



GOVERNMENT OF INDIA

MINISTRY OF TOURISM

OUTCOME BUDGET

2011-12



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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
- Encouragement of Public Private participation for development and promotion of tourism and infrastructure development
- Promotion and Marketing of Tourism Products in India and Abroad
- Providing incentives to the accommodation sector
- Regulation of tourism industry
- Investment facilitation

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- 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. Overseas Promotion and Publicity including Market Development Assistance
3. Assistance to IHMs, IITTM etc.
4. Domestic Promotion and Publicity including Hospitality
5. Capacity Building for Service Providers
6. Computerization and Information Technology
7. Assistance for Large Revenue Generating Projects
8. Externally Aided Projects including Buddhist Centres
9. Market Research including 20 Years Perspective Plans
10. Creation of Land Bank for Hotels

(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 include 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 augment 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.

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- Special attention for infrastructure development in North- Eastern region and Jammu & Kashmir.
- To have improvement and environmental upgradation of the protected monuments.
- Convergence for Mega Projects with Jawaharlal Nehru Urban Renewal Mission (JNNURM), Civil Aviation, Road Transport & Highways, Railways and Food Processing Industries, 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 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 for Honorable and safe Tourism within the travel industry.
- To conduct effective training programmes for capacity building of tourism service providers 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.

(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 stakeholders.
- 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, private sector 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. In conjunction with its quality positioning, India has been positioned as a ‘value for money destination’ that delivers a superior visitor experience as compared to its competitors at the same or at a lower price.
- vi. Widespread partnerships between development agencies (Governments, PRIs, and NGOs) are the key to achieving decentralized but integrated tourism development and promotion.
- vii. India is building a more robust tourism market through regional cooperation between tourism destinations, both domestically and internationally.
- viii. Information technology is being made the primary medium for the marketing and distribution of the Indian tourism products.
- ix. The economic impact of tourism is being enhanced through furthering the linkages of tourism across the economy.
- x. 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

(₹ in crore)

Sl. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2011-12			Quantifiable Deliverables/ Physical Output	Projected Outcomes	Process Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
1	2	3		4		5	6	7	8
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
1.	Secretariat – Economic Services (Secretariat)	Establishment Expenses	6.70	0.00	0.00	Not quantifiable			
	Tourism								
2.	Directorate General of Tourism Direction and Administration								
	(1) Establishment	Establishment Expenses	53.96	0.00	0.00	Not quantifiable	–	–	–
	(2) Computerization and Information Technology	To utilize Information Technology for promotion of India as a preferred tourism destination through usage of computers	0.00	20.00	0.00	- Release advertisement campaigns on the world wide web to promote India as a destination of choice amongst the travellers. - Continue to position the websites of the Ministry of Tourism as one of the premier destination for information on India by utilizing the effective tools. - Promote the effective usage of Information Technology amongst the various branches of the Ministry as well as in the States/ Union Territories through E-governance initiatives.	To achieve increased international tourist arrivals to India and promote domestic tourism.	One Year	The Outcome is subject to timely approvals and launch of campaigns in a timely manner.

		in all the offices of the Ministry of Tourism as well as to promote IT initiatives of State Governments.							
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.	0.25	75.00 (includes 7.50 for NE Region)	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 Financial Assistance (CFAs) to the State Governments for organizing fairs and festivals. - To continue to provide hospitality to travel writers, journalists, photographers, TV teams etc. for promoting tourism products of India. 	<ul style="list-style-type: none"> - Promotion of domestic tourism. - Sensitization of masses and tourism stakeholders. 	One Year	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.
	(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	0.00	280.00	0.00	<ol style="list-style-type: none"> 1. Reinforce the 'Incredible India' Campaign and launch centralized Print and Electronic Media campaign in important tourist generating markets overseas. 2. To focus on existing source markets as well as emerging markets particularly in East Asia, South East Asia, CIS countries and South America. 3. Increase the visibility of Indian tourism products in the overseas markets and to promote India as a preferred tourist destination. 	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	Overseas Promotion and Publicity is an ongoing process, with targets / achievements spread through the year.	Some of the factors which could have an adverse impact and effect on achievements are natural calamities, social disturbances,

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		through vigorous promotional and marketing activities.			<ol style="list-style-type: none"> 4. Joint promotional efforts with international airlines, tour operators and wholesalers overseas, Indian missions and other organizations to broad-base the scope of promotional activities. 5. Effective, coordinated and impactful participation in Trade Fairs and Exhibitions. 6. Organising and participating in Road Shows, India Evenings, Seminars and Workshops in important overseas markets to showcase the varied Indian tourism products. 7. Organising / Participation in Indian Food and Cultural Festivals and other promotional events. 8. Generating new Tourist Publications in English and in 4 to 5 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. 9. Promoting India as a destination for Conferences and Conventions and promoting other niche tourism products such as Rural Tourism, Medical & Wellness Tourism, Tourist Trains, etc. in the overseas markets. 10. 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 products as well as to participate in and cover important events. 11. To provide Marketing Development Assistance support to smaller 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. 	Exchange Earnings through Tourism.		epidemics, terrorism, etc. in the country.
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4.	Tourist Infrastructure								
	(A) Externally Aided Projects (Buddhist Centres)	To pay consultancy charges and tax component on the consulting services engaged by availing loan to improve the infrastructure at major destinations to the world standard, such as restoration of paintings, monument conservation, afforestation etc. in and around Ajanta-Ellora from External Agencies and finalise Terms of Reference for Buddhist Circuit Project.	0.00	3.00	0.00	Ensuring the effective plan preparation and effective supervision on execution 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 (loan agreement signed in March 2005) with assistance of JICA.	Development of tourism related world class infrastructure at Ajanta Ellora in Maharashtra and at Sarnath, Kushinagar, Kapilvastu, Sravasti and Sankisa in Uttar Pradesh.	Ajanta-Ellora Phase II Project is expected to be completed by Dec. 2012, while project in Uttar Pradesh is expected to commence shortly and expected to be completed by 2013.	MoT is the nodal agency. The implementation of the project is done through State Governments and agencies like ASI, MTDC etc. all of which includes detailed coordination and the responsibility of executions lies with State Governments.
	(B) Assistance for Large Revenue Generating Project	The objective is to take up major revenue generating tourism projects in Public-Private partnership and in partnership	0.00	20.00	60.00 (Probable matching share from the promoters of the projects and loan amount)	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	The Projects taken up are to be completed in 2-3 years.	Performance of the Scheme will largely depend on the availability of adequate numbers of good project proposals under the scheme.

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		with other Government/ Semi-Government agencies.					products. This, in turn, will also result in increased tourist arrivals and better employment opportunities at the locations of the identified projects.		The success of the scheme also largely depends on the participation of private investment.
(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	562.99 (Includes 93.00 for NE Region)	0.00	To develop world class tourist infrastructure at identified major tourist destinations/circuits in the country. In addition, one circuit and two 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 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.	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.		
(D) Creation of Land Bank for Hotels	The Ministry of Tourism would obtain land for hotels from Land Owning Agencies and get the hotels constructed in PPP mode for augmenting hotel accommodation throughout the country.	0.00	0.01	0.00	The country is facing an acute 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 the Ministry of Tourism who would in turn allocate these hotel sites to be run under the Public-Private partnership mode or on joint revenue sharing basis.	The increase in the number of rooms will help overcome the shortage of hotel accommodation in the country both for the International and Domestic tourists.	3-5 Years	This scheme is not operational at present.	

(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.	0.00	5.00	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., who own the assets.	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.	1-3 Years	-
(F) Construction of Building for IISM at Gulmarg, Kashmir	To construct a building of IISM at Gulmarg for imparting improved training facilities related to winter and adventures sports.	0.00	1.00	0.00	The IISM is actively involved in many winter and adventure sports activities for training service provider and facilitating tourists coming to Gulmarg to take part in skiing etc. In addition, the equipment like Chairlift, skill 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.	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	One Year	

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5.	Training								
	(A) Assistance to IHMs/FCIs/ IITTM/ NIWS/NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	5.50	102.00 (includes 9.50 for NE Region)	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. v) Release of second/final installment in respect of State IHMs and FCIs already sanctioned. vi) Release of relevant installments of central financial assistance to IITTM, Nellore and Goa. 	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	25.00	0.00	<ul style="list-style-type: none"> i) Training of 6000 persons under Hunar Se Rozgar Scheme. ii) Training of 1000 persons under Hunar Se Rozgar Scheme through State Government. iii) Training of 100 persons under Hunar Se Rozgar Scheme through Hotels. iv) Skill testing and certification of 6000 existing service providers v) Training of students under 'Earn while you learn' programme. vi) Training of Teachers/Administrator of IHMs/IITTM/ FCI/MoT vii) Guide Training Programmes viii) Training of taxi/coach/auto drivers. ix) Training of persons under skill development programme of less than 6 months duration. x) Training to the rural communities in the sanctioned Rural Tourism sites of the Ministry of Tourism, converging with the Rural Tourism Hardware Scheme. 	<ul style="list-style-type: none"> (i) 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. (ii) To give opportunities to the existing service providers to have their skills formally certified. (iii) To reduce the skill gap in hospitality sector. 	The training programmes initiated shall conclude in the same year itself.	Implementation of the whole scheme is demand driven. No risk.

6.	Other Expenditure								
	(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	4.00	0.00	15 Master Plans/DPRs, 10 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 on different aspects of Tourism. In addition architectural experts and reputed Organisations will be engaged to help in creation of world class tourism infrastructure.	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 in the country.	0.00	2.00	0.00	The scheme will facilitate the development of accommodation infrastructure by way of creation of additional rooms in the budget category for tourists and thereby lead to generation of employment opportunities.	The increase in the number of rooms will help overcome the shortage of hotel accommodation in the country both for the International and Domestic tourists.	2-3 Years	-
	(C) Contributions to UN World Tourism Organisation and other international bodies.	Contribution to United Nation World Tourism Organisation and other international bodies. To know international travel trends, availing of expertise, training and placement of various issues of interest to India before them.	1.10	0.00	0.00	Not quantifiable	Ensuring payment of membership contribution for continuation in International Tourism Organizations.	-	No risk factor

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	(D) Refund of dis-investment proceeds to ITDC	Payment of post closure adjustment of claims for disinvested ITDC properties	2.30	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	0.95	0.00	0.00	Not quantifiable	-	-	-
7	Total-Tourism	-	70.76	1100.00	60.00	-	-	-	-

Information related to India Tourism Development Corporation under the Ministry of Tourism

Sl. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2011-12 (₹ in crore)			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
1	2	3	Non-Plan Budget	Plan Budget	Complementary Extra-Budgetary Resources	5	6	7	8
1.	Development Schemes/ Joint Sector Projects		0.00	0.30	0.00	Amount of ₹ 0.30 crore has been allocated towards consultancy charges for the PPP Projects at Gwalior and Zambia.	Increase in profitability and turnover after implementation of PPP Projects	Up to 31.03.2012	-
2.	New Business Activity		0.00	0.00	0.00	-	-	-	-
3.	Renovation/ Improvement in Existing Hotels		0.00	91.47	22.00	To renovate/improve/ upgrade existing hotels catering units and other divisions to bring them at acceptable levels. In order to showcase ITDC Hotel units as energy efficient units efforts have been made to equip the Hotel units with latest technology with that view in mind the New Energy & Industrial Technology Development Organisation (NEDO), Japan in discussions with the Bureau of	After renovation, ITDC profit will improve w.e.f. 2011-12 onwards with increase in ARR	Up to 31-03-2012	-

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					<p>Energy Efficiency (BEE) has selected Hotel Samrat as one of the suitable buildings to showcase “high efficiency heat pump technology in Indian buildings”. In order to take this forward for its implementation under the NEDO model project scheme a standard procedure as agreed with the Department of Economics Affairs, the Ministry of Finance has been agreed to wherein NEDO provides a major portion of the finance in the form of technology, equipment and other technical support and the local civil construction, payment of custom duty and transfer of equipment from Indian port to the site have to be borne by the Indian side. Accordingly a sum of ₹ 6.00 crore has been provided in Hotel Samrat Budget and ₹ 22.00 crore that will be contributed by NEDO, Japan has been shown in column 4(iii).</p>			
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4.	Duty Free Shops		0.00	0.00	0.00	-	-	-	-
5.	Ashok Travels & Tours		0.00	1.00	0.00	To purchase new vehicles	To meet requirements of tourist inflow	Up to 31-03-2012	-
6.	Miscellaneous Schemes		0.00	1.35	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	Up to 31.03.2010	-
	TOTAL		0.00	94.12	22.00				

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) the 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, the 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 38 mega projects have been identified and of these 23 projects have been sanctioned. Efforts are being made for convergence with JNNURM and development programmes/projects of other Ministries.
- 23 tourism destinations/circuits have been identified in phase I of the convergence scheme of the Ministry of Tourism.
- For facilitating development of international tourism infrastructure, the Ministry of Tourism has decided to provide 2% architects fee as part of the project cost.
- 2.5% of total outlay projected for 2011-12 has been earmarked for development of tourism in the tribal areas.

- With a view to boost the tourism industry an investment linked deduction under Section 35 AD to the hotel sector allowing 100% deduction in respect of the whole of any expenditure of capital nature excluding (land, goodwill and financial instruments) incurred during the year for establishing new hotel of 2 star category and above, all over India has also been made in the Union Budget 2010-11 announcements.
- The Ministry of Finance in the budget of 2008-09, had announced a Five Year Holiday from Income Tax to two, three and 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.
- In view of the Commonwealth Games 2010, the Ministry of Finance had announced a Tax Holiday for 5 years under Section 80-ID(1) of Income Tax Act for new hotels of budget category coming up between 01.04.2007 and 31.03.2010 in the National Capital Region.
- FAR / FSI has been enhanced and development charges for hotels in Delhi have been rationalized.
- The Ministry of Tourism had revised the guidelines of the voluntary Scheme for Approval of Guest Houses in the country to ensure good, clean and hygienic facilities as well as address safety and security concerns of tourists.
- The Ministry of Tourism had reviewed, revised and liberalized the Incredible India Bed & Breakfast/Home Stay Scheme and the States/ UTs have been advised to implement the same or modify the scheme as per local requirements.
- In view of the Commonwealth Games 2010, the Ministry of Tourism had introduced a scheme for grant of Interest Subsidy on loans taken for upgradation by approved Guest Houses in the NCT of Delhi.
- The guideline for Classification of hotels was revised to incorporate the Code of Conduct for Safe and Honourable Tourism.
- The guidelines for External Commercial Borrowing (ECB) have been relaxed which will solve the problem of liquidity crunch being faced by the hotel industry for setting up new hotel projects.
- Reserve Bank of India (RBI) has de-linked credit for hotel projects from Commercial Real Estate (CRE), thereby enabling hotel projects to avail credit at relaxed norms and reduced interest rates.

- 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.
- 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, the Ministry of Tourism will continue skill training programmes for youth in the hospitality sector under the scheme of "Hunar Se Rozgar 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, 168 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. The Ministry of Tourism has taken initiative to promote these areas through International Buddhist Conclave (in every two years), promotion of Mahaparinirvan with IRCTC – an exclusive train service for Buddhist Circuit, Familiarization Tour for scholars, media people etc.
- 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 and 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.
- A five year Strategy Plan for development of tourism in the country has been formulated.
- The Ministry of Tourism has recognized 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.

- 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 the Ministry of Tourism’s financial assistance.
- Understanding with Experience India Society and the tourism stakeholders were 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, Discovery and CNN focusing on niche products.
- To improve the number of qualified guides in near future and to meet the shortage, the Ministry of Tourism through its Indian Institute of Tourism & Travel Management (IITTM), Gwalior is presently conducting Regional Level Guides Training Programme.
- The Ministry of Tourism organized series of meetings with the stakeholders, State Governments and the 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 and Guest Houses in and around Corbett National Park was taken up by the Ministry of Tourism and the results have increased the awareness of the issues involved.

CHAPTER-IV

Performance during 2009-10

(₹ in crore)

Sl. No.	Name of the Scheme/ Programme	Objective/Outcome	Outlay 2009-10 (BE)	Quantifiable Deliverables/ Physical Outputs	Process Timeline	Achievements w.r.t. Col. (5)	Remarks
1	2	3	4	5	6	7	8
1.	Computerization and Information Technology	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.	14.00	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.	1 Year	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. A DVD incorporating TV Commercials produced by the Ministry so far has been produced. CFAs to States/UTs is being provided for development of IT facilities of various developmental projects.	
2.	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	<ul style="list-style-type: none"> - To continue to reinforce the 'Incredible India' brand through focused media campaign nationwide. - Designing, printing, distribution in the field establishments of all the collateral items like brochures, films etc. as per the Action Plan 2009-10. - To ensure successful completion of all the activities outlined in the action plan 2009-10. - To continue to generate awareness about tourist destinations in India 	1 Year	<ul style="list-style-type: none"> - Ministry of Tourism reproduced 5 Regional Maps of different regions of India along with 3 city maps. - Ministry produced DVD of Incredible India film. - As part of its branding exercise, 'Incredible India carry bags' were produced. - The Ministry produced wall / desk calendar of the year 2010 to promote tourism products of India. 	

			<p>and boost domestic travel through theme based domestic media campaigns nationwide.</p> <ul style="list-style-type: none"> - To continue to promote the traditional circuits and tap new and potential destinations. - To continue the thrust on sensitizing the tourism service providers and stakeholders through awareness campaigns in the print and electronic media. - To continue the social awareness campaign against Garbage and Graffiti in monuments and new issues like molestation of tourists through print and electronic media campaigns. - To enhance awareness on environment through mass contact programmes at grass root level in important tourist destinations. - 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 to State Government in launching these festivals. - To continue to provide hospitality to international and domestic writers, journalists, photographers and TV teams for promoting tourism products. 	<ul style="list-style-type: none"> - Incredible India Report 2008-09 produced. - Regular issues of the Incredible India magazine (bi-monthly) were released on various themes produced. - Generic campaign in the domestic market in TV and print media released to promote various tourism products of India. - A TV Campaign to promote North – East region including Sikkim released on various TV channels. - Social Awareness Campaigns in various TV channels released to sensitize masses and tourism stakeholders about the importance of good behaviour, hospitality, honesty towards the tourists. - 4 New Television Commercials featuring noted film actor and social activist Shri Aamir Khan as brand ambassador. - The Ministry also participated in various events such as SATTE, TTF, HT Leadership summit etc. - Financial assistance was also provided to the State Governments for organizing tourism related fairs and festivals. - The Ministry of Tourism in participation with Bihar Government organized International Buddhist Conclave at Nalanda. As many as 113 Hospitality guests attended the conclave. <p>The Ministry has hosted hospitality to more than 900 guests including journalists, photographers, travel writers, TV teams etc. during the year.</p>	
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3.	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	<p>1. A “Visit India 2009” scheme, in collaboration with all stakeholders including airlines, hotels, 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.</p> <p>3. Promote Commonwealth Games in overseas Commonwealth countries to increase participation on the route of Queens Baton Relay.</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>	Overseas Promotion and Publicity is an ongoing process, with targets / achievements spread throughout the year.	<p>1. A “Visit India 2009” scheme, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India, was 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 the month of January approx. 192 visas were issued.</p> <p>3. Outdoor advertising / Road Shows were organized at London, Cape Town and Johannesburg 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 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>	
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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>7. Joint promotional efforts with international airlines, tour operators</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/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 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</p>
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			<p>and wholesalers overseas, Indian missions and other organizations to broad-base the scope of promotional activities.</p> <p>8. Effective, coordinated and impactful participation in Trade Fairs and Exhibitions.</p> <p>9. Organising and participating in Road Shows in important overseas markets to showcase the varied Indian tourism products.</p>	<p>Offices overseas with Indian Missions, Tour Operators, Airlines, etc.</p> <p>Some of the 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. Indiatourism Offices overseas participated in over 190 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, 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 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</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>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>tourist generating markets overseas, in collaboration with the Indian 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. and Dubai.</p> <p>10. The Ministry of Tourism has extended support to Indian Food Festivals organized in various countries in collaboration with Indian Missions. The Ministry of Tourism, through the overseas offices has participated in the Namaste India Festival in Tokyo in September 2009, FITUR-2009 Spain, 10 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, Geneva, Atlanta, New York, Boston, Denver, San Francisco, Phoenix, Tokyo, Seoul, Taipei, Toronto, Vancouver, Ottawa, Montreal, Singapore, Kuala Lumpur, Munich, Moscow, among other cities.</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>
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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>13. 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 products as well as to participate in and cover important events.</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>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 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 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 Travel Mart, Himalayan Run & Trek Event, Great Indian Travel Bazar as well as on Fam Tours on the Special Buddhist Tourist Train.</p>
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				14. To provide Marketing Development Assistance support to smaller service providers in the travel, transport and hospitality industry for promotional activities undertaken overseas.	<p>To promote Buddhist sites of India Buddhist Conclave was held with the support of Bihar Government on 6th and 7th February, 2010 at Nalanda, 113 overseas Tour Operators / Scholars and Media persons were sponsored.</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>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>14. Marketing Development Assistance to the extent of ₹ 1.40 crore was extended to approved service providers for promotional activities undertaken by them in the overseas markets.</p>
4.	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.	<p>Ajanta-Ellora Phase II Project is expected to be completed by June 2010 while project in Uttar Pradesh to commence shortly and</p> <p>Most of the work relating to the Ajanta-Ellora Project has already been completed. Work relating to the Ajanta-Ellora Visitors Centre is in progress.</p> <p>In the case of UP Buddhist Circuit Project, Expression of Interest has been invited for short listing of Consultancy firms.</p>

					expected to be completed in 2011.		
5.	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	4-5 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.	Two projects including one for luxury tourist train has been sanctioned	
6.	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.	536.00 (including NE Region)	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 States/UT Governments. The committed liability will also have to be met for releasing the second installments for projects sanctioned during the previous years.	The Projects taken up during the year will be completed in 2-3 years from the date of commencement by the implementing agency.	252 new infrastructure projects including rural tourism have been sanctioned with due emphasis on North Eastern Region and Jammu & Kashmir.	
7.	Creation of Land Bank for Hotels	The country has been facing the shortage of hotel accommodation. The Ministry of Tourism would obtain land for hotels from Land Owning Agencies and get the hotels constructed in PPP mode for augmenting hotel accommodation throughout the country.	1.00	In order to address the shortage of hotel accommodation in the National Capital Region of Delhi for the Commonwealth Games 2010, it was proposed to obtain land for hotels from Land Owning Agencies and get the hotels constructed in PPP mode for augmenting hotel accommodation. The scheme was aimed to ensure adequate accommodation especially budget hotels for the tourists expected to visit Delhi for the Commonwealth Games 2010.	3-5 years	The scheme could not take off as the Ministry of Urban Development had retrieved the offer to provide 3 plots initially allotted to the Ministry of Tourism.	

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8.	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	One project for development of tourist infrastructure in Willington Island, Cochin Port has been sanctioned under the scheme.	
9.	Assistance to IHMs/FCIs/IITTM/NIWS//NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	94.00	<p>(i) Setting up of new State Institutes of Hotel Management and release of @ ₹ 4.00 crore to each new State IHM as 1st Instalment.</p> <p>ii) Also setting up of new Food Craft Institutes and release @ ₹ 2.00 crore as 1st Installment.</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) 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.</p> <p>vi) Broad basing of hospitality education at Nellore.</p>	Projects taken up are to be completed in 2-3 years from the date of commencement, by the implementing agency.	<p>The SIHM Bathinda & Solapur, Maharashtra & UT IHM Silvassa, Kozhikode, Kerala & FCI, Nagaon have become operational. The States of Punjab, Haryana, HP, UP and Delhi given grants for broad basing of hospitality education.</p> <p>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 courses through tourism and hospitality management in the country.</p>	
10.	Capacity Building for Service Providers	To provide training/ education in tourism and hospitality related fields to freshen existing service	12.00	i) Training of 5000 persons under 'Hunar Se Rozgar Tak' Scheme through IHMs/FCIs sponsored by the IHM	The training programmes initiated will conclude	<p>i) 5610 persons were trained under 'Hunar Se Rozgar' Scheme through IHMs/FCIs.</p> <p>ii) 317 persons were trained under</p>	In addition 550 number of student volunteers were trained for deploy-

		providers in the organized and un-organized tourism industry, thereby creating tourism awareness and skills to cater to the needs of visitors and tourists.		<p>ii) Training of 5000 persons under 'Hunar Se Rozgar Tak' Scheme through State Govt. Sponsored by the IHM</p> <p>iii) Training of 1000 persons under 'Hunar Se Rozgar Tak' Scheme through Hotels sponsored by the IHM.</p> <p>iv) Skill testing and certification of 10000 existing service providers</p> <p>v) Training of 3000 students under 'Earn While You Learn' programme</p> <p>vi) Guide Training programmes</p> <p>vii) Training of 2000 taxi drivers</p> <p>viii) Training of 4000 auto rickshaw drivers.</p> <p>ix) Training of 1000 persons under skill programme under 6 months duration</p> <p>x) Training of 50 teachers/administrators of IHMs / IITTMs / FCIs /MOT.</p>	in the same year itself.	<p>'Hunar Se Rozgar' Scheme through State Govt.</p> <p>iii) 66 persons were trained under 'Hunar Se Rozgar' through hotels.</p> <p>iv) 5368 persons were trained under skill testing and certification scheme.</p> <p>v) 2845 persons were trained under 'Earn While You Learn' programme.</p> <p>vi) 908 persons were trained under Guide Training Programme.</p> <p>vii) 1498 taxi drivers were trained.</p> <p>viii) 835 auto rickshaw drivers were trained.</p> <p>ix) 893 persons were trained under skill programme.</p> <p>x) 65 teachers / administrators of IHMs / IITTMs / FCIs / MoT were trained.</p>	ment during Common Wealth Games and in Family Hotels and other supplementary accommodation for the visitors to the Common Wealth Games.
11.	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 have been supported under this scheme on different aspects of tourism to provide inputs to Policy Makers.	3 - 12 Months	<ul style="list-style-type: none"> • 9 DPRs on tourism infrastructure development were completed. • Work on preparation of 7 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 Commonwealth Games 2010, and requirement of hotel rooms, were completed. • Following Surveys/Studies were commissioned during 2009-10 and are in progress <p>(i) Study on problems and prospects of Accessible Tourism in India.</p> <p>(ii) Study to analyze the factors responsible for slow-down in tourism sector in India.</p>	

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						<p>(iii) Study to ascertain the Infrastructure Gaps in Tourism Sector at 5 Identified Tourist Destinations/ Circuits/Locations based on the Perceptions of Tourists.</p> <p>(iv) International Passenger Survey.</p> <p>(v) Tourism survey for the State of Andhra Pradesh.</p> <p>(vi) Tourism 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 the 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 Statistics 2008', giving tourism statistics for 2008 in detail.</p>	
12.	Incentives to Accommodation Infrastructure	To provide assistance for creating budget hotel accommodation in the country	10.00	The scheme facilitates the development of accommodation infrastructure by way of creation of additional rooms in the budget category for tourists which also leads to generation of employment opportunities.	2-3 years	₹ 1.17 crore was utilized towards settlement of interest subsidy cases.	The increase in the number of rooms will help overcome the shortage of hotel accommodation in the country both for the International and Domestic tourists.

13.	Rural Tourism/ UNDP Endogenous Projects	The basic objectives are 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 36 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 markets.	The projects are expected to be completed by June 2011.	A National workshop on Rural Tourism was organized in February 2010. The issues affecting the Rural Tourism sites were discussed and identified for necessary follow up action.	
	Total	–	1000.00*	–			–

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

Performance during 2010-11

(₹ in crore)

Sl. No.	Name of the Scheme/ Programme	Objective/Outcome	Outlay 2010-11 (BE)	Quantifiable Deliverables/ Physical Outputs	Process Timeline	Achievements w.r.t. Col. (5)	Remarks
1	2	3	4	5	6	7	8
1.	Computerization and Information Technology	To use Information Technology to increase awareness about India as a tourism destination in various source markets and also to promote 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 travellers. To promote increased usage of Information Technology by State Government tourism departments by providing Central Financial Assistance.	15.00	<p>Not Quantifiable.</p> <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 State/UT in the past.</p>	1 Year	<p>The media plan of the online campaign has been finalized and the Ministry is in the process of selecting an agency for release of the media plan.</p> <p>The Ministry is in the process of selecting an agency for revamping and translation of the official information websites.</p> <p>State Governments/ UT administrations have been requested to submit proposals for providing mobile phone linked tourism services for consideration under the scheme for Central Financial Assistance for IT projects.</p> <p>The File Tracking System in the Ministry of Tourism headquarters is in the process of being installed as part of E-Governance initiative.</p>	
2.	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 preferred destination	67.50 + 7.50 (for the promotion and publicity	<p>- To continue reinforcing the 'Incredible India' Brand through focused Media Campaigns.</p> <p>- To generate greater awareness about the tourist destinations of India including North East Region of India. .</p>	1 Year	<p>A campaign was released on radio and television to promote Delhi as a destination in time for the Commonwealth Games 2010.</p> <p>Two New Social Awareness Television communications on the themes</p>	

		both in domestic as well as international markets.	of NE Region) ----- 75.00 -----	<ul style="list-style-type: none"> - To create Social Awareness among the masses through focus 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 Financial Assistance to the State Governments for organizing fairs and festivals. - To continue to provide hospitality to travel writers, journalists, photographers, TV teams etc. for promoting tourism products of India. 		<p>Cleanliness and Civil Responsibilities of Citizens were produced during the year.</p> <p>Social Awareness campaigns were launched on radio, television and outdoor media.</p> <ul style="list-style-type: none"> - Television campaigns released for promotion of North East region and the State of Jammu & Kashmir. - A brochure on India, tourist map of India and tourist map on Delhi were produced. Display stands depicting the various destinations and products of the country were produced. - The Ministry of Tourism participated in various events like the Travel Trade Fair (TTF), HT Leadership Summit, SATTE 2011 etc. - A total of 200 hospitality guests have been sponsored in this financial year so far. 	
3.	Overseas Promotion and Publicity including Market Development Assistance	To position brand India as the most favoured destination and to augment foreign tourist arrivals / foreign exchange earnings through vigorous promotional and marketing activities.	275.00	<ol style="list-style-type: none"> 1. 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. 2. Reinforce the 'Incredible India' Campaign and launch centralized Print and Electronic Media campaign in important tourist generating markets overseas. 	Overseas Promotion and Publicity is an ongoing process, with targets / achievements spread through the year.	<ol style="list-style-type: none"> 1. 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. Road Shows were held to promote the VoA scheme at Singapore, Tokyo and Auckland. 2. Following Incredible India Media campaigns are proposed to promote India <ul style="list-style-type: none"> (a) International Print Media Campaign – Europe (b) International Print Media Campaign – APAC (Asia Pacific) 	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>3. To focus on emerging markets particularly in East Asia, South East Asia, CIS countries and South America under the Look East Policy.</p> <p>4. Increase the visibility of Indian tourism products in the overseas markets and to promote India as a preferred tourist destination. 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>(c) International Print Media Campaign – Global</p> <p>(d) International Print Media Campaign – Americas</p> <p>(e) International TV Campaign – APAC/Europe</p> <p>f) Global Online campaign.</p> <p>3. There was increased focus on potential and emerging markets in East/ South East Asia, South America and East European countries. Road shows were held in Singapore, Malaysia, China, Japan and CIS Countries.</p> <p>4. Road Shows and joint promotions were held with major international Airlines linking India to the local market like Finair, Air Arahan, Jet Airways, Kingfisher and Air India by the different offices. The joint promotions included fam trips to India of the tour Operators/Media.</p> <p>Indiatourism Offices have also participated in / supported Cultural Festivals, including the “Namaste India” Festival in Tokyo, Festivals of India in Argentina, Indonesia and Ireland, “India Week” in Reykjavik, Iceland, the “Shared Histories” Cultural Festival in South Africa and a “Discover Incredible India” Cultural Festival in Los Angeles.</p> <p>Supported ICCR for 3 festival of India Road Shows at Shanghai, Kunming, Chengdu, Beijing during the first quarter of 2010.</p> <p>For greater visibility of “Incredible India”, outdoor advertising campaigns</p>
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				<p>5. Effective, coordinated & impactful participation in Trade Fairs and Exhibitions.</p>	<p>including advertising on taxis/buses/trams, hoardings & billboards have been undertaken in Beijing, Shanghai, Guangzhou & Kunming, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Bahrain, Kuwait, Doha, Riyadh, Ras-al-Khaimah, Johannesburg, Helsinki, Stockholm, Oslo, Amsterdam, Rotterdam, London, Manchester, Edinburgh, Belfast, Moscow, St. Petersburg, Vienna, Frankfurt, Munich, Dusseldorf, Hamburg, Berlin, Davos, Paris, Cannes and Nice, New York, Washington, Miami, Boston, San Francisco, Los Angeles, Vancouver, Ottawa, Toronto and Buenos Aires.</p> <p>5. Indiatourism offices overseas participated in over 190 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 Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Gangzhou, China, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt, FITUR in Madrid and ITB in Berlin. Participated in the World Expo Shanghai 2010.</p> <p>Indiatourism, Beijing was awarded the “Best Tourism Promotion Award” at the World Travel Fair in Shanghai. Indiatourism, Tokyo was awarded the “Best Booth Operation Award” at the Korea World Travel Fair and the “Best Tourism Promotion Award” at the</p>
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			<p>6. (a) Organising and participating in Road Shows, India Evenings, Seminars and Workshops in important overseas markets to showcase the varied Indian tourism products.</p>	<p>Busan International Tourism Fair in South Korea.</p> <p>6. (a) India Evenings and Presentations have been organized in Amsterdam, Brussels, Brugge, Luxembourg, Copenhagen, Birmingham, Bristol, Cardiff, Iceland, Dublin, Bern, Basel, Zurich, Bratislava (Slovakia), Zagreb (Croatia), Ljubljana (Slovenia) Lithuania, Latvia, Estonia, Almaty (Kazakhstan), Budapest, Hamburg, Munich, Dusseldorf, Cologne, Vienna, Boston, Miami, Florida, Toronto, Montreal, Vancouver, Ottawa, Sao Paulo, Buenos Aires, Port of Spain, Beijing, Guangzhou, Kunming, Seoul, Tokyo, Busan, Taipei, Sydney, Melbourne, Abu Dhabi, among other cities.</p> <p>Road Shows and other promotions: upto November 2010</p> <p>(i) Road Shows, in collaboration with the Indian Association of Tour IRCTC were organized in Japan and S. Korea (Seoul-Osaka-Tokyo), Malaysia, Thailand and Vietnam to attract Buddhist tourists and promote the Mahaparinirvana Express.</p> <p>(ii) Road Shows conducted in May 2010 with PATA India Chapter at Chicago, Boston, New York, Toronto and Los Angeles with 20 Tour Operators from India. The delegation was led by Secretary (Tourism). The Road Shows comprised presentations on India followed by one-to-one business meetings between the trade delegation from India and</p>	
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				<p>b) Organising of Road Shows / outdoor branding to promote Commonwealth Games 2010 on specific overseas markets with Organizing Committee of Commonwealth Game.</p>	<p>the travel trade in the respective countries.</p> <p>(iii) To promote Wellness and Medical Tourism, Road Shows were held in Dubai, Riyadh, Kuwait and Doha focusing presentations on Medical and Wellness facilities in the country.</p> <p>(b) CWG: The Ministry of Tourism, Govt. of India, through the Indiatourism office in London undertook an advertising campaign in the print and outdoor media in London to coincide with the Queens Baton Relay for the Commonwealth Games 2010, which was flagged off from the Buckingham Palace on 29th October, 2009. The campaign included advertisements at Heathrow airport, on hoardings, billboards, LED Screens and bus shelters at prominent locations in London city as well as in leading daily newspapers.</p> <p>Road Shows focusing on CWG were organized in close coordination with CII and Missions of India as per the details below:</p> <p>10th January, 2010 : Cape Town, South Africa (only branding)</p> <p>12th January, 2010 : Johannesburg, South Africa</p> <p>14th April, 2010 : Toronto, Canada</p> <p>19th April, 2010 : Sydney, Australia</p> <p>20th April, 2010 : Melbourne, Australia</p> <p>17th May, 2010 : Auckland, New Zealand</p>
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			<p>7. Organising / Participation in Indian Food and Cultural Festivals overseas and promoting niche tourism products such as Medical Tourism, Wellness Tourism, MICE Tourism, Rural Tourism, Tourist Trains, etc, in the overseas markets.</p> <p>8. 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>9. 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>	<p>7th June, 2010 : Singapore 12th June, 2010 : Kuala Lumpur, Malaysia 17th June, 2010 : Colombo, Sri Lanka</p> <p>7. Day long India Food Festivals in several cities of USA, Argentina, Durban, Muscat and Syrian cities. To coincide with the Events, an integrated outdoor advertising campaign and Print Media campaign was launched in these places.</p> <p>For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals organized in Buenos Aires (Argentina), Montevideo (Uruguay), Colombia & Ecuador, Beijing (China), Dubai (UAE), Durban & Johannesburg (South Africa), Muscat and Syria.</p> <p>8. Language specific information brochures themes specific to the country have been produced by all the offices. This is an on going process.</p> <p>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>9. Familiarisation trips: for overseas Media and Tour Operators: 2010-11 (up to August 2010) - 195</p>
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				<p>products as well as to participate in and cover important events.</p> <p>10. 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>		<p>10. Marketing Development Assistance to the extent of ₹ 1.00 crore was extended to approved service providers for promotional activities undertaken by them in the overseas markets.</p>	
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.	0.00	The IISM is actively involved in many winters and adventure sports activities for training service providers and facilitating tourists coming to Gulmarg to take part in skiing etc. In addition, the equipment 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.		The new building of IISM Gulmarg has already been completed and is made functional but still there is some additional requirement of funds for the new building.	
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.	10.00	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 Japan International Cooperation Agency (JICA).	Ajanta-Ellora Phase II Project is expected to be completed by Dec. 2012, as ASI has asked for extension of time to complete various technical	<p>Most of the work relating to the Ajanta-Ellora Project has already been completed. Work relating to the Ajanta-Ellora Visitors Centre has also been completed.</p> <p>In the case of UP Buddhist Circuit Project, Expression of Interest has been invited for short listing of Consultancy firms.</p>	

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					works related to this project. While project in Uttar Pradesh is expected to commence shortly and expected to be completed by 2013.		
6.	Rural Tourism	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.	0.00	Follow up on Action points from the impact analysis of 15 commissioned sites and identification of 10 sites for commissioning.	The projects are expected to be completed by 31.03.2011.	Action has already been taken with respect to various recommendations emanating from the impact analysis of 15 commissioned sites. Steps for commissioning 10 new sites have been initiated.	
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	2-3 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	₹ 6.13 crore have been released for the new ongoing projects.	
8.	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.	522.00 (Includes 88.00 for infrastructure	To develop world class tourist infrastructure at identified major tourist destinations/circuits in the country. In addition, circuits and destinations identified Rural Tourism sites also to	The Projects taken up during the year will be completed	106 infrastructure including Rural Tourism have been sanctioned up to September 2010.	

			development of NE region.)	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	in 2-3 years from the date of its commencement.		
9.	Creation of Land Bank for Hotels	The country has been facing the shortage of hotel accommodation. The Ministry of Tourism would obtain land for hotels from Land Owning Agencies and get the hotels constructed in PPP mode for augmenting hotel accommodation throughout the country.	1.00	In order to address the shortage of hotel accommodation in the National Capital Region of Delhi for the Commonwealth Games 2010, it was proposed to obtain land for hotels from Land Owning Agencies and get the hotels constructed in PPP mode for augmenting hotel accommodation. The scheme was aimed to ensure adequate accommodation especially budget hotels for the tourists expected to visit Delhi for the Commonwealth Games 2010.	3-5 years	The scheme could not take off as the Ministry of Urban Development had retrieved the offer to provide 3 plots initially allotted to the Ministry of Tourism.	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 arrivals both international and domestic.
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.	10.00	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	Nil	Fund could not be released as no suitable proposal was received.
11.	Assistance to IHMs/ FCIs/IITTM/NIWS/ NCHMCT	To provide adequate infrastructure and other financial support for trained tourism manpower resources.	95.00 (Includes 9.50 for NE Region)	(i) Setting up of 3 new State Institutes of Hotel Management and release @ ₹ 4.00 crore to each new State IHM as 1st Installment. (ii) Also setting up of 3 new Food Craft Institutes and release @ ₹ 2.00 crore as 1st Instalment.	Projects taken up will be completed in 2-3 years from the date of commencement.	Funds released for establishment of a new State IHM each in Goa, Indore, MP and Agartala, Tripura and one FCI at Sikkim. The SIHM Bathinda, Hamirpur, HP and Tirupati, AP, Solapur, Maharashtra and UT IHM Silvassa, Kozhikode, Kerala & FCI, Nagaon have become	Improve quality of education, setting standards, meeting the requirement of skilled manpower

Chapter-IV Review of the Past Performance

				<p>iii) Creation of infrastructure to accommodate increase in students intake to IHMs due to OBC reservation;</p> <p>iv) Broad basing of hospitality education through ITI/ Polytechnic Institute/University/ Colleges etc.</p>		<p>operational. One or two more Instts. are likely to be functional soon.</p> <p>Grants were given to the States of Orissa, MP, HP, Goa, Delhi, J&K, Punjab & Haryana for broad basing of hospitality education.</p> <p>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 courses through tourism and hospitality management in the country.</p>	
12.	Capacity Building for Service Providers	<p>i) Developing HRD infrastructure in the Hospitality sector to meet the growing demand of quality human resource.</p> <p>ii) Leveraging the Commonwealth Games for development and promotion of tourism.</p>	17.00	Training programmes envisaged were conducted for 12000 participants qualitatively improving tourism manpower in the country. 8855 individuals were given training to cover the needs specific to the Commonwealth Games, 2010.	One year for the training to be assimilated by the participants.	Funds released under the CBSP Scheme and the various programmes being run/launched by MoT under the CBSP Scheme were hugely successful.	The training programmes organised were customised and are need based ranging from 4 to 6 months. The domestic foreign tourist/ got improved service in the manner of behaviour and skill, more job opportunity 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	20 Master Plans/DPRs, 11 Survey/ Study Reports on different aspects of tourism and 2 tourism statistics publications were supported under this scheme to provide inputs to policy makers.	3-12 months	<p>I. The following Surveys/Studies/ Detailed Project Reports/Feasibility studies have been completed during the year 2010-11 as on 31.08.2010:</p> <p>(a) Survey/ Studies:</p> <ol style="list-style-type: none"> 1. Study on Problems and prospects of Accessible Tourism in India. 2. Study to analyze the factors responsible for slow-down in tourism sector in India. 	

					<ol style="list-style-type: none"> 3. Tourism development plan for the State of Arunachal Pradesh. 4. Tourism development plan for the State of Meghalaya 5. Study to ascertain the Infrastructure Gaps in tourism sector at 5 identified tourist destinations / circuits / locations based on the perceptions of tourists. <p>(b) Detailed Project Reports (DPRs):</p> <ol style="list-style-type: none"> 1. DPR for development of Puducherry as a Mega Tourist Circuit. 2. Destination Development of Chabimura in Tripura. 3. Destination Development of Tirthaukh in Tripura. 4. Circuit Development of Amarpur-Udaipur-Pilak-Trishna-Melagarh in Tripura. 5. Circuit Development of Ambassa-Gandacherra-Amarpur-Udaipur-Santibazar in Tripura. 6. Rural Tourism at Santi Kalibari, Jirania in Tripura. 7. Rural Tourism at Tui Sitapuri Tourist complex, Kanchanpur in Tripura. 8. DPR for Rural Tourism at Boxanagar under Sonamura Sub-division in Tripura. 9. DPR for Rural Tourism at Manu Valley under Kailashahar Sub-division in Tripura. 10. DPR for Rural Tourism at Sania Reang Para under Kamalpur Sub-division in Tripura.
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					<p>11. DPR for destination of Vangmun under Jampui Hills in Tripura.</p> <p>12. DPR for Aizawl City Destination in Mizoram.</p> <p>13. DPR for Serlui 'B' lake Destination in Mizoram.</p> <p>14. DPR for Rural Tourism Development 7 nos. of projects in Mizoram.</p> <p>15. DPR for construction of heliport at Champhai in Mizoram.</p> <p>II. The following new studies/surveys were commissioned/taken up during 2009-10 and are likely to be completed during 2010-11.</p> <p>(a) Surveys/Studies</p> <ol style="list-style-type: none"> 1. Tourism Survey for the State of Andhra Pradesh. 2. Tourism Survey for the State of Jharkhand. 3. Tourism Survey for the State of Maharashtra. 4. Tourism Survey for the State of Punjab. 5. Tourism Survey for the State of Delhi. 6. The field work of International Passenger Survey, commissioned in 2008-09, has been started in January 2010. 7. Continuous Tourist Survey in Kerala. 8. Collecting tourist statistics via Online in Kerala. <p>(b) Master Plan/ Detailed Project Report(DPR):</p>
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					<ol style="list-style-type: none"> 1. Master Plan for tourism promotion in Himachal Pradesh. 2. DPR for the Mega Tourist Circuit of Yamuna Nagar, Panchkula (in Haryana) Paonta Sahib (in Himachal Pradesh). <p>III The following Surveys / Studies have been taken up during 2010-11.</p> <p>(a) Surveys/Studies:</p> <ol style="list-style-type: none"> 1. Study on Problems & Challenges faced by Medical Tourist visiting India. 2. Study on Tourism in Overseas Markets of Australia, New Zealand, UAE and UK. 3. Study to assess the requirement of skilled manpower specific to hospitality and travel trade sector. 4. Study to evaluate the scheme of Visa-on-Arrival. 5. Study to evaluate the effectiveness of financial incentives for hotel sector. 6. Tourism Surveys for the State of Himachal Pradesh, Chhattisgarh, Haryana, Madhya Pradesh and Sikkim. 7. A study to evaluate the scheme of "Visit India 2009". 8. A study to evaluate the scheme of Social Awareness campaign with the theme Good Behaviour towards tourists. 9. Study of demand and supply employment generation in Tourism sector and Human Resources Development in Odisha. 	
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Chapter-IV Review of the Past Performance

						<p>10. Study on investment opportunities in Tourism Sector like Hotels, Boating activities, Development of Adventure Tourism in Odisha.</p> <p>11. Tourism enterprise survey in Bodhgaya, Rajgir and Nalanda in Bihar.</p> <p>12. Preparation of Pre-qualification standards for the member Hospitals and Business Planning for the proposed Medical Tourism Society in Andhra Pradesh.</p> <p>IV. The following 2 Annual Publications will be brought out.</p> <p>(a) India Tourism Statistics 2009 and</p> <p>(b) Tourism Statistics at a Glance - 2009.</p>	
14.	Incentives to Accommodation Infrastructure	<p>To provide assistance for creating budget hotel accommodation in the country.</p> <p>The Ministry of Tourism had introduced a scheme of interest subsidy for upgradation of licensed/ approved Guest Houses in Delhi in view of Commonwealth Games -2010.</p>	10.00	<p>The scheme aimed to facilitate the creation of additional rooms in the budget category for tourists development of accommodation infrastructure and thereby lead to more tourist arrivals and generation of employment opportunities.</p> <p>The scheme would also facilitate the upgradation of the existing licensed/ approved Guest Houses in NCT of Delhi.</p>	2 – 3 years	₹ 0.49 crore was utilized towards settlement of interest subsidy cases.	The Ministry of Tourism had introduced a scheme of interest subsidy on loan taken for upgradation by licensed/approved Guest Houses in the NCT of Delhi in view of the Commonwealth Games 2010.
		Total	1,050.00*				

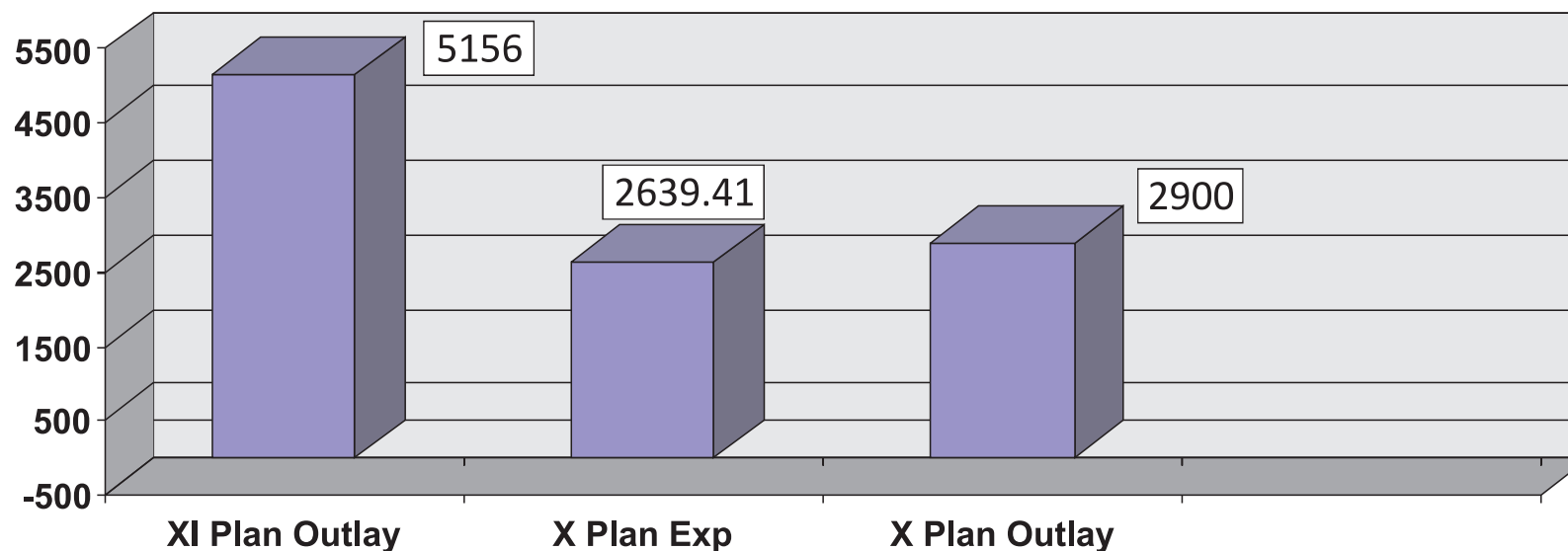
*The allocation was reduced to ₹1,000.00 crore at the Revised Estimates 2010-11 stage

CHAPTER - V

Financial Review

Table 1

(₹ in crore)



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

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 four years of the 11th Plan and BE 2011-12 :

(₹ in crore)

Financial Year	2007-08	2008-09	2009-10	2010-11	2011-12
1	2	3	4	5	6
Budget Estimates	953.00	1000.00	1000.00	1050.00	1100.00
Final Estimates	952.00	990.10	950.00	-	-
Actual Expenditure	951.83	980.47	934.48	-	-

Table 3 below shows Actual Expenditure (AE) of MoT's Plan schemes for three years and BE 2011-12 in relation to their respective plan outlays

(₹ in crore)

Schemes/Programmes	11th Plan Outlay	2008-09 (Actual)	2009-10 (Actual)	2010-11 RE	2010-11 (Up to Dec. 2010)	2011-12 BE
1	2	3	4	5	6	7
Central Sector Scheme (CS)						
1. Computerization and IT	121.00	19.76	10.06	7.50	2.06	20.00
2. Capacity Building for Service Providers	95.00	8.76	15.00	17.00	14.81	25.00
3. Asstt. To IHMs/FCI/ ITTM/ NCHMCT	495.00	70.00	90.70	90.00	78.96	102.00
4. Domestic Promotion & Publicity + Hospitality	426.00	77.31	53.86	75.00	62.44	75.00
5. Overseas Promotion & Publicity + Market Development Assistance	1010.00	211.35	242.67	250.00	157.71	280.00

6. Market Research + 20 Years Perspective Plan	29.00	2.87	2.50	3.00	2.05	4.00
7. Incentives to Accommodation Infrastructure	235.00	20.42	1.17	1.50	0.49	2.00
8. UNDP - Endogenous Tourism Projects	2.00	1.55	0.18	0.00	0.00	0.00
9. Externally Aided Projects (EAP) (Buddhist Centres)	37.00	3.90	6.96	1.65	1.00	3.00
10. Assistance to Central Agencies for Tourism Infrastructure Development	25.00	7.26	5.00	0.01	0.00	5.00
11. Asst. For Large Revenue Generating Projects	200.00	9.99	5.00	9.20	6.13	20.00
12. Construction of Building for IISM at Gulmarg, Kashmir	13.00	2.31	0.00	0.00	0.00	1.00
13. Creation of Lank Bank for Hotels	14.00	0.00	0.00	0.01	0.00	0.01
14. Equity Contribution to ITDC	73.00	0.00	0.00	0.00	0.00	0.00
Total : CS	2775.00	435.47	433.10	454.87	325.65	537.01
Centrally Sponsored Scheme (CSS)						
15. Product/Infrastructure Development for Destinations and Circuits.	2381.00	545.00	501.38	545.13	505.48	562.99
Total CSS	2381.00	545.00	501.38	545.13	505.48	562.99
Total CS + CSS	5156.00*	980.47	934.48	1000.00	831.13	1100.00
10% Lump Sum Provision for NE Region and Sikkim		(#)	(#)		(#)	
Grand Total	5156.00	980.47	934.48	-	831.13	1100.00

(*)This includes provision for NE Region and Sikkim of ₹ 516 crore.

Total Annual Plan Outlay (BE) for the first four year of 11th Plan is ₹ 4003.00 crore out of which, ₹ 401.00 crore has been earmarked for the benefit of the States in North-Eastern Region including Sikkim

(#) During the last three years, the Ministry of Tourism spent more than the mandatory funds earmarked for the North Eastern Region i.e. 10% of the total plan outlay. The expenditure vis-à-vis the allocation is as follows:-

(₹ in crore)

Year	Plan Allocation	10% earmarked for NE	Actual Expenditure	Percentage
2008-09	1000.00	100.00	160.52	16.05
2009-10	950.00	95.00	178.61	18.80
2010-11	1000.00	100.00	208.48	20.84

Total Annual Plan Outlay (BE) for the year 2011-12 is ₹ 1100.00 crore out of which ₹ 110.00 crore 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 for 2009-10 and 2010-11 in respect of the Ministry of Tourism.

Table 4 : Statement of Budget Estimates 2011-12 of the Ministry of Tourism

(₹ in crore)

Sl. No.	Schemes/Programmes	Annual Plan 2010-11 (BE)	Outlay Earmarked for North-Eastern Region 2010-11 (BE)	Annual Plan 2010-11 (RE)	Outlay Earmarked for North-Eastern Region 2010-11 (RE)	Annual Plan 2011-12 (BE)	Outlay Earmarked for North-East 2011-12 (BE)
		GBS				GBS	
1	2	3	4	5	6	7	8
A	Central Sector Scheme (CS)						
1.	a) Externally Aided Projects	10	0	1.65	0	3.00	0

2.	UNDP Endogenous Projects	0	0	0	0	0	0
3.	Assistance to IHMs/FCIs etc.	95	9.5	90	4.50	102.00	9.50
4.	Capacity Building for Service Providers	17	0	17	0	25.00	0
5.	Overseas Promotion and Publicity Including MDA	275	0	250	0	280.00	0
6.	Domestic Promotion & Publicity including Hospitality	75	7.5	75	7.50	75.00	7.50
7.	Incentives to Accommodation infrastructure	10	0	1.50	0	2.00	0
8.	Construction of Building for IISM at Gulmarg	0	0	0	0	1.00	0
9.	Computerization & Information Technology	15	0	7.50	0	20.00	0
10.	Market Research including 20 Years Perspective Plan	5	0	3.00	0	4.00	0
11.	Assistance for Large Revenue Generating Projects	15	0	9.20	0	20.00	0
12.	Creation of Lank Bank for Hotels	1	0	0.01	0	0.01	0
13.	Assistance to Central Agencies for Tourism Infrastructure Development	10	0	0.01	0	5.00	0
	Total(A)	528	17	454.87	12	537.01	17
B	Centrally Sponsored Schemes						
1.	Product/Infrastructure Development for Destinations and Circuits	522	88	545.13	88	562.99	93.00
	Total (B)	522	88	545.13	88	562.99	93.00
	Grand Total (A+B)	1050	105	1000	100	1100.00	110.00

Table 5 : Overall Trend in Expenditure vis-à-vis Budget Estimates/Revised Estimates

(₹ in crore)

Item	2008-09				2009-10				2010-11		
	BE	RE	Final Grant	Actual Expenditure	BE	RE	Final Grant	Actual Expenditure	BE	RE	Actual Expenditure Up to 12/2010
1	2	3	4	5	6	7	8	9	10	11	12
Plan	1000.00	1000.00	990.10	980.47	1000.00	950.00	950.00	934.49	1050.00	1000.00	831.13
Non-Plan	47.00	50.53	48.90	48.94	70.00	70.00	67.47	68.49	69.41	66.13	31.53*
Total	1047.00	1050.53	1039.00	1029.41	1070.00	1020.00	1017.47	1002.98	1119.41	1066.13	862.66

(*) This does not include the Expenditure under Salary and Medical Treatment in respect of Tourist offices abroad. Expenditure booked and received from MEA through Pr. PAO (T).

Table 6 : Scheme-Wise Budgetary Allocations and Expenditure

(₹ in crore)

Scheme/Heads (Revenue)	2008-09			2009-10			2010-11		
	BE	Final Grant	Actual Expenditure	BE	Final Grant	Actual Expenditure	BE	RE	Actual Expenditure Up to 12/2010
1	2	3	4	5	6	7	8	9	10
Computerization and Information Technology	25.00	20.01	19.76	14.00	11.00	10.06	15.00	7.50	2.06
Capacity Building for Service Providers	17.00	9.00	8.76	12.00	15.00	15.00	17.00	17.00	14.81
Assistance to IHMs/ FCI/ IITTM/ NCHMCT	54.00	70.01	70.00	94.00	90.70	90.70	95.00	85.50	78.96
Domestic Promotion & Publicity including Hospitality	65.00	76.99	77.31	54.00	58.11	53.85	75.00	67.50	62.44

Restructured Scheme of Overseas Promotion and Publicity	220.00	220.00	211.35	250.00	240.00	242.67	275.00	250.00	157.71
Market Research	5.00	3.00	2.87	4.00	2.50	2.50	5.00	3.00	2.05
Incentives to Accommodation Infrastructure	40.00	20.42	20.42	10.00	1.20	1.17	10.00	1.50	0.49
UNDP-Endogenous Tourism Projects	2.00	1.77	1.55	5.00	0.19	0.19	0	0	0
Assistance for Large Revenue Generating Projects	0	0	0	5.00	5.00	5.00	15.00	9.20	6.13
Assistance to Central Agencies for Tourism Infrastructure Development	0	0	0	10.00	5.00	5.00	10.00	0.01	0
Product/ Infrastructure Development for Destinations and Circuits	0	0	0	436.00	514.30	501.38	522.00	457.13	505.48
Lump sum provision for Projects/Schemes of NE Region and Sikkim	11.00	-	-	100.00	-	-	105.00	100.00	0
Total: Revenue Section (A)	439.00	421.20	412.02	994.00	943.00	927.52	1039.00	998.34	830.13
Schemes/Heads (Capital)									
Buddhist Centres (including EAP)	6.00	6.00	5.98	8.00	6.99	6.96	10.00	1.65	1.00
Assistance for Large Revenue Generating Projects	40.00	2.21	2.21	15.00	0	0	0	0	0
Construction of Building of IISM	7.00	3.00	3.00	3.00	0	0	0	0	0

Assistance to Central Agencies for Tourism Infrastructure Development	10.00	4.00	4.00	12.00	0	0	0	0	0
Product/ Infrastructure Development for Destinations and Circuits	374.00	519.28	517.98	433.00	0	0	0	0	0
Creation of Land Bank for Hotels	10.00	0.01	-	1.00	0.01	0	1.00	0.01	0
Equity Contribution to ITDC	73.00	73.00	73.00	-	-	0	0	0	0
Lump sum provision for Projects/Schemes of NE Region and Sikkim	86.00	86.00	-	89.00	-	0	0	0	0
TOTAL: Capital Section (B)	606.00	607.50	606.17	561.00	7.00	6.96	11.00	1.66	1.00
GRAND TOTAL (A+B) (REVENUE + CAPITAL)	953.00	952.00	951.83	1000.00	950.00	934.48	1050.00	1000.00	831.13

Table 7 : Object Head-Wise Budgetary Allocation and Expenditure (Plan)

(₹ in crore)

Object Head	2008-09				2009-10				2010-11		
	BE	RE	Final Grant	Actual Exp.	BE	RE	Final Grant	Actual Exp.	BE	RE	Actual Exp. (Up to 12/2010)
1	2	3	4	5	6	7	8	9	10	11	12
Grant-in Aid-General	624.00	624.00	641.59	641.00	651.00	628.20	635.69	620.27	24.00	22.50	19.13
Grants for Creation of Capital Assets	-	-	-	-	-	-	-	-	642.00	644.34	590.57
Advertisement and Publicity	292.00	292.00	296.99	288.66	310.00	296.00	294.11	294.34	345.00	320.00	216.26
Lump sum Provision	-	-	-	-	-	-	-	-	-	-	-
Other Charges	27.00	27.00	21.78	21.31	19.00	12.80	9.50	9.24	13.00	7.00	1.63
Professional Services	13.00	13.00	6.90	6.77	9.00	9.50	9.49	9.46	15.00	4.65	3.05
Subsidies	40.00	40.00	20.42	20.42	10.00	2.50	1.20	1.17	10.00	1.50	0.49
Major Works	1.00	1.00	0.10	-	1.00	1.00	0.01	0	1.00	0.01	0
Machinery and Equipment	3.00	3.00	2.32	2.31	0	0	0	0	-	0	0
TOTAL	1000.00	1000.00	990.10	980.47	1000.00	950.00	950.00	934.48	1050.00	1000.00	831.13

Table 8 : Grants-in-Aid released to Autonomous Bodies during 2008-09

Sl. No.	Name of the Institute	Amount (₹ in crore)
1	IHM - Bengaluru	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 - Thiruvananthapuram	1.23
20	IITTM for NIWS Goa	4.85
21	State IHM - Dehradun	1.00
22	State IHM - Kurukshetra	0.99

Table 8 : Contd.

23	State IHM - Bathinda	2.00
24	State IHM - Hamirpur, Himachal Pradesh	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 9 : Grants-in-Aid released to Autonomous Bodies during 2009-10

Sl. No.	Name of the Institute	Amount (₹ in crore)
1	FCI, Udaipur	0.0955
2	IHM, Gurdaspur	5.57
3	IITTM, Bhubaneswar	8.00
4	FCI, Samaguri, Assam	1.75
5	SIHM, Bathinda	5.395
6	IHM, Kufri, Himachal Pradesh	0.194
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	4.76
19	IITTM, Gwalior	7.00
20	SIHM, Jorhat, Assam	4.00

Table 9 : Contd.

21	IHM, Bhopal	4.82
22	SIHM, Indore, Madhya Pradesh	4.00
23	IHM, Jaipur Exp.	1.50
24	SIHM, Goa	4.00
25	IHM, Gandhinagar	2.00
26	FCI, Sikkim	2.00
27	IHM, Bengaluru	1.00
28	SIHM, Hamirpur	3.00
29	SIHM, Dimapur	1.193
30	Broad Basing ITI, Una, Himachal Pradesh	0.10
31	Broad Basing , ITI, Kullu, Himachal Pradesh	0.10
32	Broad Basing, ITI, Mandi, Himachal Pradesh	0.10
33	Broad Basing, Lucknow University, Uttar Pradesh	1.00
34	Broad Basing, HP University	0.10
35	Broad Basing, Ravenshaw University, Odisha	0.90
36	Broad Basing, Goa University	0.10
37	Broad Basing, BPSM Visv. Sonapat, Haryana	1.00
38	Broad Basing, Chhatrapati Sahji Mhrj Univ., Kanpur	1.00
39	Broad Basing, Punjab University	0.8015
40	Broad Basing, J&K University	0.90
	GRAND TOTAL	86.8892

**Table 10 : Grants-in-Aid released to Autonomous Bodies during 2010-11
(up to December 2010)**

Sl. No.	Name of the Institute	Amount (₹ in crore)
1	IHM, Hyderabad	0.2242
2	SIHM Dimapur, Nagaland	1.806
3	Broad Basing -Mohanlal Sukhadeya Univ., Udaipur	0.10
4	IHM, Kolkata	1.398
5	IHM, Chandigarh	0.50
6	IHM, Lucknow	7.155
7	IHM, Shimla	2.86
8	IHM, Puducherry	3.00
9	IHM, Gwalior	0.3508
10	IHM, Chennai	4.19
11	IHM, Gurdaspur	0.77
12	FCI, Nagaon	1.00
13	IHM, Shillong	1.26
14	SIHM, Solapur, Maharashtra	1.60
15	IHM, Goa	0.0670
16	FCI, Aligarh	0.20
17	IHM Guwahati	4.47
18	SIHM Banderdewa, Arunachal Pradesh	3.00
19	IHM, Bengaluru	3.444
20	FCI, Hoshiarpur, Punjab	0.75
21	SIHM, Agartala, Tripura-New SIHM	4.00
22	BBHE-Tibetan School Admn., Rohini, Delhi	0.40

Table 10 : Contd.

23	Kendriya Vidyalaya Sanghatan, Delhi	0.40
24	Navodaya Vidyalaya Samiti, New Delhi	3.80
25	Broad Basing-BGSB University, Rajouri, J&K	0.10
26	Broad Basing-ITI, Amritsar	0.50
27	Broad Basing-Punjabi University, Patiala	0.10
28	Broad Basing, Jamia Millia Islamia, Delhi	0.90
29	Broad Basing Kurukshetra, University	0.10
30	IHM-Jaipur	1.39
31	IHM, Srinagar	0.5828
32	Bhubaneswar	3.00
33	IHM, Shillong	7.00
34	SIHM, Hamirpur, HP	0.90
35	IHM, Thiruvananthapuram	0.9874
36	UT IHM, Chandigarh	1.00
37	FCI, Hoshiarpur	1.00
38	SIHM, Tirupati	1.00
39	IHM, Gwalior	1.00
40	All IITTM	0.50
41	IITTM, Bhubaneswar	4.57
42	IITTM, Gwalior	2.50
43	IITTM, Nellore	0.58
44	HP University	0.90
45	Est. of SIHM, Medak, Andhra Pradesh	4.00
	TOTAL	79.3552

Table 11 : Grants- in-Aid Released under the Plan Scheme of Capacity Building for Service Providers

(₹ in lakh)

Sl. No.	Name of the Office/Organisation	2008-09	2009-10	2010-11 (up to Dec. 10)
1	Indiatourism, Delhi	2.50	0.00	0.00
2	Indiatourism, Jaipur	1.00	0.00	0.00
3	Indiatourism, Agra	0.25	0.00	0.00
4	Indiatourism, Varanasi	0.25	0.00	0.00
5	Indiatourism, Bhubaneswar	0.00	0.00	0.00
6	Indiatourism, Mumbai	12.30	3.49	0.00
7	Indiatourism, Kolkata	1.50	0.00	0.00
8	Indiatourism, Chennai	2.00	0.00	0.00
9	Indiatourism, Hyderabad	1.45	0.00	0.00
10	Indiatourism, Bengaluru	2.10	0.00	0.00
11	Indiatourism, Cochin	0.50	0.00	0.00
12	Indiatourism, Guwahati	2.00	0.00	0.00
13	Indiatourism, Patna	0.35	0.00	0.00
14	Indiatourism, Port Blair	0.50	0.00	0.00
15	Indiatourism, Shillong	0.61	0.00	0.00
16	IITTM, Gwalior	137.14	172.36	0.00
17	Admn. Staff College, Hyderabad	0.00	102.78	89.75
18	Rittman, Jaipur	0.00	0.00	0.00
19	IHM, Hyderabad	5.94	20	104.06

Table 10 : Contd.

20	IHM, Lucknow	6.57	10	38.75
21	IHM, Goa	23.74	5.00	66.42
22	IHM, Gurdaspur	4.00	7.00	10.82
23	IHM, Shillong	10.00	6.05	6.19
24	IHM, Kolkata	14.41	5.00	72.17
25	IHM, Jaipur	0.00	0.00	19.71
26	IHM, Gwalior	14.00	10.00	8.64
27	IHM, Bhopal	3.08	5.00	20.9
28	IHM, Bhubaneswar	0.00	0.00	39.25
29	Dr. Ambedkar Institute of Hotel Management, Chandigarh	0.00	15.00	4.88
30	IHM, Chennai	9.50	10.00	87.98
31	IHM, Dehradun	3.00	4.23	12.10
32	IHM, Pusa	19.20	88.09	0.31
33	IHM, Hajipur	0.00	0.00	14.81
34	IHM, Ahmedabad	3.68	5.00	5.80
35	DIHM, Lajpat Nagar	47.02	14.00	10.57
36	IHM, Srinagar	0.00	0.00	57.46
37	IHM, Bengaluru	34.25	16.77	18.40
38	IHM, Mumbai	7.00	0.08	57.39
39	IHM, Gangtok	0.00	0.00	10.57
40	IHM, Thiruvananthapuram	0.00	0.00	34.02

Table 11 : Contd.

41	IHM, Shimla	0.00	0.00	39.19
42	IHM, Guwahati	2.56	7.15	47.16
43	SIHM, Balangir	0.00	0.00	10.57
44	SIHM, Trichy	0.00	20.00	77.7
45	SIHM, Hamirpur	0.00	0.00	10.57
46	SIHM, Bathinda	0.00	0.00	10.57
47	SIHM, Tirupati	0.00	0.00	10.57
48	SIHM, Kurukshetra	0.00	10.00	7.58
49	SIHM, Faridabad	0.00	5.00	12.91
50	SIHM, Silvassa	0.00	0.00	10.57
51	SIHM, Jodhpur	0.00	0.00	10.57
52	SIHM, Chandigarh	0.00	0.00	44.07
53	FCI, Aligarh	6.50	29.87	11.12
54	FCI, Ajmer	5.00	0.00	10.57
55	FCI, Udaipur	10.00	0.00	10.57
56	FCI, Darjeeling	0.00	0.00	10.57
57	FCI, Puducherry	0.00	0.00	10.57
58	FCI, Tura	0.00	0.00	10.57
59	FCI, Nagaon	0.00	0.00	10.57
60	FCI, Kalamassery	15.00	0.00	0.00
61	FCI, Jammu	0.00	4.23	0.00
62	J&K Government	136.9	71.2	0.63

Table 11 : Contd.

63	West Bengal Government	18.86	0.00	0.00
64	Himachal Pradesh	20.00	0.00	0.00
65	Sikkim	48.00	0.00	0.00
66	Uttarakhand	13.20	0.00	0.00
67	Arunachal Pradesh	22.90	0.00	0.00
68	Nagaland	27.36	0.00	0.00
69	Puducherry	0.00	0.00	12.13
70	Government of Delhi	20.00	0.00	0.00
71	Punjab Government	0.00	0.00	15.42
72	UP Government	0.00	0.00	10.57
73	Andhra Pradesh	0.00	43.13	0.00
74	Mizoram Government	5.00	0.00	0.00
75	Rashtriya Life Saving Society (India), North Zone, Noida	13.94	0.00	0.00
76	INTACH	6.70	2.19	0.00
77	Tamil Nadu Tourism Development Corporation, Chennai	29.60	30.8	0.00
78	Jawahar Institute of Mountaineering and Winter Sports, Pahalgam (J&K)	8.00	2.40	0.00
79	J&K Entrepreneurship Development Institute, Srinagar	16.58	0.00	0.00
80	MPSTDC	48.06	0.00	118.61
81	ITDC	49.00	14.00	13.05
82	NCHMCT, Noida	7.00	0.00	4.40

Table 11 : Contd.

83	Haryana Institute of Public Administration (HIPA), Gurgaon	0.00	73.26	22.42
84	NITHM, Hyderabad	0.00	4.23	7.92
85	ISTM	0.00	0.00	0.00
86	CII, New Delhi	0.00	3.46	0.00
87	DIHM/IHM Gwalior+Kolkata+ Lucknow+Ahmedabad	0.00	0.00	0.00
88	IIT, New Delhi	0.00	3.50	0.00
89	Secretary General WWF India	0.00	0.00	0.33
90	Funding 25 Institutes 3(28)/2009-CBSP dated 19/6/2009	0.00	105.73	0.00
91	Funding 19 Institutes 3(28)/2009-CBSP dated 7/10/2009	0.00	150	0.00
92	Funding 12 Institutes 3(21)/2009-CBSP dated 9/10/2009	0.00	120	0.00
	GRAND TOTAL	900	1200	1363

Table 12 : Status of Infrastructure Projects Sanctioned up to 2008-09

(₹ in lakh)

Sl. No.	State	No. of Sanctioned Projects	Sanctioned Amount	Released Amount	Status of UCs						
					UC Received with Amount		UC Pending with Amount		Total Expenditure	% Utilization	% U/C Pending
1	Andaman & Nicobar	1	6.25	6.25	1	6.25	0	0.00	6.25	100.00	0.00
2	Andhra Pradesh	38	20818.91	14679.24	18	4881.06	23	9798.18	4881.06	33.25	66.75
3	Arunachal Pradesh	39	12209.97	11494.27	34	9888.14	7	1606.13	9888.14	86.03	13.97
4	Assam	31	9765.14	8300.74	20	4250.86	14	4049.88	4250.86	51.21	48.79
5	Manipur	16	5071.90	3986.25	7	717.83	12	3268.42	717.83	18.01	81.99
6	Meghalaya	15	4399.61	3503.25	9	493.69	9	3009.56	493.69	14.09	85.91
7	Mizoram	19	7883.11	6779.98	19	6103.90	2	676.08	6103.90	90.03	9.97
8	Nagaland	33	11464.66	10746.98	27	8276.77	7	2470.21	8276.77	77.01	22.99
9	Sikkim	57	19227.5	15712.84	28	7199.78	31	8513.06	7199.78	45.82	54.18
10	Tripura	17	3017.56	2715.67	10	1602.05	7	1113.62	1602.05	58.99	41.01
11	Odisha	32	14191.52	10609.60	23	6719.98	18	3889.62	6719.98	63.34	36.66
12	West Bengal	35	11799.34	8736.97	30	3825.47	20	4911.50	3825.47	43.78	56.22
13	Bihar	34	9972.08	7773.22	16	3603.46	18	4169.76	3603.46	46.36	53.64
14	Chandigarh	3	1226.11	930.33	1	365.60	2	564.73	365.60	39.30	60.70
15	Chhattisgarh	26	11047.75	7414.49	11	4843.75	15	2570.74	4843.75	65.33	34.67
16	Dadra & Nagar Haveli	1	9.88	7.90	0	0.00	1	7.90	0.00	0.00	100.00
17	Daman & Diu	6	572.60	479.11	4	370.80	3	108.31	370.80	77.39	22.61
18	Delhi	30	8005.29	5619.11	16	3408.04	12	2211.07	3408.04	60.65	39.35

Table 12 : Contd.

19	Goa	3	4436.67	2261.71	2	106.76	1	2154.95	106.76	4.72	95.28
20	Gujarat	23	5904.88	4445.08	10	1248.44	13	3196.64	1248.44	28.09	71.91
21	Haryana	32	8978.37	6207.08	22	4596.89	10	1610.19	4596.89	74.06	25.94
22	Himachal Pradesh	50	12128.07	9978.41	34	7018.5	16	2959.91	7018.5	70.34	29.66
23	Jammu & Kashmir	84	23014.06	18668.83	50	14303.2	34	4365.63	14303.2	76.62	23.38
24	Jharkhand	18	5513.34	4231.4	5	597.06	13	3634.34	597.06	14.11	85.89
25	Karnataka	39	14460.89	10251.35	35	4114.93	25	6136.42	4114.93	40.14	59.86
26	Kerala	56	19511.71	15828.89	29	6026.00	38	9802.89	6026.00	38.07	61.93
27	Lakshadweep	1	782.73	626.18	0	0.00	1	626.18	0.00	0.00	100.00
28	Madhya Pradesh	64	16148.3	14725.75	48	12818.29	16	1907.46	12818.29	87.05	12.95
29	Maharashtra	35	13220.36	9630.24	22	3782.70	22	5847.54	3782.70	39.28	60.72
30	Puducherry	9	3474.24	2778.58	2	523.49	8	2255.09	523.49	18.84	81.16
31	Punjab	20	7038.74	4884.65	6	2696.14	14	2188.51	2696.14	55.20	44.80
32	Rajasthan	46	13638.82	11142.37	28	8537.59	18	2604.78	8537.59	76.62	23.38
33	Tamil Nadu	61	16159.08	13691.85	40	8424.48	30	5267.37	8424.48	61.53	38.47
34	Uttar Pradesh	47	15093.29	12514.91	26	8543.03	21	3971.88	8543.03	68.26	31.74
35	Uttarakhand	31	13913.91	11703.25	24	10513.65	7	1189.6	10513.65	89.84	10.16
TOTAL		1052	344106.64	273066.73	657	160408.58	488	112658.15	160408.58	58.74	41.26

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 Institute of Hotel Management and Catering Technology (IHM's) 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 - IHM New Delhi and Bengaluru
- Post Grad. Diploma in Accommodation Operations - IHM Bhubneswar, Guwahati, Kolkata and Pusa

Various other ad-hoc courses to meet specific requirement of the industry and other sectors are also being conducted by the IHM Institutes 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 SAARC 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).

The Government of India has laid lot of emphasis on streamlining vocational education so that it fulfills the emerging needs of the market by focusing on employability skills. In consonance with this trust, the CBSE plans to introduce Hospitality Programme under its Vocational Education & Training (VET) Scheme. The CBSE in joint collaboration with NCHMCT had decided to launch two vocational packages in (i) Food Production and (ii) Food & Beverage Service in its 11th and 12th class of +2 stage. The courses would be offered at Jawahar Navodaya Vidyalayas, Central Tibetan Schools, Kendriya Vidyalayas and selected CBSE Schools.

The Ministry of Tourism launched “Tiger – Our National Beauties” initiative. As part of its responsibility, NCHMCT sensitized National Park Authorities, Lodge Employee, Car Drivers etc. about basic courtesys and behaviours. Selected Institutes at Guwahati, Bhopal, Bengaluru, Chennai and Hyderabad were identified to conduct surveys and training programmes to cover six National Parks of India at Kaziranga – Assam, Kanha & Bandhavgarh – Madhya Pradesh, Mudumalai – Tamil Nadu, Pench – Madhya Pradesh and Maharashtra.

The Ministry of Tourism’s initiative to augment trained manpower requirements, the “Hunar Se Rozgar Tak” Programme was launched through the affiliated Institutes of Hotel Management in the country. The institutes invite applications from local unemployed youths and train them in the two trades of Food Production and Food & Beverage Service. The NCHMCT collaborated with the leading hotels of Delhi to train unemployed youths in the age group of 18-25 years in the two trades of Cooks and Waiters. The course for waiters is of 06 weeks duration while that for Cooks of 08 weeks. Under the scheme, selected candidates are provided uniform, tool-kits and stipend along with certification so as to equip them for employability.

Executive Summary

1. 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. The Foreign Tourist Arrivals (FTAs) in India during the year 2010 were 5.58 million as compared to 5.11 million in 2009, registering an increase of 9.3%. The Foreign Exchange Earnings (FEE) from tourism during 2010 are estimated at ₹ 64889 crore as compared to ₹ 54960 crore during 2009, showing a growth of 18.1%. In US\$ terms, the Foreign Exchange Earnings (FEE) from tourism during 2010 are estimated at US\$ 14.19 billion as compared to US\$ 11.39 billion during 2009, registering an increase of 24.6%. 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 growing hospitality industry of the country is facing shortage of skilled manpower. The Ministry of Tourism has, therefore, launched a programme of training of youth (Hunar Se Rozgar Tak) to create employable skills. The programme is delivered through 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).
4. A Programme of training for creating employable skills amongst the poor youth was also launched.
5. A training programme christened “Hunar Se Rozgar Tak” gives training to interested young persons who are in the age group of 15-25 and who are 8th Pass through courses of 6 weeks in Food & Beverage Service and of 8 weeks in Food Production.
6. A programme of skill certification for the existing service providers in the industry was launched. This programme is being delivered through the Institute of Hotel Management & certifies skill in Food & Beverage Service/Food Production.

7. With the aim to ensure social and gender empowerment and greater decentralization, for the tourism products in the country, the Ministry of Tourism initiated 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 tourists circuits in the country.
8. 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.
9. 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.
10. Over 500 million domestic tourists visit 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.
11. 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.
12. 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 website. 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.

13. 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 public is made aware of the programmes and activities of the Ministry through its existing official websites and also through the Right to Information Act for which an exclusive Cell is functioning within the Ministry.
14. 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 Report, available to the general public on its website. The Ministry designated thirty four 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.

