007-08. -Wall calendar/Desk calendar. -production of a set of 15 posters. -Social Awareness Campaign in print and TV to sensitize the masses on issues like good behaviour with tourists and on garbage and graffiti. Two short films were produced with Aamir Khan as the brand ambassador which were aired on different television channels. -Regular issues of the Incredible India magazine (bi-monthly) were brought out on various themes 	

				<p>important tourist destinations.</p> <ul style="list-style-type: none"> - Designing, printing, distribution in the field establishments of all the collateral items like brochures, films etc. as per the Action Plan 2008-09 - To ensure successful completion of all activities as outlined in the action plan for 2008-09 - To continue to provide Central Financial assistance to State Governments for organizing fairs and festivals. - To promote Tourism-cum-Handicrafts-cum-Cultural Festivals in different states clubbed into six zones and extend financial support the host state governments in launching these festivals. - To continue to provide Hospitality to international and domestic travel writers, journalists, photographers and TV teams for promoting tourism products. 		<p>like adventure tourism, plantation tourism, winter destination etc.</p> <p>10. Hospitality was extended to over 945 guests, including media personnel, travel agents and tour operators who were also invited to cover important events such as SATTE 2008, PATA Travel Mart 2008 in Hyderabad, Kerala Travel Mart, Himalayan Run & Trek Event, as well as on Fam Tours on the Special Buddhist Tourist Train.</p> <p>Following the Mumbai terrorist attack, familiarization tours to India for international travel trade and media representatives were arranged to keep them updated on the safety / security conditions in different parts of the country.</p> <p>During the period December 2008 to March 2009, familiarization tours were arranged for media and trade representatives from Argentina, Australia, Austria, Belgium, Canada, China, Dubai, France, Germany, Hong Kong, Ireland, Japan, Korea, Malaysia, Mexico, Netherlands, Russia, Singapore, South Africa, Spain, Switzerland, Taiwan, UK and USA.</p>	
3.	Overseas Promotion and Publicity including Market Development Assistance	To position India as a most favoured destination in the overseas travel market through a vigorous overseas campaign	220.00	1. Carry out 2 integrated (on-line and print/ electronic) Global Campaigns and 4 market specific campaigns as a part of Incredible India campaign in overseas markets.	One Year	1. The following Media Campaigns were launched during the year under the centralized media campaign of the Ministry, to effectively promote and project India as a desirable tourist destination in the key source markets	Some of the factors which could have an adverse impact and effect on achievement

				<p>2. To strengthen promotional and marketing activities in overseas markets through Indiatourism offices abroad.</p> <p>3. To focus on potential and emerging markets particularly in East Asia and South East Asia, East European and South American markets.</p> <p>4. Participate in about 236 International trade fairs and exhibitions and organize 20-25 road shows in important overseas markets to showcase the varied Indian tourism products.</p>	<p>overseas :</p> <p>(a) International Print Media Campaign – Europe (b) International Print Media Campaign – APAC (Asia Pacific) (c) International Print Media Campaign – Global (d) International Print Media Campaign – Americas (e) International TV Campaign – Americas (f) International TV Campaign – Europe (g) International TV Campaign – APAC</p> <p>2. There was increased focus on potential and emerging markets in East/ South East Asia, South America and East European countries.</p> <p>The Indiatourism office in Beijing was inaugurated in April 2008. To mark the occasion, Incredible India Cultural Evenings were organized in Beijing and Shanghai, which showcased India’s classical dance, music and cuisine. Indian Food Festivals were also organized in Beijing and Shanghai.</p> <p>The Ministry of Tourism in collaboration with the Ministry of Culture and CII organized an “Incredible India@60” event in</p>	<p>s are natural calamities, social disturbances, epidemics, terrorism, etc. in the country.</p>
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				<p>5. Organise / Participate in Department Store Promotions, Indian Food and Cultural Festivals, India Evenings, Seminars, Workshops and undertake outdoor advertising in overseas markets.</p>	<p>Singapore in April 2008. The activities and programmes organized during the event included cultural performances, display of Indian handicrafts by artisans from rural tourism sites, India Evening, etc.</p> <p>For promotion of Indian Cuisine, support was extended to Indian Food Festivals organized in Colombia & Ecuador, Budapest (Hungary) and Buenos Aires (Argentina).</p> <p>The Ministry of Tourism participated in and supported a Festival Of India organized in Buenos Aires, Argentina in November 2008.</p> <p>The Indiatourism Offices in New York, Frankfurt Tokyo, Beijing and Singapore participated in major travel fairs and exhibitions in East and South-East Asia, South America, CIS and Eastern European countries, including Argentina, Brazil, Chile, Hungary, Czech Republic, Poland, Russia, Romania, Ukraine, Taiwan, South Korea, China, Malaysia, Singapore and Indonesia.</p> <p>For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising on taxis /</p>	
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				<p>6. Generate new Tourist Publications in English and 4 to 5 languages and extend brochure and advertising support to new and existing tour operators, travel agents, wholesalers for promotion in overseas markets and support existing ones.</p> <p>7. Reinforce Hospitality Programme by inviting media personnel, travel agents and tour operators on familiarization tours to India to get first hand knowledge on various tourism products as well as to participate in and cover important events.</p> <p>8. To provide Marketing Development Assistance support to small and medium service providers in the travel, transport and hospitality industry for promotional activities undertaken by them, including participation in Travel Fairs/ Exhibitions, Production of publicity material, Sales Tours, etc.</p>	<p>buses / trams, have been undertaken in Beijing, Shanghai, Tokyo, Seoul, Singapore, Kuala Lumpur and Buenos Aires.</p> <p>3. Promotional activities were stepped up in the overseas markets with added focus on emerging markets, for generating greater awareness about India as a tourist destination and for promoting India as a preferred tourist destination.</p> <p>Important promotional initiatives during the year included opening of the Indiatourism office in Beijing, the IncredibleIndia@60 event in Singapore, Outdoor advertising campaigns undertaken in important cities and towns particularly during international events such as WTM in London, FITUR in Madrid, ITB in Berlin, the International Film Festival in Cannes, the World Economic Summit in Davos, etc.</p> <p>Following the worldwide economic slowdown and the terrorist attack in Mumbai, special initiatives were taken, to promote India as a tourist destination. These included Road Shows organized in collaboration with IATO with</p>	
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					<p>participation of stakeholders from India as well as Fam Tours for media and trade representatives to Mumbai and other regions of the country, to keep the international trade / media updated on the safety / security conditions in different parts of the country</p> <p>4. Joint promotional activities were undertaken by the Indiatourism Offices overseas with Indian Missions, Tour Operators, Airlines, etc.</p> <p>Some of the joint promotions organized with Indian Missions included the IncredibleIndia@60 event in Singapore, the promotional events organized in China (Beijing & Shanghai) to coincide with opening of the Indiatourism office, Yoga Promotion Week organized in Cape Town, International Dance Workshop in Syria, the Amsterdam-India Festival, Festival of India in Buenos Aires, Namaste India Festival in Tokyo, etc.</p> <p>Fam Tours to India for media and trade representatives were organized in collaboration with airlines, including Air India, Jet Airways, Kingfisher Airlines, Air Arabia, Kuwait Airways, Srilankan Airlines,</p>	
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					<p>Lufthansa, Fin-Air, Turkish Airlines, Delta Airlines, etc.</p> <p>5. Indiatourism offices overseas participated in over 185 Travel fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include the major international Travel Fairs such as the Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Hyderabad, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, FITUR in Spain, ITB in Berlin, Germany and IMEX in Frankfurt, Germany. Participation in these major fairs & exhibitions was in collaboration with the travel trade and State Govts. who were co-exhibitors in the India Pavilions set up by the Ministry of Tourism / Overseas Offices.</p> <p>6. The Ministry of Tourism, Govt. of India undertook a series of confidence building measures to minimize the negative impact of the global</p>	
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					<p>economic meltdown and the terrorist attack in Mumbai. As part of the promotional initiatives being undertaken, Road Shows were organized in important tourist generating markets overseas, in collaboration with the Indian assocn. Of Tour Operators (IATO) and with participation of different segments of the travel industry, including tour operators, hotels and airlines. Such Road Shows were organized in Australia, Singapore, Malaysia, U.K. and Ireland during 2008-09.</p> <p>7. The Ministry of Tourism has extended support to Indian Food Festivals organized in Syria, Turkey, Colombia & Ecuador, Oman, Iran, Argentina, Hungary, Egypt, Spain and Dubai</p> <p>The Ministry of Tourism, through the overseas offices has participated in the Namaste India Festival in Tokyo in September 2008, Amsterdam India Festival - Blended Cultures, a three week long cultural festival of India held in Amsterdam in November 2008 and in the Festival of India organized in Buenos Aires, Argentina in November 2008.</p>	
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					<p>India Evenings and India Presentations / Seminars have been organized in Beijing, Shanghai, Hong Kong, Tehran, Riyadh, Istanbul, Ankara, Damascus, Dubai, Paris, Strasbourg, Zurich, Bern, Catania, Genova, Atlanta, New York, Boston, Denver, San Francisco, Phoenix, Tokyo, Seoul, Taipei, Toronto, Vancouver, Ottawa, Montreal, Singapore, Kuala Lumpur, Manila, Munich, Moscow, among other cities.</p> <p>8. Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, Persian, Turkish, Italian, French, Spanish, Portuguese, German, Russian, Hungarian, Japanese, Korean, Thai and Bhasa Indonesia.</p> <p>Brochure and Joint advertising support was extended by the overseas offices to tour operators/ travel agents / wholesalers, etc. for promoting India tour packages and Indian tourism products.</p> <p>9. As a major initiative for promoting India as a MICE</p>	
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					<p>destination, India hosted the PATA Travel Mart 2008 in Hyderabad from September 16 to 19, 2008. Approximately 1,089 international delegates, comprising 374 global buyers and 715 Asia Pacific seller delegates participated in the Travel Mart.</p> <p>The Ministry of Tourism, through the overseas offices participated in major MICE related travel fairs and exhibitions including IMEX in Germany, AIME in Australia, IT&CMA in Thailand.</p> <p>Presentations and Fam Tours for media / trade representatives from overseas, on the Mahaparinirvana Tourist Train were organized to promote the train.</p> <p>Other niche products such as medical tourism and rural tourism have been promoted by overseas offices at various international travel fairs & exhibitions, Road Shows, India Seminars and Presentations, etc.</p> <p>As an incentive for promotion of MICE Tourism and Medical Tourism, the scope of the Market Development Assistance Scheme was enhanced so as to include active members of the India</p>	
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					<p>Convention Promotion Bureau (ICPB) and Medical Tourism Service Providers.</p> <p>10. Hospitality was extended to over 945 guests, including media personnel, travel agents and tour operators. These guests were also invited to cover important events such as SATTE 2008, PATA Travel mart 2008 in Hyderabad, Kerala Travel Mart, Himalayan Run & Trek Event, as well as on Fam Tours on the Special Buddhist Tourist Train.</p> <p>Following the Mumbai terrorist attack, familiarisation tours to India for international travel trade and media representatives were arranged to keep them updated on the safety / security conditions in different parts of the country.</p> <p>During the period December 2008 to March 2009, familiarization tours were arranged for media and trade representatives from Argentina, Australia, Austria, Belgium, Canada, China, Dubai, France, Germany, Hong Kong, Ireland, Japan, Korea, Malaysia, Mexico, Netherlands, Russia, Singapore, South Africa,</p>	
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						Spain, Switzerland, Taiwan, U.K. and USA.	
						11. Marketing Development Assistance to the extent of Rs. 67.75 lakh was extended to approve service providers for promotional activities undertaken by them in the overseas markets.	
4	Construction of Building for IISM at Gulmarg Kashmir (J&K Package)	To construct a building of IISM at Gulmarg for imparting improved training facilities related to winter and adventure sports.	3.00	The IISM is actively involved in many winter and adventure sports activities for training service providers and facilitating tourists coming to Gulmarg to take part in skiing etc. The Institute does not have a proper building of its own. In addition, the equipments like Chairlift, skii, etc. which are not in use will be replaced. This upgradation of the Institute will result in increase of tourist traffic to the valley and promotion of adventure and sports tourism.	One year	The new building of IISM Gulmarg has already been completed and is made functional.	--
5.	Externally Aided Projects (Buddhist Centres)	To increase awareness of India as a tourism destination and to continue to maintain India's position as one of the most preferred destinations both in International and domestic markets.	8.00	Ensuring the effective plan preparation and effective supervision on execution of Ajanta-Ellora Conservation and Tourism Development Project Phase-II and Development of Buddhist Circuit project in Uttar Pradesh for which loan agreement was signed in March 2005 with JICA.	Ajanta-Ellora Phase-II Project is expected to be completed by March 2009 while Project in Uttar Pradesh is expected to be completed by 2011.	Most of the work relating to the Ajanta Ellora project has already been completed. New terminal building at the Aurangabad Airport has already been commissioned and flight operation has commenced from the new terminal building. Work relating to the Ajanta and Ellora Visitors Centre is in progress. In the case of UP Buddhist Circuit project, a short- term consultant was appointed to review scope of work and prepare Terms of Reference (TOR) for hiring Project Management Consultant in respect of the project.	The outcomes are subject to timely approval of proposals and timely launch of the campaigns. Some of the factors having adverse impact and effect on achievements are natural calamities, social disturbances,

						The final report submitted by the short-term consultant is being examined both in the Ministry and Japan International Cooperation Agency (JICA, which was formerly known as JBIC) before initiating tendering process..	epidemics terrorism etc.
6.	Rural Tourism/UNDP Endogenous Projects	The basic objectives is to build capacity at the local level; initiate location-specific models of community tourism enterprise; build strong community-private partnerships; and support innovative and promising rural tourism initiatives.	2.00	The capacity building in 122 identified Rural Tourism sites will be accomplished and a workshop will also be organized for marketing these sites with the travel trade for both domestic and international market.	The projects are expected to be completed in two years from the date of sanction.	The capacity building projects in identified Rural Tourism sites are under implementation and are expected to be completed by two years from the date of sanction.	--
7.	Assistance for Large Revenue Generating Projects	The objective is to take up major revenue generating tourism projects in Public Private Partnership and in partnership with other Government / Semi-Government agencies.	15.00	4-5 Large Revenue Generating Projects to be undertaken during the year by inviting project proposals duly appraised by identified Financial Institutions.	The Projects taken up during the year will be completed in 2-3 years from the date of its commencement	Two Projects including one for luxury tourist train in Rajasthan have been sanctioned.	
8.	Product/ Infrastructure Development for Destinations and	The objective is to provide world class tourist infrastructure facilities at the identified circuits,	433.00 89.00(for NE Region including	To develop world class tourist infrastructure at identified major tourist destinations/circuits in the	The Projects taken up during the	164 new projects for infrastructural augmentation to States/UTs including Rural Tourism projects have been	

	Circuits	destinations and rural sites.	Sikkim) ----- 522.00 -----	country. In addition, circuits and destinations identified Rural Tourism sites also to be taken up in consultation with the concerned States/UT Governments. The committed liability also to be met for releasing the second installments for projects sanctioned during the previous years	year will be completed in 2-3 years from the date of its commencement	sanctioned with due emphasis on North Eastern Region and Jammu & Kashmir	
9.	Creation of Land Bank for Hotels	The Ministry of Tourism has been facing the issue of shortage of hotel accommodation all over the country, in view of increased growth in tourist arrival and especially in view of the Common wealth Games 2010. It is proposed to purchase land by the Ministry of Tourism from the land owning agencies and get the hotels constructed in PPP mode through identified implementing agencies.	1.00	The present availability of 10,000 hotel rooms in Delhi falls far short of the current demand as well as the future demand based on trend in tourist arrival as well as the spurt likely to take place in connection with the 2010 Commonwealth Games. The scheme will ensure adequate accommodation units especially budget hotels for the tourists and will also minimize the shortage of accommodation in Delhi during the Commonwealth Games 2010.	3-5 years	The scheme is yet to take off.	
10.	Assistance to Central Agencies for Tourism Infrastructure Development	To ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals, etc. through Central Agencies like Archaeological Survey of India, Port Trust of India, ITDC etc. who own/manage the assets.	12.00	The assistance is given to Central Agencies like Archaeological Survey of India, Port Trust of India, ITDC etc. to ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals etc., who own/manage the assets.	1 - 3 years	One project for development of tourist infrastructure in Willingdon Island, Cochin Port has been sanctioned under the scheme.	

11.	Assistance to IHMs/FCIs/IITTM /NIWS/NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	54.00 4.00 (for NE Region including Sikkim) ----- 58.00	<p>(i) Setting up of infrastructure for new Institutes of Hotel Management and 6 Food Craft Institutes.</p> <p>(ii) Financial assistance for improving and up-grading of existing infrastructure of IHM's/ FCIs.</p> <p>(iii) Financial assistance for building construction of Indian Institute of Tourism & Travel Management, New Delhi..</p> <p>(iv) Financial Assistance for creation of adequate infrastructure for the Indian Institute of Tourism & Travel Management.</p> <p>(v) Financial assistance for broad basing of hospitality education through Government Colleges/University/ITI/Polytechnic Institute/Public Sector Undertakings.</p>	Generally, the projects taken up during the year are to be completed in 2-3 years from the date of its commencement.	<p>i) The IHMs at Bhatinda, Solapur and FCI, Jammu have become operational. SIHM at Hamirpur, HP and Silvassa to be operational from 2010. Funds have been released for the setting up of IHMs at Rohtak, Haryana and Tirupati, AP have been released. 6 FCIs at Hoshiapur, Punjab, Dharamshala, HP, Tura, Meghalaya, Leh, J&K, Durgapur, WB and Muzaffarpur, Bihar were set up.</p> <p>ii) Funds to IHMs at Shimla, Chennai, Bhubaneshwar, Gwalior, Gandhinagar, Gurdaspur, Hajipur, Goa, Guwahati, Srinagar, Dehradun, Lucknow were released for hostel construction, modernisation, equipments on expansion due to increased intake owing to OBC reservation, as per Supreme Court orders</p>	
12.	Capacity Building for Service Providers	To provide training/education in tourism and hospitality related fields to fresher and existing service providers in the organized and un-organized tourism and travel industry, thereby creating tourism awareness and skills to cater to the needs of visitors and tourists.	17.00	<p>700 Training programmes conducted for 10,000 participants with a longer duration of training programmes thereby qualitatively improving tourism manpower in the country. This is likely to cover training also specific to the Commonwealth Games 2010 besides covering up of more number of Districts under Rural Tourism Provision of the 'CBSP' Scheme for promotion of tourism.</p> <p>The "Earn While You Learn" scheme was run to increase the numbers of student escorts for the travel trade</p>	One year for the training to be assimilated by the participants	Funds released under 'CBSP' Scheme and 75000 people were benefited by these trainings.	The training programme organised were customized and need based ranging from 4 days to 6 months. The domestic/foreign tourists got improved service in the manner of behaviour and skills. More job opportunities were created.

13.	Market Research including 20 Years Perspective Plan	To prepare Master Plans, conduct surveys and studies on various aspects of tourism, collection/ compilation of data for tourism planning/policy formulation.	5.00	12 Master Plans/DPRs, 8 Survey/Study Reports and 2 tourism statistics publications will be supported under this scheme on different aspects of tourism to provide inputs to policy makers.	3-12 months	<ul style="list-style-type: none"> • 14 Master Plans / DPRs on tourism infrastructure development were completed. • 4 Evaluation studies were completed. • 9 studies initiated during the year were in different stages of progress and continued during the next year. <p>The following publications were released:-</p> <ol style="list-style-type: none"> 1. A Brochure “Tourism statistics at a Glance 2007”, giving tourism statistics highlights for 2007. 2. ‘India Tourism Statistics 2007’, giving tourism statistics for 2007 in detail. 	
14.	Incentives to Accommodation Infrastructure	To provide assistance for creating budget hotel accommodation	40.00	It is estimated that additional 2000 rooms will be created through assistance from this scheme.	Two-three years	With the assistance 940 rooms have been created.	
		Total	1000.00				

Performance during 2009-10

(Rs in crore)

Sl. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2009-10 (BE)	Quantifiable Deliverables/	Process Timelines	Achievements w.r.t. col.(5)	Remarks/
1	2	3	4	5	6	7	8
1	Computerization and Information Technology	<i>To effectively use Information Technology for promoting India as a preferred tourism destination through online campaigns and through usage of computers in all the offices of the Ministry of Tourism as well as to promote IT initiatives of State Governments.</i>	14.00	<i>Emphasis on using the World Wide Web to drive traffic to the information website of the Ministry of Tourism. This is achieved by an effective online campaign targeting main website in the important markets of USA, Europe, Japan, etc and also in the new markets such as South East Asia, South America, Russia, etc. Also state governments will be provided funds for Information Technology initiatives that will help the states in promoting tourism.</i>	April 2009 to March 2010	<i>An online campaign covering major websites in USA, UK, Germany, Italy, France, Japan, China as well as search portals like Yahoo and Google were undertaken. A domestic web campaign was also undertaken in major travel and news websites in the country. Development of Microsites at par with the domestic and global campaign.</i> A DVD	

						<p><i>incorporating TV Commercials produced by Ministry so far has been produced.</i></p> <p><i>CFAs to States/UTs is being provided for development of IT facilities of various developmental projects.</i></p>	
3	Tourist Information and Publicity						
	(A) Domestic Promotion and Publicity including Hospitality	To increase awareness of India as a tourism destination and to continue to maintain India's position as one of the most preferred destinations both in international and domestic markets.	54.00 6.00 (for NE Region including Sikkim) ----- 60.00 -----	<p>-To continue to reinforce the "Incredible India" brand through focused media campaign nationwide.</p> <p>- To continue to generate greater awareness about tourist destinations in India and boost domestic travel through theme based domestic media campaigns nationwide.</p> <p>- To continue to promote the traditional circuits and tap new and potential destinations.</p> <p>-To continue the thrust on sensitizing the tourism service providers and stake holders through awareness campaigns in the print and</p>	1 Year	<p>- Ministry of Tourism reproduced 5 Regional Maps of different regions of India alongwith 3 city maps.</p> <p>- Ministry produced DVD of Incredible India film.</p> <p>- As part of its branding exercise, 'Incredible India carry bags' were produced.</p> <p>- Ministry</p>	The outcomes are subject to timely approval of proposals and timely launch of the campaigns. Some of the factors having adverse impact and effect on achievements are natural calamities, social disturbances, epidemics, terrorism etc.

			<p>electronic media campaigns.</p> <p>-To continue the social awareness campaign against Garbage & Graffiti in monuments and new issues like molestation of tourists through print and electronic media campaigns.</p> <p>-To enhance awareness on environment through mass contact programmes at grass root level in important tourist destinations.</p> <p>-Designing, printing, distribution in the field establishments of all the collateral items like brochures, films etc as per the Action Plan 2009-10.</p> <p>-To ensure successful completion of all activities as outlined in the action plan for 2009-10.</p> <p>-To continue to provide Central Financial Assistance to State Governments for organizing fairs and festivals.</p> <p>- To promote Tourism-cum-Handicrafts-cum-Cultural Festivals in different States clubbed into six zones and extend financial support to State Governments in launching these festivals.</p> <p>-To continue to provide</p>		<p>produced wall / desk calendar of the year 2010 to promote tourism products of India.</p> <p>- Incredible India Report 2008-09 produced.</p> <p>- Regular issues of the Incredible India magazine (bi-monthly) were released on various themes produced.</p> <p>- Generic campaign in the domestic market in TV and print media released to promote various tourism products of India.</p> <p>- A TV Campaign to promote North – East region including Sikkim released on various TV channels.</p> <p>- Social</p>
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				<p>hospitality to international and domestic travel writers, journalists, photographers and TV teams for promoting tourism products.</p>		<p>Awareness Campaigns in various TV channels released to sensitize masses and tourism stakeholders about the importance of good behavior, hospitality, honesty towards the tourists.</p> <p>- 4 New Television Commercials featuring noted film actor and social activist Shri Aamir Khan as brand ambassador.</p> <p>- Ministry also participated in various events such as SATTE, TTF, HT Leadership summit etc.</p> <p>- Financial assistance was also provided to the State Governments for organizing</p>	
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						<p>tourism related fairs and festivals.</p> <p>- Ministry of Tourism in participation with Bihar Government organized International Buddhist Conclave at Nalanda. As many as 111 Hospitality guests attended the conclave. Ministry has hosted hospitality to more than 900 guests including journalists, photographers, travel writers, TV teams etc. during the year.</p>	
	(B) Overseas Promotion and Publicity including Market Development Assistance	To position brand India as a most favoured destination in the overseas travel markets through vigorous overseas campaigns, promotional and marketing activities.	250.00	1. A “Visit India 2009” year in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to	Overseas Promotion and Publicity is an ongoing process, with targets / achievements spread through	1. A “Visit India 2009” scheme, in collaboration with all stakeholders including airlines, hotels,	Some of the factors which had an adverse impact are social disturbances, H1N1, Mumbai and Pune terrorist attack terrorism, etc. in

				<p>India which has been extended upto 31-3-2010.</p> <p>2. Government of India has decided to introduce Visa-on-Arrival scheme for tourists from five countries viz. Singapore, Finland, New Zealand, Luxembourg and Japan on a pilot basis for a period of one year w.e.f 01-01-2010.</p> <p>3. Promote Commonwealth Games in overseas common wealth countries to increase participation on the route of Queens Baton Relay to increase</p>	<p>the year.</p>	<p>tour operators, State Governments for incentivising travel to India which has been extended up to March., 2010.</p> <p>2. Government of India has decided to introduce Visa-on-Arrival scheme for tourists from five countries viz. Singapore, Finland, New Zealand, Luxembourg and Japan on a pilot basis for a period of one year from 1-1-2010 during he month of January approx. 192 visas were issued.</p> <p>3. Outdoor advertising /Road shows were organised at London Capetown and Johannesburg</p>	<p>the country and economic slowdown.</p>
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				<p>participation.</p> <p>4. Reinforce the 'Incredible India' Campaign and launch centralized Print and Electronic Media campaign in important tourist generating markets overseas.</p>		<p>to promote Commonwealth Games 2010.</p> <p>4. The following Media Campaigns were launched during the year under the centralized media campaign of the Ministry, to effectively promote and project India as a desirable tourist destination in the key source markets overseas :</p> <p>(a) International Print Media Campaign – Europe</p> <p>(b) International Print Media Campaign – APAC (Asia Pacific)</p> <p>(c) International Print Media Campaign – Global</p> <p>(d) International Print Media Campaign – Americas</p> <p>(e) International TV</p>	
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				<p>5. To focus on emerging markets particularly in East Asia, South East Asia, CIS countries and South America.</p>	<p>Campaign – APAC</p> <p>5. There was increased focus on potential and emerging markets in East/South East Asia, South America and East European countries.</p> <p>The Indiatourism Offices in New York, Frankfurt Tokyo, Beijing and Singapore participated in major travel fairs and exhibitions in East and South-East Asia, South America, CIS and Eastern European countries, including Argentina, Brazil, Chile, Hungary, Czech Republic, Poland, Russia, Romania, Ukraine, Taiwan, South Korea, China, Malaysia,</p>	
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				<p>6. Increase the visibility of Indian tourism products in the overseas markets and to promote India as a preferred tourist destination.</p>	<p>Singapore and Indonesia.</p> <p>For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising on taxis / buses / trams, have been undertaken in Beijing, Shanghai, Tokyo, Seoul, Singapore, Kuala Lumpur and Buenos Aires.</p> <p>6. Promotional activities were stepped up in the overseas markets with added focus on emerging markets, for generating greater awareness about India as a tourist destination and for promoting India as a preferred tourist destination.</p> <p>Following the</p>	
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				<p>7. Joint promotional efforts with international airlines, tour operators and wholesalers overseas, Indian Missions and other</p>	<p>worldwide economic slowdown and the terrorist attack in Mumbai, special initiatives were taken, to promote India as a tourist destination. These included Road Shows organized in collaboration with IATO with participation of stakeholders from India as well as Fam Tours for media and trade representatives to Mumbai and other regions of the country, to keep the international trade / media updated on the safety / security conditions in different parts of the country</p> <p>7. Joint promotional activities were undertaken by the Indiatourism Offices overseas</p>	
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			<p>organizations to broad-base the scope of promotional activities.</p>	<p>with Indian Missions, Tour Operators, Airlines, etc.</p> <p>Some joint promotions organized with Indian Missions.</p> <p>Fam Tours to India for media and trade representatives were organized in collaboration with airlines, including Air India, Jet Airways, Kingfisher Airlines, Air Arabia, Kuwait Airways, Srilankan Airlines, Lufthansa, Fin-Air, Turkish Airlines, Delta Airlines, etc.</p>	<p>8. Effective, coordinated and impactful participation in Trade Fairs and Exhibitions.</p>	<p>8. Indian tourism offices overseas participated in over 190 Travel fairs and Exhibitions in important tourist generating markets the</p>
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						<p>world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include the major international Travel Fairs such as the Arabian Travel Market (ATM) in Dubai, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, FITUR in Spain, ITB in Berlin, Germany and IMEX in Frankfurt, Germany PATA Travel Mart-2009 at Hangzhou, China. Participation in these major fairs & exhibitions was in collaboration</p>	
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				<p>9. Organising and participating in Road Shows in important overseas markets to showcase the varied Indian tourism products.</p>	<p>with the travel trade and State Govts. who were co-exhibitors in the India Pavilions set up by the Ministry of Tourism / Overseas Offices.</p> <p>9. The Ministry of Tourism, Govt. of India undertook a series of confidence building measures to minimize the negative impact of the global economic meltdown and the terrorist attack in Mumbai. As part of the promotional initiatives being undertaken, Road Shows were organized in important tourist generating markets overseas, in collaboration with the Indian</p>	
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				<p>10. Organising / Participation in Department Store Promotions, Indian Food and Cultural Festivals, India Evenings, Seminars and Workshops.</p>	<p>Association of Tour Operators (IATO) and with participation of different segments of the travel industry, including tour operators, hotels and airlines. Such Road Shows were organized in Australia, Kuwait, Finland, Scandinavia, Oslo, Stockholm, U.K, Dubai.</p> <p>10. The Ministry of Tourism has extended support to Indian Food Festivals organized in various countries in collaboration with Indian Missions.</p> <p>The Ministry of Tourism, through the overseas offices has participated</p>
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						<p>in the Namaste India Festival in Tokyo in September 2009, FITUR-2010 Spain, ATM-2009 at Dubai</p> <p>India Evenings and India Presentations / Seminars have been organized in Beijing, Shanghai, Hong Kong, Tehran, Riyadh, Istanbul, Ankara, Damascus, Dubai, Paris, Strasbourg, Zurich, Bern, Catania, Genova, Atlanta, New York, Boston, Denver, San Francisco, Phoenix, Tokyo, Seoul, Taipei, Toronto, Vancouver, Ottawa, Montreal, Singapore, Kuala Lumpur, Munich, Moscow, among other cities.</p>	
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				<p>11. Generating new Tourist Publications in English and in foreign languages and to extend brochure and advertising support to new and existing tour operators, travel agents, wholesalers for promotion in overseas markets and support existing ones.</p>		<p>11. Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, Persian, Turkish, Italian, French, Spanish, Portuguese, German, Russian, Hungarian, Japanese, Korean, Thai and Bhasa Indonesia.</p> <p>Brochure and Joint advertising support was extended by the overseas offices to tour operators/ travel agents / wholesalers, etc. for promoting India tour packages and Indian tourism products.</p>	
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				<p>12. Promoting India as a destination for Conferences and Conventions and promoting other niche tourism products such as Medical Tourism, Rural Tourism, Tourist Trains, etc, in the overseas markets.</p>		<p>12. The Ministry of Tourism, through the overseas offices participated in major MICE related travel fairs and exhibitions including IMEX in Germany, AIME in Australia, IT&CMA in Thailand.</p> <p>Presentations and Fam Tours for media / trade representatives from overseas, on the Mahaparinirvan a Tourist Train were organized to promote the train.</p> <p>Other niche products such as medical tourism and rural tourism have been promoted by overseas offices at various international travel fairs &</p>
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				<p>13. Reinforced Hospitality Programs by inviting media personnel, travel agents and tour operators on familiarization tours to India to get first hand knowledge on various tourism products as well as to participate in and cover important events.</p>	<p>exhibitions, Road Shows, India Seminars and Presentations, etc.</p> <p>As an incentive for promotion of MICE Tourism and Medical Tourism, the scope of the Market Development Assistance Scheme was enhanced so as to include active members of the India Convention Promotion Bureau (ICPB) and Medical Tourism Service Providers.</p> <p>13. Hospitality was extended to over 1000 guests, including media personnel, travel agents and tour operators. These guests were also invited to cover important events such as Kerala</p>
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				<p>14. To provide Marketing Development Assistance support to smaller service providers in the travel, transport and hospitality industry for promotional activities undertaken overseas.</p>	<p>Travel Mart, Himalayan Run & Trek Event, Great Indian Travel Bazer as well as on Fam Tours on the Special Buddhist Tourist Train.</p> <p>14. To promote Buddhist sites of India Buddhist Conclave was held with the support of Bihar Government on 6th and 7th Feb., 2010 at Nalanda. 103 overseas tour operators/scholars and Media were sponsored. Following the Mumbai terrorist attack, familiarisation tours to India for international travel trade and media representatives were arranged to keep them updated on the safety / security conditions in different parts</p>	
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						<p>of the country.</p> <p>Familiarization tours were arranged for media and trade representatives from Argentina, Australia, Austria, Belgium, Canada, China, Dubai, France, Germany, Hong Kong, Ireland, Japan, Korea, Malaysia, Mexico, Netherlands, Russia, Singapore, South Africa, Spain, Switzerland, Taiwan, U.K. and USA.</p> <p>15. Marketing Development Assistance to the extent of Rs. 1.40 Crores was extended to approve service providers for promotional activities undertaken by them in the overseas markets.</p>	
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4	Tourist Infrastructure						
	(A) Externally Aided Projects (Buddhist Centres)	To increase awareness of India as a tourism destination and to continue to maintain India's position as one of the most preferred destinations both in International and domestic markets.	5.00	Ensuring the effective plan preparation and effective supervision on execution of remaining work of Ajanta-Ellora Conservation and Tourism Development Project Phase-II and Development of Buddhist Circuit project in Uttar Pradesh for which Loan agreement was signed in March 2005 with JICA.	The Ajanta-Ellora Phase-II Project is expected to be completed by June., 2010, while project in Uttar Pradesh is expected to commence shortly and expected to be completed by 2011.	Most of the work related to the Ajanta-Ellora project has already been completed. Work relating to the Ajanta Ellora visitors centre is in progress. In the case of UP Buddhist Circuit project, Expression of Interest has been invited for shortlisting of consultancy firms.	
	(B) Assistance for Large Revenue Generating Projects	The objective is to take up major revenue generating tourism projects in Public Private Partnership and in partnership with other Government / Semi-Government agencies.	5.00	2-3 Large Revenue Generating Projects will be undertaken during the year by inviting project proposals duly appraised by identified Financial Institutions.	The Projects taken up during the year will be completed in 2-3 years from the date of commencement.	Funds have been released for the new/ongoing projects	
	(C) Product/ Infrastructure Development for Destinations and Circuits	The objective is to provide world class tourist infrastructure facilities at the identified circuits, destinations and rural sites.	436.00 86.00(for NE Region including Sikkim) ----- 522.00 -----	To develop world class tourist infrastructure at identified major tourist destinations/circuits in the country through mega projects. In addition, small circuits and destinations and identified Rural Tourism sites in States/UTs will also be taken up in consultation with the concerned	The Projects taken up during the year are to be completed in 2-3 years from the date of commencement, by the implementing agency.	162 infrastructure projects including rural tourism have been sanctioned during the year.	

				States/UT Governments. The committed liability will also have to be met for releasing the second installments for projects sanctioned during the previous years			
	(D) Creation of Land Bank for Hotels	It is proposed to purchase land by the Ministry of Tourism from the land owning agencies and get the hotels constructed in PPP mode through identified Implementing agencies for augmenting hotel accommodation throughout the country.	1.00	The country is facing shortage of hotel accommodation. In this regard, the Ministry of Tourism has been advising all State/UT Governments and the Land Owning Agencies to create Land Banks for hotels. This scheme envisages purchase/allotment of land by Ministry of Tourism who would in turn allocate these hotel sites to be run under the Public Private Partnership mode or an joint revenue sharing basis.	3-5 years	The scheme did not take off.	
	(E) Assistance to Central Agencies for Tourism Infrastructure Development	To ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals, etc. through Central Agencies like Archaeological Survey of India, Port Trust of India, ITDC etc. who own/manage the assets.	10.00	The assistance is given to Central Agencies like Archaeological Survey of India, Port Trust of India, ITDC etc. who own/manage the assets to ensure development of tourism infrastructure like illumination/preservation of monuments, development of cruise terminals, etc.	1-3 years	Funds have been released for the new/ongoing projects.	

	Training						
5	(A) Assistance to IHMs/FCIs/IITTM/NIWS//NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	94.00 8.00 (for NE Region including Sikkim) ----- 102.00	(i) Setting up of new State Institutes of Hotel Management and release of @ Rs.4.00 Crore to each new State IHMs as 1 st Instalment. ii) Also setting up of new Food Craft Institutes and release @ Rs.2.00 Crore as 1 st Instalment. iii) Financial assistance for building construction of Indian Institute of Tourism & Travel Management, New Delhi. iv) Financial assistance for creation of adequate infrastructure for the Indian Institute of Tourism & Travel Management v) Broad basing of hospitality education through Govt. Colleges/ University/ITIs/Polytechnic Institutes/Public Sector Undertakings to help to reduce the huge skill gap in hospitality sector. vi) Broad basing of hospitality education at Nellore	Projects taken up are to be completed in 2-3 years from the date of commencement, by the implementing agency	The purpose for giving hospitality courses in various institutes, schools, colleges are to develop better manpower which will result in quality tourism education and increased intake of the students in various colleges through tourism and hospitality management in the country.	Improve quality of education, setting standards, meeting the requirement of skilled manpower.
	(B) Capacity Building for Service Providers	To provide training/ education in tourism and hospitality related fields to freshen existing service providers in the organized and un-organized tourism	12.00	(i) Training of about 5000 poor youth for a period of 1½ month – 2 months in F&B Services & Food Production creating employable skills. (ii) Training of another	The training programmes organized are customised and need based ranging from 4 days to 6 months.	The domestic/ foreign tourists will get improved service in the matter of behaviour and skills, which will lead to increase in	Implementation of the whole scheme is demand driven. No risk.

		industry, thereby creating tourism awareness and skills to cater to the needs of visitors and tourists.		4000 auto rickshaw drivers. (iii) Training of 1000 student volunteers under the 'Earn While You Learn' programme in the context of Commonwealth Games. (iv) Training of 2000 taxi drivers etc. in the context of Common Wealth Games (v) Training of 602 Regional Level Guides through the IITTM, Gwalior		tourist arrivals/ activity. This will ultimately result in the growth of tourist and travel industry, thereby creating more job opportunities. (ii) To give opportunities to the existing service providers to have their skills formally certified. (iii) To reduce the skill gap in hospitality sector. (Hunar Se Rozgar Tak).	
	Other Expenditure						
6	(A) Market Research including Professional Services.	To prepare Master Plans, conduct surveys and studies on various aspects of tourism, collection/ compilation of data for tourism planning/policy formulation.	4.00	10 Master Plans/DPRs, 8 Surveys/ Studies and 2 tourism statistics publications will be supported under this scheme on different aspects of tourism to provide inputs to policy Makers.	3 - 12 Months	<ul style="list-style-type: none"> • 4 DPRs on tourism infrastructure development were completed. • Work on preparation of 9 Master plans/DPRs on tourism commissioned during 2009-10 is in progress • A study to assess the number of tourists expected to visit Delhi during 	-

						<p>Commonwealth Games 2010, and requirement of hotel rooms, was completed.</p> <ul style="list-style-type: none"> • Following Surveys/Studies were commissioned during 2009-2010 and are in progress <ul style="list-style-type: none"> (i) Study on Problems and prospects of Accessible Tourism in India. (ii) Study to analyze the factors responsible for slow-down in tourism sector in India. (iii) Study to Ascertain the Infrastructure Gaps in Tourism Sector at 5 Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists. (iv) International Passenger Survey. (v) Tourism survey for the State of Andhra Pradesh. (vi) Tourism 	
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						<p>survey for the State of Jharkhand.</p> <p>(vii) Tourism survey for the State of Maharashtra.</p> <p>(viii) Tourism survey for the State of Punjab.</p> <p>(ix) Tourism survey for the State of Delhi.</p> <ul style="list-style-type: none"> • Field work of the one-year Domestic Tourism Survey, which was partially funded by Ministry of Tourism was completed by National Sample Survey Organization (NSSO) • The following publications were released:- <p>(i) A brochure 'Tourism Statistics at a Glance 2008', giving tourism statistics highlights for 2008.</p> <p>(ii) 'India 'Tourism</p>	
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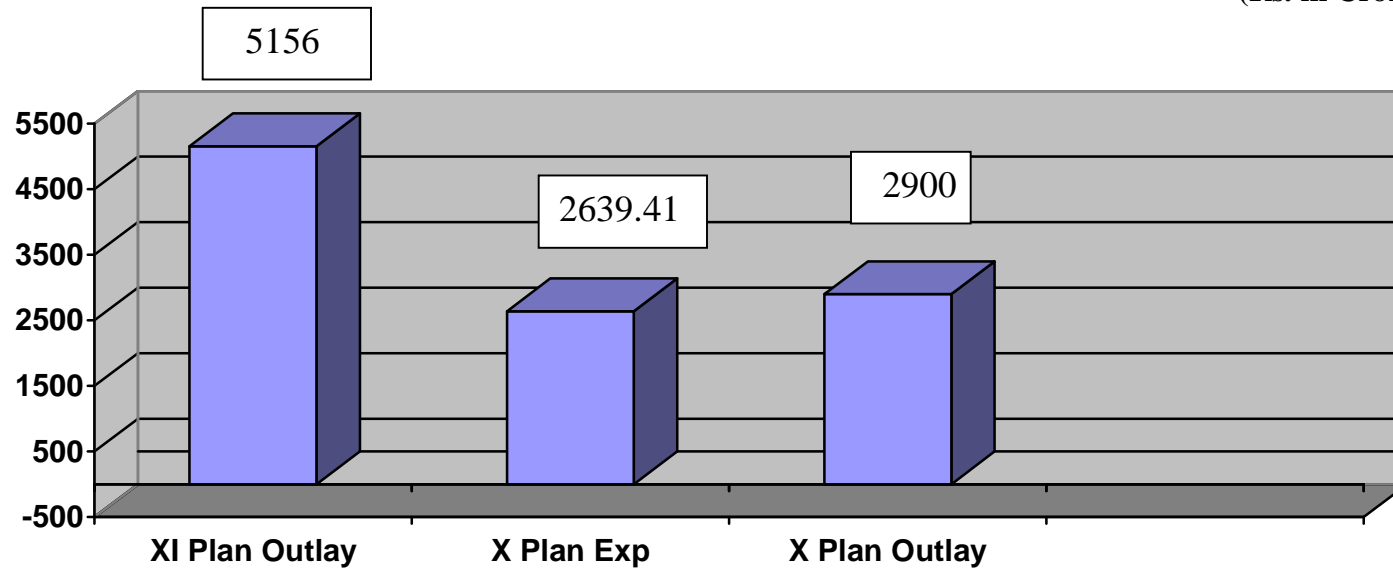
						Statistics 2008', giving tourism statistics for 2008 in detail.	
	(B) Incentives to Accommodation Infrastructure	To provide assistance for creating budget hotel accommodation in the country. Ministry of Tourism proposes to introduce a scheme of interest subsidy for upgradation of licensed/approved Guest Houses in Delhi in view of the Commonwealth Games 2010.	10.00	This scheme will facilitate creation of additional rooms in the budget category for tourists which will result in development of accommodation infrastructure and thereby lead to more tourist arrivals and generation of employment opportunities	2-3 years	1.00 crore utilized towards settlement of Interest Subsidy proposals.	Ministry of Tourism proposed to revise the scheme of Capital Subsidy to budget hotels during the year 2008-09 which was however not approved by Ministry of Finance.
	(C) Rural Tourism/UNDP Endogenous Projects	The basic objectives is to build capacity at the local level; initiate location-specific models of community tourism enterprise; build strong community-private partnerships; and support innovative and promising rural tourism initiatives.	5.00	The capacity building in 122 identified Rural Tourism sites will be accomplished and a workshop will also be organized for marketing these sites with the travel trade for both domestic and international market.	The projects are expected to be completed by end of 11 th Plan.	The completed sites are evaluated and put for marketing so that tourist start traveling to these sites.	-
	Total	-	1000.00*	-			-

* The allocation was reduced to Rs.950.00 crore at the Revised Estimates 2009-10 stage.

CHAPTER –V FINANCIAL REVIEW

MoT’s X plan in perspective.

Table 1
(Rs. in Crore)



MoT’s XI-Plan outlay is Rs. 5156 Cr, which is a substantial increase of its X-Plan size. MoT’s approved XI Plan outlay of Rs. 5156 Cr was spread over 15 Plan schemes initially {as compared to its X Plan outlay of Rs. 2900 Cr.}. 12 of those schemes are Central Sector Schemes (CS)¹, amounting for Rs. 2775 Cr and 54% of Plan outlay one is a Centrally Sponsored Scheme (CSS)² and two Plan Schemes are not in operation, at present.

¹ i.e., activities planned and executed directly by MoT

² i.e., for activities funded by MoT, but executed through the states/UTs

Table 2 below shows Budget Estimates, Final Estimates and Actual Expenditure along with broad trends of expenditure during the first three years of the 11th Plan and BE 2010-11.

(Rs. in Crore)

Financial Year	2007-08	2008-09	2009-10	2010-11
1	2	3	4	5
Budget Estimates	953.00	1000.00	1000.00	1050.00
Final Estimates	952.00	990.10	-	-
Actual Expenditure	951.83	980.47	-	-

Table 3 below shows Actual Expenditure (AE) of MoT's Plan schemes for first three years and BE 2010-11 in relation to their respective plan outlays

Schemes / Programmes	11th Plan Outlay	2007-08 (Actual)	2008-09 (Actual)	2009-10 (upto Dec., 2009)	2010-11 (BE)
1	2	3	3	4	6
Central Sector Scheme (CS)					
1. Computerization and IT	121.00	21.56	19.76	0.58	15.00
2. Capacity Building for Service Providers	95.00	7.45	8.76	8.42	17.00
3. Asstt. To IHMs/FCI/ ITTM/ NCHMCT	495.00	53.00	70.00	47.54	85.50
4. Domestic Promotion & Publicity + Hospitality	426.00	64.12	77.31	11.78	67.50

5. Overseas Promotion & Publicity + Market Development Assistance	1010.00	170.89	211.35	143.67	275.00
6. Market Research + 20 Years Perspective Plan	29.00	2.46	2.87	1.03	5.00
7. Incentives to Accommodation Infrastructure	235.00	23.70	20.42	1.12	10.00
8. UNDP - Endogenous Tourism Projects (EAP)	2.00	2.48	1.55	0.18	-
9.. EAP (Buddhist Centres)	37.00	5.98	3.90	2.88	10.00
10. Assistance to Central Agencies for Tourism Infrastructure Development	25.00	4.00	7.25	4.35	10.00
11. Asst. For Large Revenue Generating Projects	200.00	2.21	9.99	0.13	15.00
12. Construction of Building for IISM at Gulmarg, Kashmir	13.00	3.00	2.31	0.00	0.00
13. Creation of Lank Bank for Hotels	14.00	0.00	0.00	0.00	1.00
14. Equity Contribution to ITDC	73.00	73.00	0.00	0.00	0.00
Total : CS	2775.00	433.85	435.47	221.68	511.00
Centrally Sponsored Scheme (CSS)					
15. Product/Infrastructure Development for Destinations and Circuits.	2381.00	517.98	545.00	459.07	434.00
Total CSS	2381.00	517.98	545.00	459.07	434.00
Total CS + CSS	5156.00*	951.83**	980.47**	680.75**	945 .00

10% Lump Sum Provision for NE Region and Sikkim		0.00	0.00	0.00	105.00
Grand Total	5156.00	951.83	980.47	680.75	1050.00

(*) This includes provision for NE Region and Sikkim of Rs.516 Cr.

(**) Includes expenditure for NE Region and Sikkim.

Total Plan Outlay (BE) for the first four years of 11th Plan is Rs. 4003.00 cr. out of which Rs. 401.00 cr. has been earmarked for the benefit of the States in North-Eastern Region including Sikkim

During the financial year 2009-10, there had been Plan expenditure of Rs. 980.47 crore.

Total Annual Plan Outlay (BE) for the year 2010-11 is Rs.1050.00 cr., out of which Rs.105.00 Cr. has been earmarked for the Schemes / Programme for the benefit of States of North- Eastern Region including Sikkim. Table 4 below shows scheme wise Outlay 2009-10 and 2010-11 in respect of the Ministry of Tourism.

Table 4
Statement of Budget Estimates 2010-11
Ministry of Tourism

(Rs. in Crore)

Sl. No.	Schemes/Programmes	Annual Plan 2009-10 (BE)	Outlay Earmarked for North-Eastern Region 2009-10 (BE)	Annual Plan 2009-10 (RE)	Outlay Earmarked for North-Eastern Region 2009-10 (RE)	Annual Plan 2010-11 (BE)	Outlay Earmarked for North-East 2010-11 (BE)
		GBS				GBS	
1.	2.	3	4	5	6	7	8
A	Central Sector Scheme (CS)						
1	a)Externally Aided Projects	5	0	7	0	10	0
2.	UNDP Endogenous Projects	5	0	0.30	0	0	0
3.	Assistance to IHMs/FCIs etc.	102	8	90.70	5	95	9.5

4.	Capacity Building for Service Providers	12	0	15	0	17	0
5.	Overseas Promotion & Publicity Including Market Development Assistance	250	0	240	0	275	0
6.	Domestic Promotion & Publicity including Hospitality	60	6	60	4	75	7.5
7.	Incentives to Accommodation infrastructure	10	0	2.50	0	10	0
8.	Construction of Buildings for IISM at Gulmarg, Kashmir	0	0	0	0	0	0
9.	Computerization & Information Technology	14	0	11.00	0	15	0
10.	Market Research including 20 Years Perspective Plan	4	0	2.50	0	5	0
11.	Assistance for Large Revenue Generating Projects	5	0	5	0	15	0
12.	Creation of Lank Bank for Hotels	1	0	1	0	1	0
13.	Equity contributions to ITDC	0	0	0	0	0	0
14.	Assistance to Central Agencies for Tourism Infrastructure Development	10	0	5	0	10	0
	Total(A)	478	14	440	9	528	17
B	Centrally Sponsored Schemes						
1.	Product/Infrastructure Development for Destinations and Circuits	522	86	510	86	522	88
	Total (B)	522	86	510	86	522	88
	Grand Total (A+B)	1000	100	950	95	1050	105

Table 5

Overall trend in Expenditure vis-à-vis Budget Estimates/Revised Estimates

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(Rs. in Crore)

Item	2007-08				2008-09				2009-10		
	BE	RE	Final Grant	Actual Expenditure	BE	RE	Final Grant	Actual Expenditure	BE	RE	Exp. (Upto Dec., 2009)
1	2	3	4	5	6	7	8	9	10	11	12
Plan	953.00	953.00	952.00	951.83	1000.00	1000.00	990.10	980.47	1000.00	950.00	680.75
Non-Plan	43.62	43.62	40.20	38.87	47.00	50.53	48.90	48.94	70.00	70.00	33.18*
Total	996.62	996.62	992.20	990.70	1047.00	1050.53	1039.00	1029.41	1070.00	1020.00	713.93

(*) This does not include the Expenditure under Salary and Medical Treatment in respect of Indiatourism Offices abroad.

Table 6

Scheme wise Budgetary Allocations and Expenditure

(Rs. in Crore)

Scheme/Head (Revenue)	2007-08			2008-09			2009-10		
	BE	Final Grant	Actual Expenditure	BE	Final Grant	Actual Expenditure	BE	RE	Exp. (Upto Dec., 2009)
1	2	3	4	5	6	7	8	9	10
Computerization and Information Technology	20.00	21.63	21.56	25.00	20.01	19.76	14.00	14.00	0.58
Capacity Building for Service Providers	15.00	7.48	7.45	17.00	9.00	8.76	12.00	12.00	8.42
Assistance to IHMs/ FCI/IITM/ NCHMCT	47.00	53.00	53.00	54.00	70.01	70.00	94.00	85.70	47.54
Domestic Promotion & Publicity including Hospitality	63.00	64.07	64.12	65.00	76.99	77.31	54.00	56.00	11.78
Restructured Scheme of Overseas Promotion & publicity	165.00	169.30	170.87	220.00	220.00	211.35	250.00	240.00	143.67
Market Research	5.00	2.50	2.46	5.00	3.00	2.87	4.00	2.50	1.03
Incentives to Accommodation Infrastructure	20.00	24.00	23.70	40.00	20.42	20.42	10.00	2.50	1.12
UNDP-Endogenous Tourism Projects	2.00	2.52	2.48	2.00	1.77	1.55	5.00	1.30	0.18
Assistance for Large Revenue Generating Projects	0	0	0	0	0	0	5.00	5.00	0.13
Assistance to Central Agencies for Tourism Infrastructure Development	0	0	0	0	0	0	10.00	5.00	4.35
Product/ Infrastructure Development for Destinations and Circuits	0	0	0	0	0	0	436.00	425.00	459.07

Lump sum provision for Projects/Schemes of NE Region and Sikkim	10.00	10.00	-	11.00	-	-	100.00	95.00	-
Total: Revenue Section (A)	347	344.50	345.66	439.00	421.20	412.02	994.00	944.00	677.87
Schemes/Heads (Capital)									
Buddhist Centres (including EAP)	6.00	6.00	5.98	8.00	3.90	3.90	5.00	5.00	2.88
Assistance for Large Revenue Generating Projects	40.00	2.21	2.21	15.00	10.00	9.99	-	-	-
Construction of Building of IISM	7.00	3.00	3.00	3.00	2.32	2.31	-	-	-
Assistance to Central Agencies for Tourism Infrastructure Development	10.00	4.00	4.00	12.00	7.26	7.25	-	-	-
Product/ Infrastructure Development for Destinations and Circuits	374.00	519.28	517.98	433.00	545.32	545.00	-	-	-
Creation of Land Bank for Hotels	10.00	0.01	-	1.00	0.10	-	1.00	1.00	-
Equity contribution to ITDC	73.00	73.00	73.00	-	-	-	-	-	-
Lump sum provision for Projects/Schemes of NE Region and Sikkim	86.00	86.00	-	89.00	-	-	-	-	-
Total: Capital Section (B)	606.00	607.50	606.17	561.00	607.50	568.45	6.00	6.00	2.88
Grand Total (A+B) (Revenue+(Capital))	953.00	952.00	951.83	1000.00	990.10	980.47	1000.00	950.00	680.75

Table 7

Object Head Wise Budgetary Allocation and Expenditure (Plan)

(Rs. in Crore)

Object Head	2007-08				2008-09				2009-10		
	BE	RE	Final Grant	Actual Exp.	BE	RE	Final Grant	Actual	BE	RE	Exp (upto Dec., 2009)
1	2	3	4	5	6	7	8	9	10	11	12
Grant-in Aid	575	575	585.97	584.64	624.00	624.00	641.59	641.00	651.00	621.70	522.39
Advertisement & Publicity	235	235	233.37	235.01	292.00	292.00	296.99	288.66	310.00	300.00	155.45
Lump sum Provision	-	-	-	-	-	-	-	-	-	-	-
Other Charges	22	22	24.15	24.04	27.00	27.00	21.78	21.31	19.00	15.30	0.76
Professional Services	11	11	8.50	8.44	13.00	13.00	6.90	6.77	9.00	9.50	1.03
Subsidies	20	20	24.00	23.70	40.00	40.00	20.42	20.42	10.00	2.50	1.12
Major Works	13	13	3.01	3.00	1.00	1.00	0.10	-	1.00	1.00	-
Machinery & Equipment	4	4	-	-	3.00	3.00	2.32	2.31	-	-	-
Investment	73	73	73.00	73.00	-	-	-	-	-	-	-
Total	953	953	952.00	951.83	1000.00	1000.00	990.10	980.47	1000.00	950.00	680.75

Table 8		
Grants-in-Aid released to Autonomous Bodies during 2007-08		
S. No	Name of Institute	Amount (Rs in crore)
1	IHM, Gandhinagar	0.63
2	IHM, Kurukshetra	0.71
3	IHM, Lucknow	0.64
4	IHM, Srinagar	0.44
5	IHM, Pusa	0.35
6	IHM, Gangtok (Sikkim)	3.50
7	IITTM, Thiruvananthapuram	4.00
8	IHM, Jaipur	0.57
9	IHM, Mizoram (Aizwal)	4.00
10	IHM, Dimapur (Nagaland)	4.00
11	IHM, Shimla	1.18
12	FCI , Garh Mukteshwar (Lucknow)	2.00
13	IHM, Jodhpur	1.30
14	FCI, Faridabad	1.50
15	Puduchery	2.00
16	FCI Hassan, Karnataka	2.00
17	FCI , Jammu	2.00
18	Gurdaspur	1.00
19	Hamirpur, HP	4.00

20	Fursatganj, UP	4.00
21	Bodhgya, Bihar	4.00
22	Yupia, Arunachal Pradesh	2.00
23	Nagoan, Assam	2.00
24	Solapur, Maharashtra	2.00
25	Hyderabad	0.11
26	Bhatinda	2.90
27	Kolkata	0.55
	GRAND TOTAL	53.38

Table 9		
Grants-in-Aid released to Autonomous Bodies during 2008-09		
S. No	Name of Institute	Amount (Rs in crore)
1	IHM - Bangalore	3.60
2	IHM - Gwalior	0.85
3	IHM - Bhopal	0.50
4	IHM - Goa	1.50
5	IHM - Lucknow	2.08
6	IHM - Bhubaneswar	1.36
7	IHM - Gurdaspur	2.81
8	IHM - Chandigarh	1.85
9	IHM - Gandhinagar	2.17
10	IHM - Shimla	1.70
11	IHM - Chennai	2.84
12	IHM - Hajipur	0.95
13	IHM - Shillong	0.98
14	IHM - Delhi (Pusa)	3.58
15	IHM - Hyderabad	0.23
16	IHM - Srinagar	4.24
17	IHM - Guwahati	4.50
18	IHM - Jaipur	0.92
19	IHM - Thiruvananthauram	1.23

20	IITM for NIWS Goa	4.85
21	State IHM - Dehradun	1.00
22	State IHM -Kurukshetra	0.99
23	State IHM -Bhatinda	2.00
24	State IHM -Hamirpur (H.P.)	2.00
25	State IHM -Rohtak	4.00
26	State IHM -Tirupati	4.00
27	FCI - Ajmer	0.16
28	FCI - Udaipur	0.045
29	FCI - Muzaffarpur	2.00
30	FCI - Durgapur	2.00
31	FCI - Leh	2.00
32	FCI - Hoshiarpur	2.00
33	FCI - Kalmassery Kerala	0.51
34	FCI - Dharmasala	2.00
35	FCI - Tura, Meghalaya	2.00
36	ITI Kharor, Punjab	0.05
37	Govt. College Mohali	0.05
38	ITI Nawashahar Punjab	0.05
39	ITI Tosham, Chandigarh	0.05
40	ITI Karnal, Haryana	0.05
41	ITI Rohtak, Haryana	0.05
42	Jammu University	0.10
43	Ravenshaw University Cuttuck	0.10
44	Jamia Millia Islamia, New Delhi	0.10
	GRAND TOTAL	70.00

Table 10

Grants-in-Aid released to Autonomous Bodies during 2009-10 (upto Dec. 09)

S. No	Name of Institute	Amount
		(Rs in crore)
1	FCI, Udaipur	0.0955
2	IHM, Gurdaspur	5.09
3	IITTM, Bhubaneswar	5.00
4	FCI, Samaguri, Assam	0.18
5	SIHM, Bathinda	2.00
6	IHM, Kufri, HP	0.1155
7	SIHM, Jodhpur	1.00
8	FCI, Hoshiarpur	0.74
9	SIHM, Silvassa	3.00
10	IHM, Thiruvananthapuram	3.24
11	IHM, Lucknow	0.70
12	IITTM, Nellore	4.00
13	IHM, Shillong	0.0602
14	SIHM, Raipur, Chhattisgarh	3.00
15	FCI, Ajmer	0.18
16	IHM, Hyderabad	0.40
17	IHM, Chennai	4.19
18	IHM, Guwahati	0.45
19	IITTM, Gwalior	5.00

21	SIHM, Jorhat, Assam	4.00
22	SIHM, Bhatinda	1.395
23	IHM, Bhopal	0.82
24	SIHM, Indore, MP	4.00
	Grand Total	48.6562

Table 11

Grants- in- Aid Released under the Plan Scheme of Capacity Building				
for Service Providers				
(Rs in Lakh)				
S.No.	Name of Office/Organisation	2007-08	2008-09	2009-10 (upto Dec. 09)
1	India Tourism, Delhi	5.00	2.50	0.00
2	India Tourism, Jaipur	0.50	1.00	0.00
3	India Tourism ,Agra	0.50	0.25	0.00
4	India Tourism ,Varanasi	0.50	0.25	0.00
5	India Tourism, Bhubaneshwar	1.00	0.00	0.00
6	India Tourism, Mumbai	10.00	12.30	9.90
7	India Tourism, Kolkata	2.50	1.50	0.00
8	India Tourism, Chennai	2.50	2.00	0.00
9	India Tourism, Hyderabad	2.00	1.45	0.00
10	India Toruism, Bangalore	2.00	2.10	0.00
11	India Tourism, Cochin	2.00	0.50	0.00
12	India Tourism, Guwahati	2.50	2.00	0.00
13	India Tourism, Patna	0.00	0.35	0.00
14	India Tourism, Port Blair	0.00	0.50	0.00
15	India Tourism, Shillong	0.00	0.61	4.23
16	IITM, Gwalior	0.00	137.14	51.97
17	Admn. Staff College, Hyd'bad	0.00	0.00	81.00
18	RITTMAN, Jaipur	0.00	0.00	0.00
19	IHM, Hyderabad	0.00	5.94	14.23
20	IHM, Lucknow	0.00	6.57	9.23

21	IHM, Pusa	0.00	19.20	52.37
22	IHM, Gurdaspur	0.00	4.00	9.23
23	IHM, Shimla	0.00	0.00	9.23
24	IHM, Srinagar	0.00	0.00	24.23
25	IHM, Jaipur	0.00	0.00	19.22
26	IHM, Shillong	0.00	10.00	11.05
27	IHM, Gwalior	0.00	14.00	14.23
28	IHM Dehradun	0.00	3.00	14.23
29	IHM, Mumbai	0.00	7.00	9.23
30	IHM, Hajipur	0.00	0.00	4.22
31	FCI, Ajmer	0.00	5.00	4.23
32	NITMN, Hyderabad	0.00	0.00	4.23
33	FCI, Aligarh	4.39	6.50	29.87
34	IHM, Ahmedabad	0.00	3.68	24.23
35	IHM, Guwahati	0.00	0.00	31.38
36	Tamil Nadu Government	22.00	14.80	0.00
37	Haryana Ind. Pub. Admn.	0.00	0.00	56.76
38	Mizarom Government	0.00	0.00	0.00
39	Himachal Pradesh Government	0.00	20.00	0.00
40	J&K Govt.	0.00	0.00	2.40
41	IHM, Bhopal	0.00	0.00	19.23
42	IHM, Goa	10.00	23.74	24.23
43	ISTM	0.00	0.00	1.00
44	FCI, Balangir	0.00	0.00	0.00
45	SIHM, Trichy	10.00	0.00	15.00
46	Orissa Government	0.00	0.00	0.00
47	UT Chandigarh	0.00	10.00	0.00
48	ITDC	30.00	49.00	14.00
49	IHM, Bangalore	0.00	0.00	16.00

50	IHM, Bhuvaneshwar	0.00	0.00	14.23
51	SIHM, Chandigarh	0.00	0.00	19.23
52	IHM, Chandigarh	0.00	0.00	4.23
53	CII, New Delhi	0.00	0.00	3.46
54	IHM, Trivandrum	0.00	0.00	4.23
55	IHM, Kolkata	5.00	14.41	24.22
56	IHM, Chennai	0.00	9.50	24.23
57	Delhi HMCT/IHM-Gwalior/Kolkata/ Lucknow/Ahmedabad	0.00	47.02	14.00
58	RLS Society	13.53	13.94	0.00
59	SIHM, Kurukshetra, Haryana	0.00	0.00	9.23
60	FCI, Faridabad	0.00	0.00	9.23
61	Manpower Development Centre	31.97	0.00	0.00
62	FCI, Udaipur	0.00	10.00	0.00
63	FCI, Kalamassery, Kerala	0.00	15.00	0.00
64	FCI, Jodhpur	10.00	0.00	0.00
65	FCI, Jammu	0.00	0.00	4.23
66	Sikkim, Govt.	0.00	18.90	0.00
67	Arunachal Pradesh(Itanagar)	0.00	17.66	0.00
68	Delhi Govt.	0.00	20.00	0.00
69	INTACH, New Delhi	1.52	6.70	2.19
70	MP Govt.	0.00	32.50	0.00
71	Leh-Ladakh/ Jammu & Kashmir	9.60	29.58	0.00
72	Released for Rural Tourism	0.00	0.00	0.00
73	Arunachal Pradesh(Itanagar)	17.00	4.00	0.00
74	Chattisgarh	16.00	0.00	0.00
75	Meghalaya	0.00	0.00	0.00
76	MP	24.52	15.56	0.00
77	Uttarakhand	32.78	13.20	0.00

78	IITTM, Gwalior	19.24	0.00	0.00
79	Jammu & Kashmir	110.00	107.32	71.20
80	Nagaland	110.67	27.36	0.00
81	Andhra Pradesh Govt.	0.00	0.00	43.16
82	Gujarat	45.47	0.00	0.00
83	Orissa	39.40	0.00	0.00
84	Jharkhand	27.90	0.00	0.00
85	Tamil Nadu Government	0.00	14.80	30.80
86	Thiruvananthapuram	7.97	0.00	0.00
87	Tripura	48.00	0.00	0.00
88	Sikkim	32.00	48.00	0.00
89	Mizoram Govt.	0.00	5.00	0.00
90	West Bengal Govt.	14.64	18.86	0.00
91	NCHMCT Noida	23.00	7.00	0.00
92	IHM, Benguluru	0.00	34.25	0.00
93	IHM, Guwahati	0.00	2.56	0.00
	GRAND TOTAL	747.60	900.00	858.23

Table - 12

STATUS OF INFRASTRUCTURE PROJECTS SANCTIONED UPTO 2007-08

Amount in Rs Lakh

Sr. No	State	No. of Sanctioned Projects	Sanctioned Amount	Released Amount	Status of UCs						
					UC Received		UC Pending		Total expenditure	% utilization	% U/C pending
					with amount		With amount				
1	Andaman & Nicobar	1	545.54	363.63	0	0	1	363.63	0	0.00	100.00
2	Andhra Pradesh	26	10580.30	8958.86	13	4693.96	17	4264.90	4693.96	52.39	47.60
3	Arunachal Pradesh	26	8945.65	7709.10	22	6164.48	8	1544.62	6164.48	79.96	20.04
4	Assam	23	7467.40	5971.73	17	3421.05	12	2550.68	3421.05	57.29	42.71
5	Bihar	26	7330.12	5599.8	24	3128.05	19	2471.75	3128.05	55.86	44.14
6	Chandigarh	12	528.45	436.93	12	436.93	0	0.00	436.93	100.00	0.00
7	Chattisgarh	29	8551.99	6409.24	29	4881.35	11	1527.89	4881.35	76.16	23.84
8	Dadra & Nagar Haveli	0	0.00	0.00	0	0.00	0	0.00	0.00	0.00	0.00
9	Daman & Diu	6	572.60	479.11	4	375.30	3	103.81	375.30	78.33	21.67
10	Delhi	49	7888.56	5671.26	33	2928.59	19	2742.67	2928.59	51.63	48.37
11	Goa	2	126.76	106.76	2	106.76	0	0.00	106.76	100.00	0.00
12	Gujarat	14	3986.96	3181.63	8	1428.19	8	1753.44	1428.19	44.88	55.11
13	Haryana	47	6802.06	5581.04	47	4346.44	10	1234.60	4346.44	77.87	22.13
14	Himachal Pradesh	62	9245.41	7674.54	62	6250.20	10	1424.34	6250.20	81.44	18.56
15	Jammu & Kashmir	77	19274.11	15252.05	59	9883.92	45	5368.13	9883.92	64.80	35.20

16	Jharkhand	20	5474.25	4222.37	10	965.30	14	3257.07	965.30	22.86	77.14
17	Karnataka	30	10297.68	7882.22	20	3769.41	22	4112.81	3769.41	47.82	52.16
18	Kerala	42	15498.57	12554.59	27	5098.25	26	7456.34	5098.25	40.60	59.39
19	Lakshadweep	1	782.73	626.18	0	0.00	1	626.18	0.00	0.00	100.00
20	Madhya Pradesh	81	20953.89	16641.00	53	9792.25	20	6848.75	9792.25	58.84	41.16
21	Maharashtra	31	9075.80	7436.15	18	4909.54	25	2526.61	4909.54	66.02	33.98
22	Manipur	7	2007.00	1533.20	4	712.11	6	821.09	712.11	46.45	53.55
23	Meghalaya	11	3097.58	2451.63	5	370.98	10	2080.65	370.98	15.13	84.87
24	Mizoram	18	7584.73	6121.68	18	4614.47	4	1507.21	4614.47	75.38	24.63
25	Nagaland	20	8648.69	7821.33	19	6795.48	7	1025.85	6795.48	86.88	13.12
26	Orissa	19	8971.94	6967.81	19	5347.51	10	1620.3	5347.51	76.75	23.25
27	Pondicherry	8	3246.44	2596.34	2	523.49	7	2072.85	523.49	20.16	79.83
28	Punjab	20	4907.66	3953.41	17	1375.68	14	2577.73	1375.68	34.79	65.21
29	Rajasthan	45	9454.53	8125.76	26	3556.08	28	4569.68	3556.08	43.76	56.24
30	Sikkim	40	12471.60	10348.48	25	5544.6	19	4803.88	5544.60	53.58	46.42
31	Tamil Nadu	41	12120.59	10416.35	33	7998.11	18	2418.24	7998.11	76.78	23.30
32	Tripura	11	2463.56	1681.34	6	197.64	8	1483.7	197.64	11.75	88.25
33	Uttar Pradesh	44	11126.24	9551.88	32	5862.18	24	3689.70	5862.18	61.37	38.63
34	Uttarakhand	29	8910.18	7460.27	27	6199.33	13	1260.94	6199.33	83.09	16.91
35	West Bengal	26	8311.07	6558.07	16	1539.27	15	5018.8	1539.27	23.47	76.53
	TOTAL	903	257250.64	208345.74	709	123216.9	454	85128.84	123216.9	55.93	44.07

CHAPTER - VI

REVIEW OF PERFORMANCE OF STATUTORY AND AUTONOMOUS BODIES UNDER THE ADMINISTRATIVE CONTROL OF THE MINISTRY OF TOURISM

The Ministry of Tourism has set up twenty one Institutes of Hotel Management and Catering Technology (IHMs) in different parts of the country for development of adequate human resources for the country's hospitality and tourism industry. These Institutes are located at Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Kolkata, Chandigarh, Chennai, Goa, Gurdaspur, Gwalior, Guwahati, Hajipur, Hyderabad, Jaipur, Lucknow, Mumbai, New Delhi, Shillong, Shimla, Srinagar, and Thiruvananthapuram.

The Institutes of Hotel Management and Catering Technology offer three year regular B.Sc. Degree Courses in Hospitality and Hotel Administration as well as other Craft Diploma Courses. In addition to the regular three year degree course in hospitality and hotel administration, the following post graduate level courses are also offered by different IHMs as detailed below:

- M.Sc. Programme in Hospitality Administration - I HM Mumbai, New Delhi and Bengaluru
- Post Graduate Diploma in Accommodation Operations - I HM Bhopal, Bhubaneswar, Chennai, Gwalior, Hyderabad, Kolkata, Mumbai, New Delhi and Shimla
- Post Graduate Diploma in Dietetics and Hospital Food Service - I HM Chennai, New Delhi and Mumbai
- Semester system with specialization introduced in BSc degree course in the IHMs at Pusa, Mumbai, Bengaluru, Hyderabad, Kolkata and Chennai
- Semester wise examination also introduced in BSc degree course
- On line/decentralized counseling introduced for counseling for admission to 1st year of the degree course
- Best Institute awards for Institute of Hotel Management and Food Craft Institutes introduced
- A programme of training for creating employable skills amongst the poor youth was also launched
- A training programme christened Hunar Se Rozgar gives training to interested young persons who are in the age group of 15-25
- A programme of skill certification for the existing service providers in the industry was also launched. This programme is being delivered through the Institutes of Hotel Management and certifies skill in Food & Beverage Service/Food Production

Chapter-VI Review of Performance of Statutory and Autonomous Bodies under the Administrative Control of the Ministry of Tourism

The Indian Institute of Tourism & Travel Management (IITTM) is an apex institute dedicated to tourism and travel education in the country. Its headquarters is at Gwalior with centres at Delhi, Bhubaneswar and Goa. In the year 2009-10, the South Centre of the IITTM has been sanctioned at Nellore. The IITTM conducts PG Diploma programmes. Besides, it is also responsible for the training of guides and the special programme namely Earn While You Learn.

Various other ad-hoc courses to meet specific requirement of the industry and other sectors are also being conducted by the IHMs from time to time.

The National Council for Hotel Management and Catering Technology (NCHMCT) under the Ministry of Tourism is an apex body for coordinating activities of the various Institutes of Hotel Management under the Ministry of Tourism and also to ensure a uniform academic pattern and examination system. The Council holds Joint Entrance Examination on an All India basis for admission to First Year of the 3- Year B.Sc. Degree Course and also conducts Annual Examination for each year of the Course and other Diploma Programme. Enrolment to M.Sc. in Hospitality Administration is through centralized admission process by NCHMCT. Admission to Post Graduate Diploma Course and Craft Courses are dealt by the respective IHMs directly to cater to the Regional/State requirement as per eligibility criteria prescribed by the NCHMCT. NCHMCT also admits for its B.Sc. programme, Foreign Nationals under Bilateral Agreements with SARC Countries and also NRI candidates from abroad.

The National Council for Hotel Management and the Institutes of Hotel Management are registered as individual autonomous societies under the Societies Registration Act, 1860. Each Institute is governed by an independent Board of Governors (BOG) which has representatives of the Central Government, the concerned State Government and the Hotel and Catering Industry. This pattern of Management has been adopted to provide flexibility in the day to day functioning of the Institutes. However, for policy matters, the Institutes are expected to follow Government Rules and Regulations and work within the parameters of general guidelines issued by the Ministry of Tourism and National Council for Hotel Management and Catering Technology (NCHMCT).

A programme of training for creating employable skills amongst the poor youth was also launched.

A training programme christened 'Hunar Se Rozgar Tak' gives training to interested young persons who are in the age group of 15-25 years & who are 8th Pass through courses of 6 weeks in Food & Beverage Service & of 8 weeks in Food Production.

A programme of skill certification for the existing service providers in the industry was also launched. This programme is being delivered through the Institutes of Hotel Management and certifies skill in Food & Beverage Service/Food Production.

EXECUTIVE SUMMARY

The plans and programmes of the Ministry of Tourism are aimed at positioning tourism as a major contributor of economic growth and harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. The schemes taken up by the Ministry are oriented for enhancing the employment potential within the tourism sector as well as at fostering economic integration through developing linkages with other sectors.

2. As a result of concerted efforts, the foreign exchange earnings from tourism went up from Rs. 50730 crore in 2008 to Rs. 54960 crore in 2009 despite the negative impact of global economic slow down and terrorist attack in Mumbai. The impressive performance of the tourism sector is a result of the positive image created about the country through successful branding of “Incredible India”. The promotional campaigns run by the Ministry have led to immense interest in India as a tourist destination followed by visits by the tourists.

3. The Foreign tourist arrivals (FTAs) in India during the year 2009 were 5.11 million as compared to 5.28 million in 2008, registering a decline of 3.3%. Some of the steps that were taken to protect the Indian Tourism Industry from the global meltdown were i) Strengthening the Market Development Assistance (MDA) Scheme ii) Organizing Familiarization Tours for Overseas Media and Travel Trade Representatives iii) Strengthening of Hospitality programme of the Ministry of Tourism iv) Extending the benefit of the Marketing Development Assistance Scheme of the Ministry to active Members of India Convention Promotion Bureau (ICPB) and (v) Visit India 2009 Campaign.

4. The growing hospitality industry of the country is facing shortage of skilled manpower. Ministry of Tourism has, therefore, launched a programme of training of youth (Hunar Se Rojgar Tak) to create employable skills. The programme is delivered through by the Institutes of Hotel Management, Food Craft Institutes and private sector hotels through training courses of 8 weeks (food production) and 6 weeks (food & beverage service). It is estimated that around 5000 youths to be trained in the year. During the year, Tourist Guide Training was organized for 602 participants through the IITTM, Gwalior

5. The Ministry of Tourism has also braced itself to part meet the requirement of student volunteers for the Commonwealth Games. The target for the Ministry of Tourism is to provide 2000 student volunteers. This has been met drawing upon the students of

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IHMs and through customized programme titled “Earn While You Learn”. The Ministry of Tourism has also taken upon itself to contribute to the standard of services to the tourist during the Commonwealth Games. Thus, special training programmes for taxi drivers and autorickshaw drivers have been underway.

6. It is universally acknowledged that the tourism resources in the country have the potential to generate significantly higher levels of demand from the domestic and international markets, and, if exploited intelligently in a sustainable manner, can prove to be the proverbial engine of growth for the economy. Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people.

7. Through focused campaigns, the Ministry of Tourism promotes India as a holistic destination. Special attention is also given to the promotion of North-East of India through promotional campaigns. All branding exercise is done to promote India as an attractive, year round, multi-cultural touristic destination.

8. Over 500 million domestic tourist visits in different parts of the country every year result in a better understanding of the people living in different regions of the country. They have a better appreciation of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of the languishing arts forms, crafts and culture.

9. The efforts of the Ministry of Tourism are to ensure convergence of resources and expertise through coordinated efforts with State/UT Governments and private sector for an integrated and intensive development of tourism infrastructure in the country through careful master planning giving importance for improvement in accessibility and other environmental aspects. The developmental work being undertaken through the central financial assistance extended by the Ministry is regularly monitored at the Ministry level and also at State/UT level. The Ministry has an intra-net Project Management Information System (PMIS) for monitoring and updating the projects for which financial assistance is extended by the Ministry through its various schemes. The work of monitoring is aided by reports occasionally furnished by the Regional Offices of India Tourism and visits of Senior Officers of the Ministry to States/UTs for reviewing /monitoring the progress of the projects sanctioned by the Ministry.

10. As an effort in the direction of e-governance, it is now proposed to get this software re-vamped by making it web-based, user-friendly and capable of responding to multiple queries. It is also proposed to integrate this software into the Ministry’s web-site. Some of the important features of this software include automatic mail alerts/SMS/ reminders to State Government for meeting deadlines, online submission of proposals, utilization certificates, status reports and photographs etc.

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11. The objective planning and policy formulation of the Ministry is backed up by collection and processing of data which helps in monitoring the impact of policies, investment facilitations and the economic impact of tourism and its contribution to GDP. The promotional efforts of the Ministry of Tourism have a multi-dimensional thrust transforming into the significant contribution of tourism sector in the economic growth in general and creating employment in particular. The intensive promotional campaigns aimed at the public and other sectors of the tourism industry covers proper image building, dissemination of information, public relation efforts, etc. using various advance means of communication tools based on information technology like global and domestic internet campaigns, press releases, electronic & print media and outdoor campaigns etc. and other conventional tools like brochures, CDs, advertisements, telephone based information, face to face communication, etc. The public is made aware of the programmes and activities of the Ministry through its existing official web sites and also through the Right to Information Act for which an exclusive Cell is functioning within the Ministry.

12. In accordance with the provision of Section 4(I)(b) of the Right to Information Act, 2005, the Ministry of Tourism has brought out a handbook for information and guidance of the stakeholders and general public and posted it on the Ministry's official website www.tourism.gov.in under a distinct section namely RTI Act. The information on the activities of the Ministry is also provided in its Annual Reports, available to the general public on its website. The Ministry designated fifteen of its officers as the Central Public Information Officers (CPIOs) with each CPIO responsible for a distinct functional domain. The Additional Director General of the Ministry has been designated as the Appellate Authority.

13. As a strategy to promote Commonwealth Games in different commonwealth countries promotional campaigns and road shows are being undertaken through Incredible India campaigns and with the stakeholders. Such campaigns have already been undertaken in UK and South Africa. Distribution of literature and information on the Queen's Baton Relay route through different commwealth countries to promote tourism to India and especially during the Commonwealth Games is being undertaken in close coordination with the Embassies/Missions of India.

Scheme wise Budgetary Allocations and Expenditure

(Rs. in Crore)

Scheme/Head (Revenue)	2007-08			2008-09			2009-10		
	BE	Final Grant	Actual Expenditure	BE	Final Grant	Actual Expenditure	BE	RE	Exp.
1	2	3	4	5	6	7	8	9	10
Computerization and Information Technology	20.00	21.63	21.56	25.00	20.01	19.76	14.00	14.00	10.13
Capacity Building for Service Providers	15.00	7.48	7.45	17.00	9.00	8.76	12.00	12.00	14.98
Assistance to IHMs/ FCI/IITM/ NCHMCT	47.00	53.00	53.00	54.00	70.01	70.00	94.00	85.70	90.70
Domestic Promotion & Publicity including Hospitality	63.00	64.07	64.12	65.00	76.99	77.31	54.00	56.00	54.39
Restructured Scheme of Overseas Promotion & publicity	165.00	169.30	170.87	220.00	220.00	211.35	250.00	240.00	215.54
Market Research	5.00	2.50	2.46	5.00	3.00	2.87	4.00	2.50	2.50
Incentives to Accommodation Infrastructure	20.00	24.00	23.70	40.00	20.42	20.42	10.00	2.50	1.17
UNDP-Endogenous Tourism Projects	2.00	2.52	2.48	2.00	1.77	1.55	5.00	1.30	0.18
Assistance for Large Revenue Generating Projects	0	0	0	0	0	0	5.00	5.00	5.00
Assistance to Central Agencies for Tourism Infrastructure Development	0	0	0	0	0	0	10.00	5.00	5.00
Product/ Infrastructure Development for Destinations and Circuits	0	0	0	0	0	0	436.00	425.00	514.21
Lump sum provision for Projects/Schemes of NE Region and Sikkim	10.00	10.00	-	11.00	-	-	100.00	95.00	-
Total: Revenue Section (A)	347	344.50	345.66	439.00	421.20	412.02	994.00	944.00	913.80
Schemes/Heads (Capital)									

Buddhist Centres (including EAP)	6.00	6.00	5.98	8.00	3.90	3.90	5.00	5.00	6.96
Assistance for Large Revenue Generating Projects	40.00	2.21	2.21	15.00	10.00	9.99	-	-	-
Construction of Building of IISM	7.00	3.00	3.00	3.00	2.32	2.31	-	-	-
Assistance to Central Agencies for Tourism Infrastructure Development	10.00	4.00	4.00	12.00	7.26	7.25	-	-	-
Product/ Infrastructure Development for Destinations and Circuits	374.00	519.28	517.98	433.00	545.32	545.00	-	-	-
Creation of Land Bank for Hotels	10.00	0.01	-	1.00	0.10	-	1.00	1.00	-
Equity contribution to ITDC	73.00	73.00	73.00	-	-	-	-	-	-
Lump sum provision for Projects/Schemes of NE Region and Sikkim	86.00	86.00	-	89.00	-	-	-	-	-
Total: Capital Section (B)	606.00	607.50	606.17	561.00	607.50	568.45	6.00	6.00	6.96
Grand Total (A+B) (Revenue+(Capital))	953.00	952.00	951.83	1000.00	990.10	980.47	1000.00	950.00	920.76