

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(NICHE TOURISM DIVISION)**

C-1 Hutments,
Dalhousie Road,
New Delhi – 110 011

No.6-1 (2)/2014- NT

Dated: 2nd September 2014

**REVISED GUIDELINES FOR SUPPORT OF THE MINISTRY OF
TOURISM FOR PROMOTING GOLF TOURISM**

1. Preamble:

1.1. India is recognized world over for its rich culture, exotic appeal and variety. With golf catching the fancy of millions across the world, it is but natural for India to join in and promote its golfing facilities. With more and more golf courses coming up all over the country, golf has taken its place among upcoming sports in India. With the recovery from the global economic meltdown, the world economies, especially those countries which have traditionally been India's major tourist markets, are now showing signs of revival. The Foreign Tourist Arrivals (FTAs) and the Foreign Exchange Earnings (FEEs) through tourism in India are showing significant growth.

1.2. The country has not been able to utilize its full potential in niche sectors like golf, polo, adventure sports etc. It has been observed that there has been a growing interest among the domestic and international tourists to experience golf tourism in destinations outside their country of origin. While golf tourism is a niche product, it is important for the tourism in India for multiple reasons. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. According to an independent study, 52 % of travelling golfers are likely to take two or more golfing holidays in a year and they spend on an average, 33% more on their holidays as compared to regular holiday makers. It is stated that 70-78% golfers would be prepared to visit a new golfing destination and this community represents the wealthiest 50% of all golfers.

1.3. Realizing the potential to develop Golf Tourism as the niche tourism product for attracting both domestic and international tourists, the Ministry of Tourism, Government of India, is revising guidelines to develop and promote India as a preferred Golf Tourism destination.

2. Mission:

2.1 To promote India as a multiple tourism attraction destination offering varied niche tourism products to make India a 365 days destination.

2.2. Sports tourism in India is gaining popularity, especially after the successful completion of Commonwealth Games in New Delhi in 2010. One of the latest trends in Golf Tourism is the fact that there has been a recent surge in the interest levels amongst youth in the game the world over. In order to tap this growing interest in golf tourism, it is crucial that steps be undertaken to develop and promote golf tourism under an institutional framework. This would pave the way to maximize the opportunity for growth and progress of this niche tourism product in future. The Ministry of Tourism aims to create a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the work already carried out, and building upon the strength of India's position as the fastest growing free market economy.

2.3. The objectives of these guidelines for support to promote Golf Tourism are to:

- (a) Promote India as a golf destination for domestic and international tourists.
- (b) Earning of additional foreign exchange through development of this niche product and thereby contributing to economic growth.
- (c) Socio economic development through employment generation, both for men and women.
- (d) Encourage creation of additional world class golf infrastructure in the country.

3. Strategy:

3.1. The focus would be to include the entire chain of steps required including creating awareness, encouraging stakeholders and targeting established and new markets to promote Indian Golf Tourism, thereby generating higher demand for the product. This would include:

- a) Building major golfing events in India by building relationship with sponsors, broadcasters and the other stakeholders.
- b) Improved access to India's signature & other golf courses and working closely to make such courses more accessible to the tourists.
- c) Raising the profile of golf courses and other golf infrastructure.

The support of the Ministry of Tourism would be provided to only such golf courses which would allow open access to the tourists as per IGTC's recommendations.

4. Association:

4.1. All stakeholders engaged in Golf Tourism activities would endeavour to form a Golf Tourism Association of India, which will have open all India membership, is committed for holding elections at regular intervals, hold annual Audit of Accounts and is registered as a non profitable society. Stakeholders which may form part of such Association may include:

- **Corporate Houses**
- **Golf Clubs**
- **Golf Courses**
- **Golf Event Managers**
- **State Governments/UT Administrations**
- **Tour Operators/Travel Agents engaged in promotion of Golf Tourism**

5. Composition of Core Committee for the development of Golf Tourism:

5.1. The India Golf Tourism Committee (IGTC) would be the nodal body for golf tourism in the country. The IGTC would function with the core objective to promote India as a preferred golf destination and make necessary suggestions and recommendations which are consistent with the objective.

5.2. The IGTC would make recommendations, inter alia, with regard to:

- (i) Identification and grading of suitable golf courses.
- (ii) Approval of calendar of golf events.
- (iii) Recommending events for the Ministry of Tourism's logo support.
- (iv) Assessing the need for creation and managing of a corpus with contributions from the stakeholders/industry/corporate sector and the Government for promotion of Golf Tourism.
- (v) Identification of promotional materials to be developed.
- (vi) Identification of events for participation abroad to showcase golfing facilities in India.
- (vii) Introduction of a golf card for tourist.
- (viii) Make recommendations for financial support under these guidelines except MDA.

6. Composition of IGTC:

6.1. The IGTC would comprise the following members:

- (i) Secretary (T): Chairperson

Members:

- (ii) Additional Secretary (T)
- (iii) Additional Secretary & Financial Adviser (T) or his/her Representative
- (iv) Joint Secretary level officer handling Niche Tourism in MOT
- (v) Director or Deputy Secretary level officer handling Niche Tourism Products in MOT – **Member Secretary**
- (vi) Representative of Association of Domestic Tour Operators of India (ADTOI)
- (vii) Representative of IATO
- (viii) Representative of FHRAI
- (ix) Representative of HAI
- (x) Representative of Golf Association of India
- (xi) Representative of PGTI
- (xii) Representative of SAI
- (xiii) Two leading stakeholders in Golf Tourism to be nominated by the Ministry

6.2 **The tenure of this Committee shall be two years from the date of its constitution.**

7. Golf Tournaments:

7.1. Financial assistance would be given for conducting approved golf events in India as per the following norms:

7.2. International Corporate Golf Events:

- i) Events with minimum 72 participants for a minimum of 18 holes game of at least one day duration with 75 percent or more participation of foreign passport holders not living in India would be eligible for a support up to Rs.12.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism be based on recommendations of IGTC and balance to be borne by the organizers.
- ii) Events which have minimum 72 participants for a minimum of 18 holes game of at least of one day duration with 25 to 75 percent foreign passport holders not living in India would be eligible up to Rs.8.00 lakh per event for each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism based on recommendations of IGTC and balance to be borne by the organizers.

7.3. Domestic Corporate Golf Events:

7.4. Domestic corporate golf events which have minimum of 100 participants, minimum 18 holes game, with at least of one day duration would be eligible up to Rs. 6.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism based on recommendations of IGTC and balance to be borne by the organizers. The domestic events may also have foreign participants. The IGTC will suggest the parameters and areas for selection of events that will qualify in this category.

7.5. Supporting Professional Golf Events:

7.6. Professional golf events would be major Golf Tourism driver for India. A calendar of such events is to be identified and approved by IGTC and such events would be eligible for financial support to increase the size of prize money with an objective to encourage the top ranked golfers to participate, so as to make India a preferred golf destination.

7.7. Men's Professional Events:

7.8. The United States Professional Golf Association (**USPGA**) is an organization that operates the main professional men's golf tours in the United States and North America, also known as the USPGA Tour. It is understood that this tour has never come to India. In order to encourage bringing a USPGA event to India, the Ministry of Tourism would provide financial support up to Rs.4.00 crore on 50:50 cost sharing basis wherein, the contribution of Ministry of Tourism would be 50 percent based on the recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.9. European Tour events:

7.10. The Ministry of Tourism would provide financial support up to Rs.2.00 crore on 50:50 cost sharing basis wherein the contribution of the Ministry of Tourism would be 50 percent based on recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.11. Asian Tour events:

7.12. The Ministry of Tourism would provide financial support up to Rs.1.00 crore on 50:50 cost sharing basis where in the contribution of the Ministry of Tourism would be 50 percent based on the recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.13. Women's Professional Events:

7.14. As an added initiative to promote women's golf, the Ministry of Tourism would provide financial assistance for maximum of two

professional events with the upper ceiling of up to Rs.1.00 crore each for the LPGA Tour and the Ladies European Tour. For the Asian Tour financial support up to Rs.50.00 lakh would be provided. This would be in a ratio of **50:50** where in **50** percent would be funded by the Ministry of Tourism based on the recommendations of IGTC during a financial year and remaining **50** percent by the organizers.

8. Support for Golf infrastructure:

8.1. The scope of the Large Revenue Generating (LRG) scheme of the Ministry of Tourism is to develop Golf Infrastructure in PPP mode. LRG guidelines of the Ministry of Tourism are available at website www.tourism.gov.in.

9. Support under the Marketing Development Assistance (MDA) scheme to the Golf Tourism Service Providers (GTSPs) i.e., representatives of Travel Agents / Tour Operators engaged in promotion of Golf Tourism / Signature Golf Courses and Golf Courses designed by the renowned Architects:

9.1. The GTSPs engaged in Golf Tourism as per eligibility in para 9.2 below will be provided financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme administered by the Ministry of Tourism, Government of India for participating in the International Tourism / Golf related Fairs/ Events/ Exhibitions/ Road Shows approved by the Ministry of Tourism, Niche Tourism Division.

9.2. Financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme would be provided to the GTSPs approved by the Ministry of Tourism, Government of India and who are engaged in promotion of Golf Tourism.

9.3. Procedure for submission of Application:

- (i) The eligible GTSPs shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in International Tourism / Golf related Fairs/Events/ Exhibitions/ Road Shows. The **application** shall be submitted directly to the office of **Assistant Director General, Niche Tourism**, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, in the prescribed format (Annexure-I) at least 90 days in advance, along with the proof of approval as Travel Agents / Tour Operators / Golf Courses from the Ministry of Tourism, Government of India.

- (ii) After participating in International Tourism Fairs / Golf related Events / Exhibitions / Road Shows abroad for which prior approval had been accorded by the Ministry of Tourism, the GTSP would submit the Application form for **MDA Claim**, in the prescribed format (Annexure-II), directly to the office of **Assistant Director General, Niche Tourism**, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, immediately on return to India but positively within one month of his / her return to India.

9.4. Besides, above provision, all other provisions of MDA scheme administered by the Ministry of Tourism, Government of India shall be applicable for release of MDA to GTSPs engaged in Golf Tourism Promotion.

10. Publicity:

10.1. There are number of marketing and promotional opportunities available to reach the golf market. The Ministry of Tourism would consider providing financial support on **50:50** sharing basis for making publicity and promotional material subject to the condition that the Ministry of Tourism would provide a maximum of Rs.10.00 lakh under the category for each stakeholder in a financial year. This support would not be given for airing time on television / radio. This support will be given only on open EOI basis on the basis of merit and not routine as right.

11. Promotion through workshops / events / meets / seminars:

11.1. The Ministry of Tourism would provide financial assistance for organizing workshops/events/meets/seminars having focus on promotion of Golf Tourism subject to the conditions;

- (i) A maximum amount of Rs.10.00 lakh will be provided for each workshop/event/meet/seminar on 50:50 cost sharing basis.
- (ii) Each workshop/event/meet/seminar will have at least 100 participants of which at least 50 percent would be foreign passport holders not living in India.
- (iii) This support will be given on open EOI basis based on merit.

12. For organizing Golf Promotion Shows:

12.1. Shows with exhibitions, suppliers and buyers participation for promotion of Golf Tourism on the lines of other tourism product shows will be supported financially by the Ministry of Tourism subject to the condition that a minimum of 75 participants will participate in the show and there will be at least 40 percent foreign buyers. The maximum financial assistance that can be provided will be up to a maximum of Rs.25.00 lakh

on 50:50 sharing basis. Such assistance would be given only to the State Governments / Chambers of Commerce / National Golf Association. In case, the Ministry of Tourism wants to set up its own Golf Tourism Show that will be done on the basis of an open EOI.

13. Use of Incredible India Logo:

13.1. The Incredible India brand is one of the most recognized brands internationally. The Ministry of Tourism would give permission for the use of Incredible India logo for the Golf Tourism related promotional events, films, literature etc., as per the prescribed procedure from time to time.

14. Capacity Building:

14.1. Trained human resource is an important component of any tourism product development, including Golf. A large number of stakeholders / service providers in the organized/unorganized sector also require basic and advanced training in related areas to provide better service standards and consumer satisfaction. The Ministry of Tourism would provide financial support for training, skill up gradation of caddies and other service providers engaged with the sport as per the Capacity Building for Service Providers (CBSP) guidelines of the Ministry of Tourism. The training could be at various levels, i.e., basic level, higher level, advanced level and specialized. (CBSP Guidelines are available at the Ministry of Tourism's website www.tourism.gov.in)

15. Participation in fairs and events:

15.1. The Ministry of Tourism would provide space up to 4 square metres to approved Golf Tourism Association at major international travel fairs / events for promoting Golf Tourism at cost.

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File No.6-1 (2)/2014- NT /Dated: 02.09.2014 (Sanjay Singh, Assistant DG (Niche Tourism)

Annexure I

Application form for Golf Tourism Service Providers (GTSPs), Travel Agents / Tour Operators / Signature Golf Courses and such Golf Courses designed by the renowned Architects for obtaining prior approval under MDA scheme for participation in approved Golf Tourism Fairs / Golf Tourism Conferences / and Allied Road Shows:

1	Name of the Association with full Address	
2.	Name and designation of the person going abroad	
3.	Certificate regarding approval by the Ministry of Tourism / State Governments	No. & Date: Valid up to:
4.	Name of Golf Tourism Fairs /Golf Tourism Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit.	
5.	Date of departure from India	
6.	Date of arrival in India	
7.	Details of the financial assistance availed earlier under the MDA scheme: a) Name of countries visited/ exhibitions participated b) Name of the Persons c) Dates d) MDA amount received	

Place:

Signature

&

Date:

Designation with stamp

Annexure II

Claim form for Golf Tourism Service Providers (GTSPs) Travel Agents / Tour Operators / Signature Golf Courses and such Golf Courses designed by the renowned Architects after participation in approved Golf Tourism Fairs / Golf Tourism Conferences and Allied Road Shows (as per MDA scheme):

1.	Name of the Association with full address	
2.	Name and designation of the Person who participated in Approved Golf Tourism Fairs / Golf Tourism Conferences and Allied Road Shows abroad	
3.	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval later.)	
4.	Certificate regarding approval by the Ministry of Tourism / State Governments	No. & Date: Valid up to:
5.	Name of Golf Tourism Fairs /Golf Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit.	
6.	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
7.	Actual date of arrival in India (Please attach self certified photocopy of passport highlighting date of arrival)	
8.	Details of Number of proposal(s) already submitted in the same financial year	
9.	Details of the financial assistance availed earlier under the MDA scheme: a) Name of countries visited/ exhibitions participated b) Name of the Persons c) Dates d) MDA amount received (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and	

	the amount of financial assistance received in each case)	
10.	Expenditure incurred on:	
(a)	Actual expenditure incurred on return airfare by economy excursion class (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
(b)	Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in Golf Tourism Fairs / Golf Tourism Conferences and allied Road Shows) (Please attach original voucher/bank advice/receipt etc., evidencing payment made, along with three self certified photocopies thereof). (Also furnish a Statement of Expenditure)	
	Total expenditure incurred (a + b)	
11.	Amount being claimed	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the association and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date: