

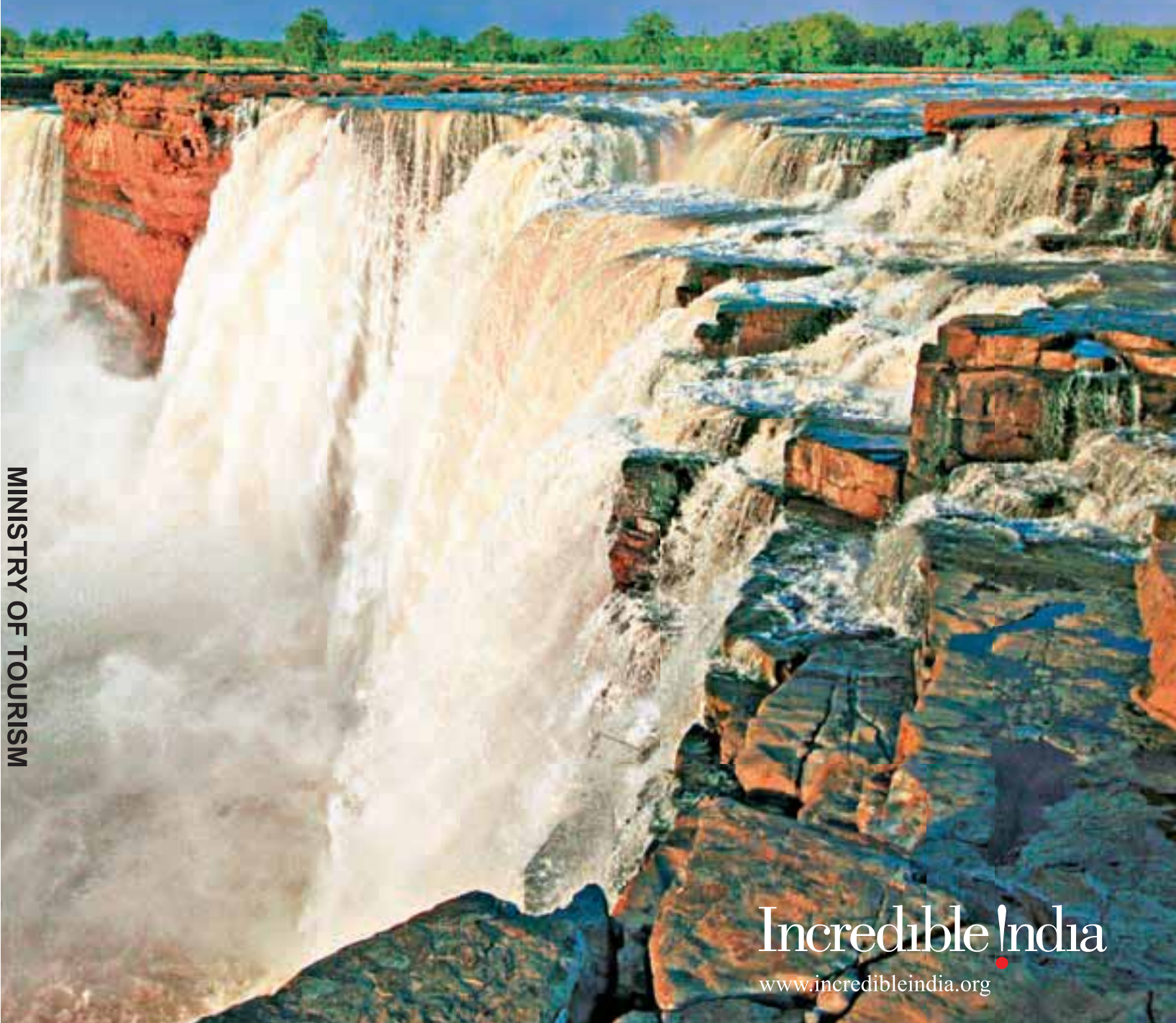


ANNUAL REPORT 2015-16

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

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MINISTRY OF TOURISM



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GOVERNMENT OF INDIA



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Chapter-1

Tourism - An Overview

- 1.1** Tourism plays an important role in employment generation and economic growth of the country. It is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. Tourism sector has a very high employment potential with approximately 90 jobs creation per Rs. 10 lakhs of investment. There is high scope for profuse employment generation and related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports etc.
- 1.2** Tourism sector is one of the largest employment generators in India and plays a very significant role in promoting inclusive growth of the less-advantaged

sections of the society and poverty eradication. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from Marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst.

- 1.3** The year 2015 witnessed a growth of 4.5 % in Foreign Tourist Arrivals (FTAs)



in India, this growth is equivalent to the medium growth rate of 4.5 % witnessed in International Tourist Arrivals, globally¹. FTAs during 2015 were 80.27 lakh as compared to the FTAs of 76.79 lakh during 2014. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1,35,193 crore with a growth of 9.6 %.

1.4 The Ministry of Tourism supported the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorisation (ETA) (renamed as e-Tourist Visa) strongly and committed all support to Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing the programme.

1.5 The Government of India launched the e-Tourist Visa on 27.11.2014. During

January- December, 2015 a total of 4,45,300 tourist arrived on e-Tourist Visa. 150 countries are eligible for e-tourist visa as on 26.02.2016 . This facility is now available in 16 airports as on 26.02.2016. The Government of India, w.e.f November, 2015, has also revised the e-Tourist Visa (e-TV) fee in four slabs of 0, US\$ 25, US\$ 48, and US\$ 60. Presently e-TV application fee is US\$ 60 and bank charge is US\$ 2 which is uniform for all the countries. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US\$ 2 to 2.5 % of the e-TV fee. There is no bank charge for zero visa fees.

1.6 The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 International

¹ UNWTO Barometer, January, 2016

Languages including Hindi and English on 08.02.2016. This service will be available on the existing toll free number 1800111363 or on a short code 1363. This will be operational 24X 7 (all days) in a year offering a “multi-lingual helpdesk” in the designated languages to provide support service in terms of providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and to assist the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities. The languages handled by the contact centers include ten International languages besides English and Hindi, namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The calls made by tourists (both international and domestic) while in India will be free of charge.

1.7 The International Cooperation Division of the Ministry holds consultations and negotiations with other countries for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism, organizes Joint Working Group Meetings with other countries and attends Joint Commission Meetings, in coordination with the Ministries of Commerce, Culture, Civil Aviation, External Affairs, Finance, Petroleum, etc. for development and promotion of tourism. India has signed 8 bilateral / tripartite Agreements/ MoUs/ Protocols with other countries to widen the links of friendship and promote cooperation in tourism sector during the Financial Year 2015-16 (up to 31st December 2015).

1.8 The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) has been re-constituted under the Chairmanship of the Cabinet Secretary. The terms of reference of the Committee is to facilitate resolution of Inter- Ministerial issues involved

in the development of tourism in the country. The members of the Committee are: Chairman, Railway Board, Home Secretary, Foreign Secretary, Secretary, M/o Civil Aviation, Secretary, M/o Environment, Forests & Climate Change, Secretary, M/o Urban Development, Secretary, M/o Culture, Secretary, M/o AYUSH, Secretary, M/o Textiles, Secretary, M/o Road Transport & Highways, Secretary, M/o Information & Broadcasting, Secretary, M/o Development of North Eastern Region, Secretary, Ministry of Tourism is the Member Convener of the Committee. Meeting of the IMCCTS was held on 5th October, 2015 under the Chairmanship of the Cabinet Secretary. Important Inter-Ministerial issues relating to development of tourism were discussed in the meeting.

1.9 Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure on planned schemes go into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs. The Government of India has launched two new schemes; Swadesh Darshan and PRASAD in a Mission Mode. The broad objectives of the Swadesh Darshan scheme are to develop circuits having tourist potential in a planned and Integrated development of infrastructure in the identified theme based circuits, promote cultural and heritage value of the country, enhance the tourist attractiveness by developing world class infrastructure in the circuit destination, follow community based development and pro-poor tourism approach, promote local arts, cultural, handicrafts, cuisine etc. Besides objectives under Swadesh Darshan Scheme, the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme also aims to achieve the objective of Integrated development of pilgrimage

destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience and harness pilgrimage tourism for its direct and multiplier effects on employment generation and economic development. During 2015-16 the Ministry has sanctioned an amount of Rs 150.77 Crore and Rs.1330.82 crore under the schemes of PRASAD and SWADESH DARSHAN respectively.

- 1.10** The Government also provide financial assistance to Central Agencies. The objective is to ensure tourism infrastructure development through Central Financial Assistance of the Ministry by the Central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets. The Scheme for Products/ Infrastructure Development of Destinations and Circuits (PIDDC) has been delinked from the Union support from the current

financial year (2015-16). There is no budgetary support for the scheme for the states, however, a provision of Rs. 20 crores has been made for the UTs only during 2015-16.

- 1.11** In 2015-16, the development of niche tourism is sought to be achieved by taking various steps, such as; constitution of National Medical & Wellness Tourism Board on 5th October 2015, with the Hon'ble Minister (Tourism) as its Chairman, constitution of Task Force on Cruise Tourism on 24th November 2015, approval of 08 golf events by India Golf Tourism Committee (IGTC) during the year 2015-16 (till December 2015) and release of an amount of Rs.281.71/-lakh. The Ministry also provided a financial assistance of Rs.84.84 lakh during 2015-16, till December, 2015 to the Medical Tourism Service Providers under MDA scheme.
- 1.12** With a view to bring in more transparency



and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway.

1.13 Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers with the objective to ease the process of filling applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals This online process has also been integrated with payment gateway with effect from January, 2016.

1.14 It has been the endeavour of this Ministry to put in place a system of training and

professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 9 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/ conduct training in hospitality skills.

1.15 In order to develop and promote tourism in the North Eastern Region, 4th International Tourism Mart was organized from 14th to 16th October, 2015 at Gangtok in Sikkim. 52 foreign delegates from 23 countries participated in ITM -2015 and one-to one business meetings between the



tourism service providers from the North Eastern Region and West Bengal and tour operators from overseas and other regions of the country were held on the 16th October 2015 with an aim to establish business contacts between the business fraternity of the region with their counterparts from other regions of the country and other countries with a view to increase the foreign tourist arrivals in the region.

- 1.16** As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 9 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. During the year 2015-16, in-principle approval has been accorded for the setting up of three new State Institute of Hotel Management (SIHMs) i.e. one each at Ramnagar (Uttarakhand), Jhalawar (Rajasthan) and Sawai Madhopur (Rajasthan) with the Central Financial Assistance of Rs.

16.50 crore. In-principle approval has also been accorded for setting up of two Food Craft Institutes (FCI) at Dholpur and Baran (Rajasthan) with the Central Financial Assistance of Rs. 7.50 crore.

- 1.17** A 10 days training programme has been launched to inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act / work as Tourist Facilitators (Prayatak Mitra). Young men and women so trained acts as catalyst/ resource persons in turn for similar effort. To gradually work towards a tourism-sensitive citizenry for college going students including those enrolled with NCC & NSS in the age group of 18–28 years. This programme is implemented by IITTM. 59 candidates have been trained till January 31, 2016.
- 1.18** A 4 days sensitization programme has been launched for the existing service providers to eventually achieve an improved tourist specific ambience and



a furtherance of the Swatchh Bharat Abhiyan. This programme will cover the sensitization of Boatman, Rickshaw Pullers, Pandas, Porters, Shopkeepers and Street Vendors (in and around Ghats and Kashi temple). This programme is implemented by IITTM. 50 boatmen have been trained till January 31, 2016.

- 1.19** The Ministry participated in events and exhibitions such as; GITB (The Great Indian Travel Bazaar) held from April, 19-21, 2015 at Jaipur, Global Exhibition on Tourism (GET) held at Pragati Maidan from 23rd – 25th April, 2015 etc. Four social awareness films were released by Ministry of Tourism in a function held in Ashok Hotel on 19th June, 2015 along with the release of 'India Land of Yoga' brochure. State Centric Food Festival titled 'Bharat Parv' was organised at different locations from 3rd – 15th August, 2015. It showcased folk dances and culinary traditions from different states of India. National Tourism Awards Function was organized on 18th September, 2015 at Vigyan Bhawan. Hon'ble President of India gave away the National Tourism

Awards at the awards function. Ministry of Tourism was also designated as the nodal Ministry for the event 'Bharat Parv' organized by the Government of India at the Red Fort, Delhi from 26th to 31st January 2016, as part of the Republic Day Celebrations.

- 1.20** In-house Quarterly Hindi Journal of the Ministry of Tourism, namely 'Atulya Bharat' has been published beginning from the quarter ending 30th September, 2015 onwards with a view to enhance the use of Hindi in the official work and to provide opportunity to the officials to express their literary and creative skills.
- 1.21** Shri Arun Jaitley, Hon'ble Finance Minister laid the foundation stone for a dedicated building for the Ministry of Tourism with the nomenclature as "Pandit Deendayal Upadhyaya Paryatan Bhawan" on 03.09.2015, opposite to Birla Mandir, New Delhi. The building will be constructed by NDMC and is likely to be handed over to the Ministry within two years.
- 1.22** A separate Project Monitoring Unit (PMU) has been set up in the Ministry of Tourism from December 2015 for implementation of initiatives of Ministry of Tourism under Swachh Bharat Abhiyan/Campaign Clean India.
- 1.23** The Ministry of Tourism launched a mobile application called Swachh Paryatan on 22 February 2016 which will let citizens to report unattended garbage piles at various tourist destinations across the country. In the pilot phase, 25 monuments identified as Adarsh Smarak by ASI have been taken up. A Nodal Officer at each of these 25 monuments is made responsible to ensure clearing of the garbage piles reported. The ASI nodal officer will update the database on completion of the task so that the system can send an SMS to the complainant that his /her complaint has been attended successfully.







Chapter-2

Ministry of Tourism and Its Functions

2.1 The Organisation

Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/ Union Territory Administrations and the representatives of the private sector.

Dr. Mahesh Sharma is the Minister of State (Independent Charge) for Tourism.

Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, is the executive chief of the Ministry. The Directorate General of Tourism has 20 field offices and a Gulmarg Winter Sports Projects (Indian Institute

of Skiing and Mountaineering (IIS&M) within the country and 14 overseas offices. The overseas offices promote Indian tourism in the market abroad.

The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects by the State Governments in their respective jurisdictions.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism.

The Ministry also has the following autonomous institutions:

- (i) Indian Institute of Tourism and Travel Management (IITTM).



- (ii) National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions:-

- (i) All policy matters including:
 - a. Development Policies
 - b. Incentives
 - c. External Assistance
 - d. Manpower Development
 - e. Promotion & Marketing
 - f. Investment Facilitation

- g. Growth Strategies
- (ii) Planning
- (iii) Co-ordination with other Ministries, Departments, State/ Union Territory Administrations.
- (iv) Regulation:
 - a. Standards
 - b. Guidelines
- (v) Infrastructure & Product Development:
 - a. Central Assistance
 - b. Distribution of Tourism Products
- (vi) Research, Analysis, Monitoring and Evaluation
- (vii) International Co-operation and

External Assistance:

- a. International Bodies
- b. Bilateral Agreements
- c. External Assistance
- d. Foreign Technical Collaboration

- (viii) Legislation and Parliamentary Work
- (ix) Establishment Matters
- (x) Overall Review of the Functioning of the Field Offices
- (xi) Vigilance Matters
- (xii) Official Language: Implementation of Official Language Policy
- (xiii) VIP References
- (xiv) Budget Co-ordination and Related Matters
- (xv) Plan Co-ordination
- (xvi) Integrated Finance matters
- (xvii) Overseas Marketing (OM) Work
- (xviii) Welfare, Grievances and Protocol

2.2.2 The Directorate General of Tourism is responsible for the following functions

- (i) Assistance in the formulation of policies by providing feedback from the field offices
- (ii) Monitoring of plan projects and assisting in the plan formulation
- (iii) Co-ordinating the activities of the field offices and their supervision
- (iv) Regulation:

- a. Approval and classification of hotels, restaurants, Incredible India Bed & Breakfast (IIB&B) units
- b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.

(v) Inspection & Quality Control:

- a. Guide service
- b. Complaints and redressal

(vi) Infrastructure Development:

- a. Release of incentives
- b. Tourist facilitation and information
- c. Field publicity, promotion & marketing
- d. Hospitality programmes
- e. Conventions & conferences

(vii) Human Resource Development:

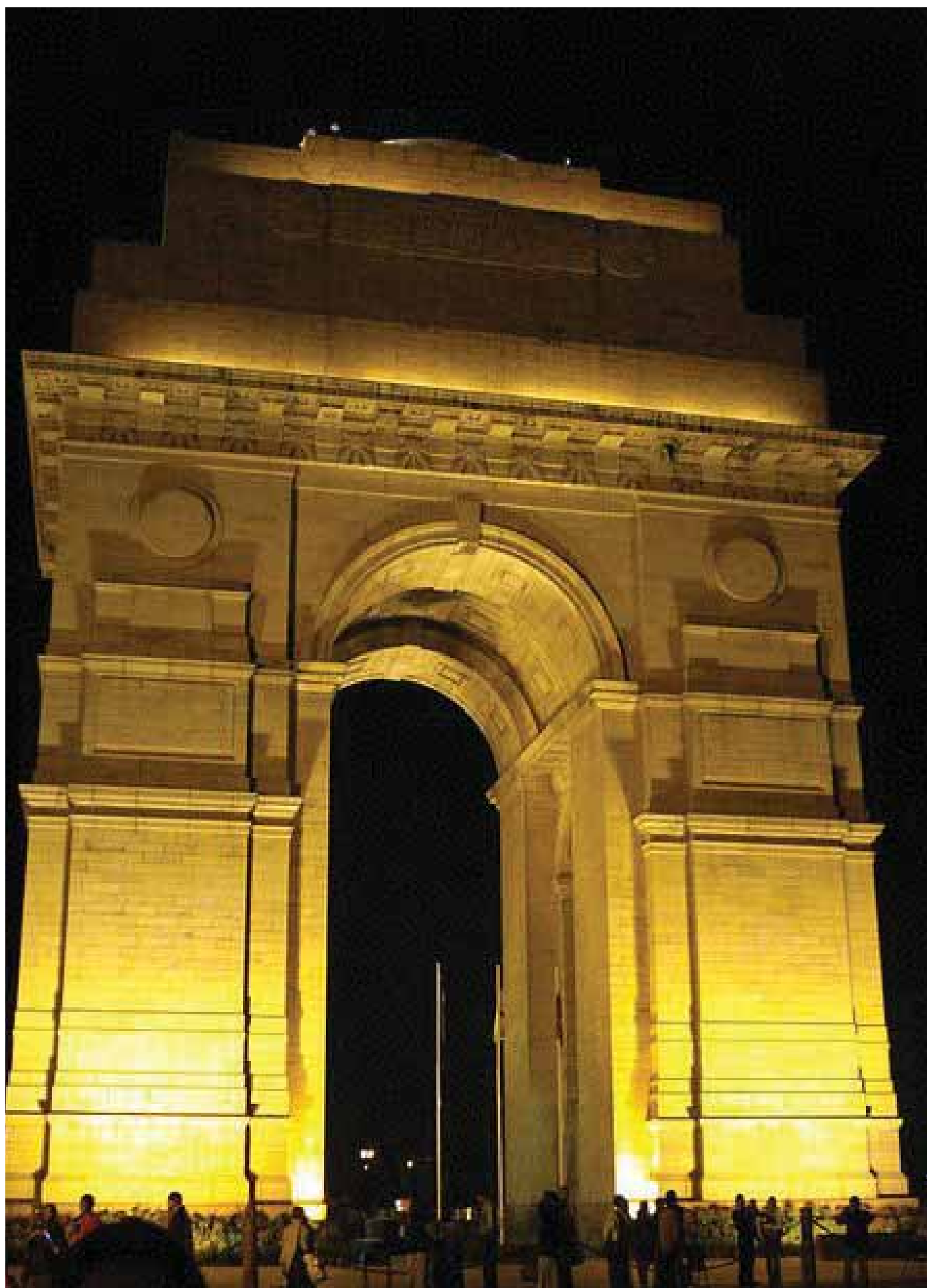
- a. Developing HRD Institutions
- b. Setting standards and guidelines

(viii) Publicity & Marketing:

- a. Policy
- b. Strategies
- c. Coordination
- d. Supervision

(ix) Assistance for Parliamentary Work

(x) Establishment Matters of the Directorate General of Tourism as well as of the Ministry of Tourism.





Chapter-3

Ministry of Tourism- Role, Synergy and Convergence

3.1 ROLE:

3.1.1 The activities of this Ministry revolve around the concept of projecting the country as a 365 days' tourist destination. Further, positioning tourism as a major engine of economic growth and harnessing its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society is the main objective of the tourism policy of Government of India. Tourism sector is one of the largest employment generators in the Country and it plays a very significant role in promoting inclusive growth of the less-advantaged sections of the society and poverty eradication. Apart from

Marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst.

3.2 Synergy and Convergence

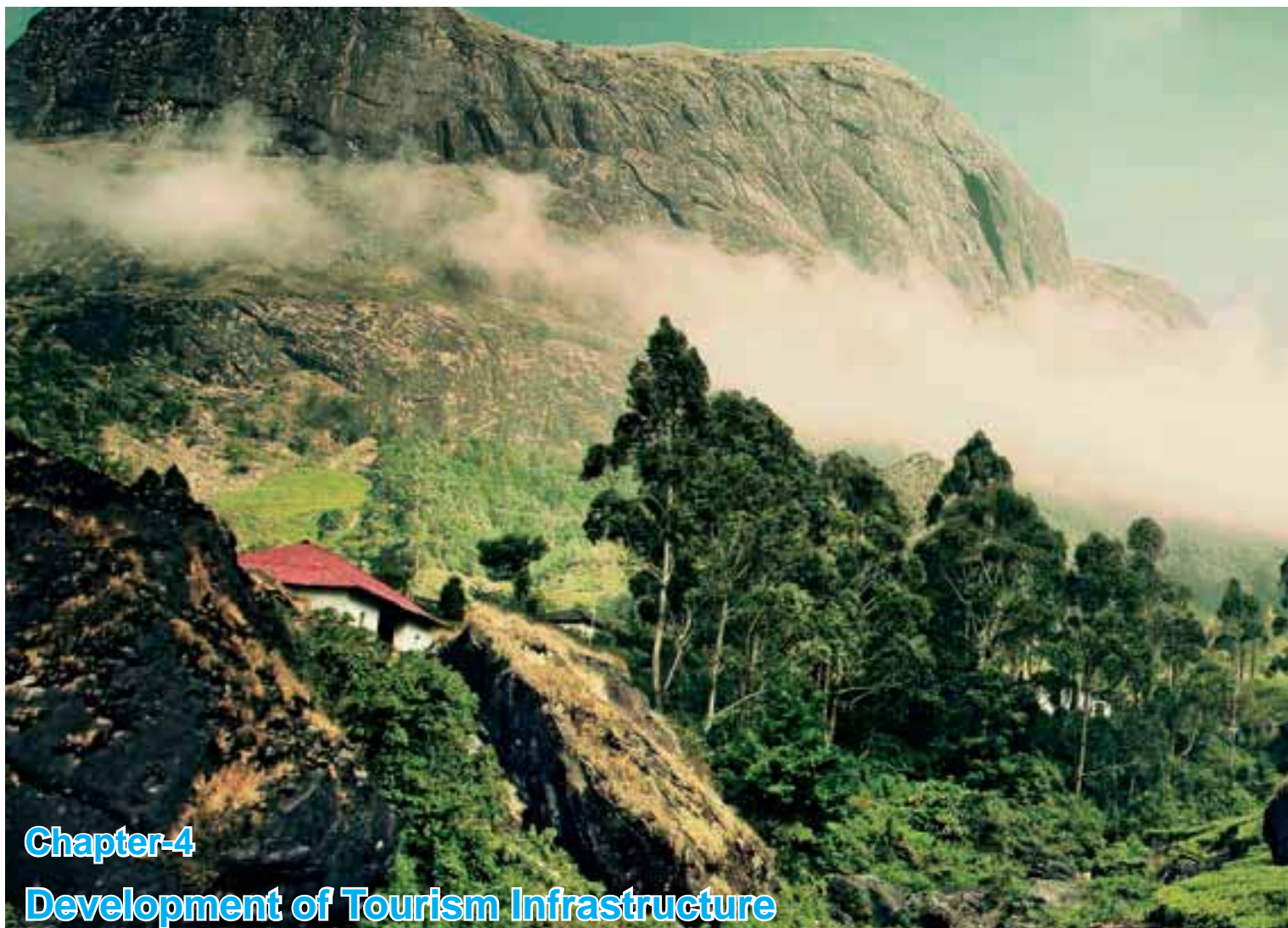
3.2.1 Collaboration with various Ministries Departments, State/UTs and Stakeholders:

The Ministry works in close collaboration with the various Ministries and Departments of the Government of India viz. Finance ,External Affairs, Culture,



Civil Aviation, Urban Development, Road Transport & Highways, Railways, Port Trust of India etc.; various State/ Union Territory Governments and various stakeholders and associations namely- Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India

(FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Indian Convention Promotion Bureau (ICPB), Experience India Society, India Tourism Development Corporation (ITDC), World Travel & Tourism Council – India Initiative (WTTICII), World Wildlife Fund (WWF), Indian Railway Catering and Tourism Corporation (IRCTC), Federation of Associations of Indian Tourism and Hospitality (FAITH), and “All India Resort Development Association (AIRDA)” etc.



Chapter-4

Development of Tourism Infrastructure

4.1 Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure on planned schemes go into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs.

4.2 Two New Schemes:

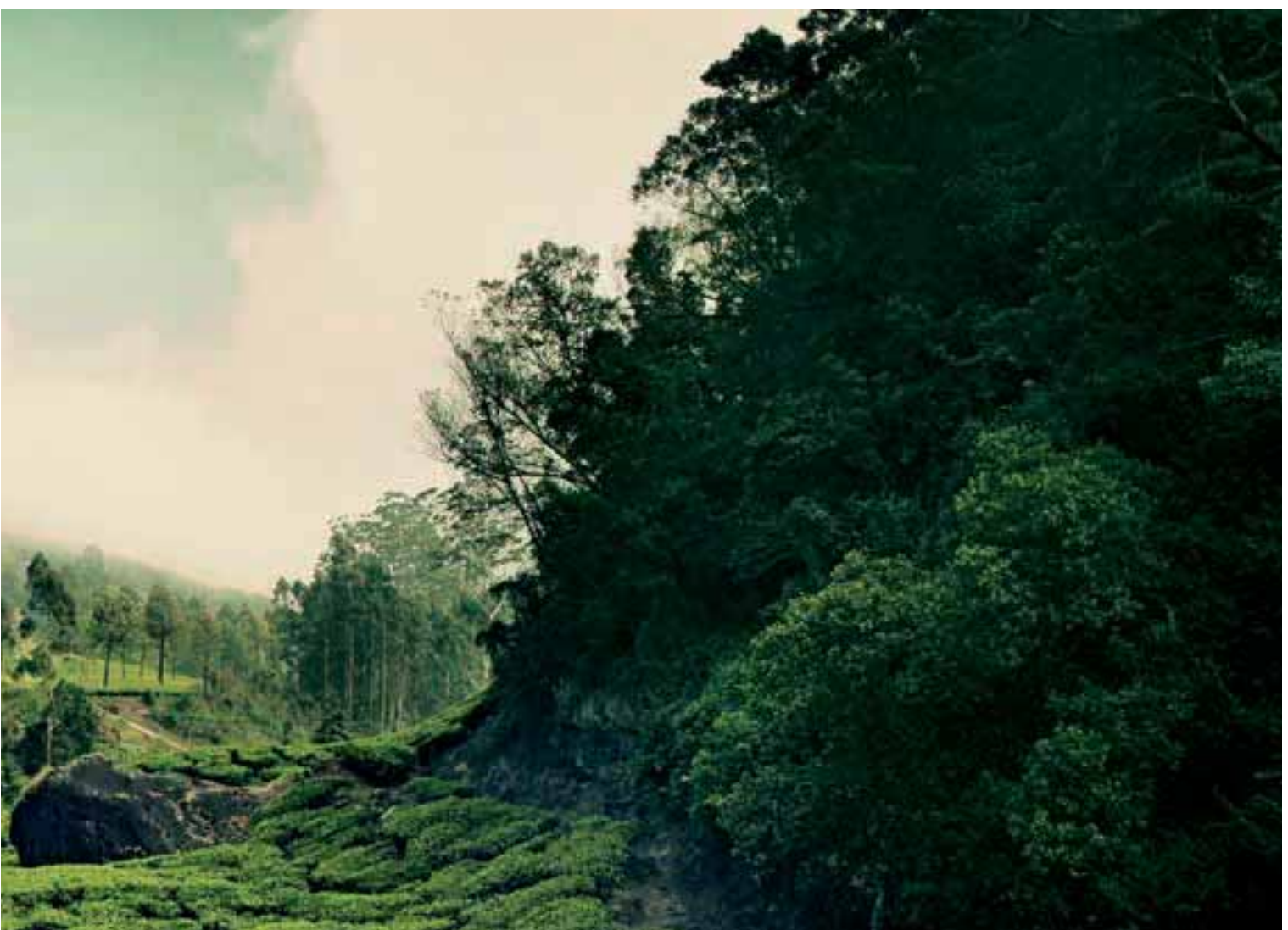
4.2.1. Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN: - This Scheme is proposed to be implemented in a Mission Mode. The main Mission objectives and strategy are as under:-

Mission Objectives:-

- Develop circuits having tourist potential in a planned and

prioritized manner;

- Integrated development of infrastructure in the identified theme based circuits;
- Promote cultural and heritage value of the country;
- Provide complete tourism experience with varied thematic circuits;
- Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit destination;
- Follow community based development and pro-poor tourism approach;



- Creating awareness among the local communities about the importance of tourism for them in terms of increase in source of income, improved living standards and overall development of the area;
- Promote local arts, cultural, handicrafts, cuisine etc to generate livelihoods in the identified regions;
- Harness tourism potential for its direct and multiplier effects in employment generation and economic development;
- Leverage public capital and expertise;

Mission Strategy:

- To identify themes based circuits that have potential to be showcased as world class tourism products in consultation with the stakeholders;
- To ensure that the development of theme based circuits adhere to the sustainability and carrying capacities of the destinations;
- To create a framework for classifying infrastructural gaps in the identified circuits that have been major roadblocks in unlocking the potential of these circuits;
- To plan in an integrated manner the development of these circuits

in a specific timeframe ensuring full convergence of state and central government schemes as well as private sector investments;

- To follow a comprehensive area development approach for ensuring all the facilities required by the tourists in the identified circuits.

Under Swadesh Darshan Scheme – the following 13 circuits have been identified for Integrated Infrastructure Development of Theme-Based Tourist Circuits:

1. North-East India Circuit

2. Buddhist Circuit
3. Himalayan Circuit
4. Coastal Circuit
5. Krishna Circuit
6. Desert Circuit
7. Tribal Circuit
8. Eco Circuit
9. Wildlife Circuit
10. Rural Circuit
11. Spiritual Circuit
12. Ramayana Circuit
13. Heritage Circuit

LIST OF PROJECTS SANCTIONED UNDER SWADESH DARSHAN SCHEME

Sr.No	Name of Theme	State/UT	Name of Project	Sanction Amount (Rs.crore)
Year 2014-15				
1	Coastal	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh	69.83
2	North East	Arunachal Pradesh	Development of Bhalukpong-Bomdila-Tawang in Arunachal Pradesh	49.77
3	Buddhist Circuit	Bihar	Construction of Cultural Centre adjacent to Maya Sarovar on the western side at Bodhgaya, Bihar.	33.17
Year 2015-16				
1	North East	Manipur	Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh	89.66
2	North East	Sikkim	Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim	98.05
3	Eco Circuit	Uttarakhand	Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand	80.37
4	Coastal Circuit	Andhra Pradesh	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh	60.38
5	North East Circuit	Arunachal Pradesh	Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East Circuit of Swadesh Darshan	97.14
6	Eco Tourism Circuit	Kerala	Development of Pathanamthitta- Gavi-Vagamon-Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan scheme.	99.22
7	Desert Circuit	Rajasthan	Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit in Swadesh Darshan scheme.	63.96

Sr.No	Name of Theme	State/UT	Name of Project	Sanction Amount (Rs.crore)
8	Tribal Circuit	Nagaland	Development of Tribal Circuit Peren –Kohima-Wokha, Nagaland	97.36
9	Eco Circuit	Telangana	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan scheme.	91.62
10	Wild Life Circuit	Madhya Pradesh	Development of Wildlife Circuit at Panna – Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh under Swadesh Darshan scheme.	92.22
11	Wildlife Circuit	Assam	Manas– Pobitora- Nameri- Kaziranga- Dibru Saikhowa as Wild Life Circuit in Assam.	95.67
12	North East Circuit	Tripura	Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat – Dumboor- NarikelKunja - Gandachara – Ambassa in Tripura.	99.59
13	Eco Tourism Circuit	Mizoram	Integrated Development of New Eco-Tourism under Swadesh Darshan-North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram.	94.91
14	Coastal Circuit	West Bengal	Development of Beach Circuit in West Bengal – Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakhlai -Henry Island.	85.39
15	Coastal Circuit	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under “Swadesh Darshan” Scheme	85.28

4.2.2. National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD):- This Scheme is proposed to be implemented in a Mission Mode. The main Mission objectives and strategy are as under:-

Mission Objectives:-

- Integrated development of pilgrimage destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience;



- Harness pilgrimage tourism for its direct and multiplier effects on employment generation and economic development;
- Follow community based development and pro-poor tourism concept in development of the pilgrimage destinations;
- Leveraging public capital and expertise;
- Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the religious destination
- Creating awareness among the local communities about the importance of tourism for them in terms of increases sources of income, improved living standards and overall development of the area.
- Promote local arts, cultural, handicrafts, cuisine etc to generate livelihoods in the identified places.

Mission Strategy:-

- To identify religious destinations that have potential to be showcased as world class tourism products in consultation with the stakeholders;
- To ensure that the development of

these destinations adhere to the sustainability and carrying capacities of the destinations;

- To create a framework for classifying infrastructural gaps in the identified destinations that have been major roadblocks in unlocking the potential of these places;
- To plan in an integrated manner the development of these destinations in a specific timeframe ensuring full convergence of state and central government schemes as well as private sector investments;
- To promote local arts, cultural, handicrafts, cuisine etc to generate livelihoods in the identified destinations;
- To follow a comprehensive area development approach for ensuring all the facilities required by the tourists in the identified places;

The following 13 cities have been identified for development under PRASAD Scheme :

Ajmer, Amritsar, Amaravati, Dwarka, Gaya, Kamakhya, Kanchipuram, Kedarnath, Mathura, Patna, Puri, Varanasi and Vellankanni.

LIST OF PROJECTS SANCTIONED UNDER PRASAD SCHEME

Sl. No	State	Name of the project	Sanction Amount (Rs.crore)
Year- 2014-15			
1	Bihar	Development of basic facilities at Vishnupad temple, Gaya, Bihar	4.29
2	Uttar Pradesh	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	14.93
3	Uttar Pradesh	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	9.36
4	Odisha	Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi-Prachi River front at Deuli under Mega Circuit	50.00
Year – 2015-16			
1	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar	6.45
2	Rajasthan	Integrated Development of Pushkar/Ajmer	40.44
3	Andhra Pradesh	Development of Amaravati Town, Guntur District of Andhra Pradesh as Tourist Destination	28.36
4	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati.	33.98
5	Bihar	Development at Patna Sahib	41.54

4.3 Assistance to Central Agencies:

4.3.1 The objective of the scheme is to ensure tourism infrastructure development through Central Financial Assistance of the Ministry by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets.

4.4 Scheme for Products/ Infrastructure Development of Destinations and Circuits (PIDDC)

4.4.1 The objective of the scheme is to identify tourist circuits and destinations in the country and develop them to international standards. Efforts are made to provide all infrastructure facilities required by the tourists within these circuits and destinations. However this scheme has been delinked from the Union support from the current financial year (2015-16). There is no budgetary support under this scheme for states. A provision of Rs 20 crores has been made for the UTs only during 2015-16.

4.5 Inter-ministerial Co-ordination

4.5.1 The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) has been re-constituted under the Chairmanship of the Cabinet Secretary. The terms of reference of the Committee is to facilitate resolution of Inter- Ministerial issues involved in the

development of tourism in the country.

The members of Committee are:

- i. Chairman, Railway Board,
- ii. Home Secretary,
- iii. Foreign Secretary,
- iv. Secretary, M/o Civil Aviation
- v. Secretary, M/o Environment, Forests & Climate Change
- vi. Secretary, M/o Urban Development
- vii. Secretary, M/o Culture
- viii. Secretary, M/o AYUSH
- ix. Secretary, M/o Textiles
- x. Secretary, M/o Road Transport & Highways
- xi. Secretary, M/o Information & Broadcasting
- xii. Secretary, M/o Development of North Eastern Region
- xiii. Secretary, Ministry of Tourism is the Member Convener of the Committee.

Meeting of the IMCCTS was held on 5th October, 2015 under the Chairmanship of the Cabinet Secretary. Important Inter-Ministerial issues relating to development of tourism were discussed in the meeting.





Chapter-5

Accessible Tourism

5.1 Guidelines for Classification / Re-classification of Hotels.

- 5.1.1** As per the guidelines of the Ministry of Tourism for Classification/Re-classification of Hotels, all Star hotels shall provide at least one room for the Differently Abled Guest with minimum door width of the differently abled persons and bathroom of such rooms should allow wheel chair made available by the hotel to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bath room shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bath room of such rooms shall have minimum width of 90 cm w.e.f. 01.04.2023.
- 5.1.2** Bath room should be wheel chair accessible with sliding door suitable fixtures like low wash basin, low height WC, grab bars etc.
- 5.1.3** Ramp with anti-slip floors at the entrance of the hotel to allow wheel chair access. Free accessibility in all public areas and to at least one restaurant in 5 Star and 5 Star Deluxe hotel.
- 5.1.4** In public Restrooms (unisex), wheel chair should be accessible with low height urinal (24" maximum) with grab bars.
- 5.1.5** The almirah in differently abled rooms shall be sliding in cases where no sufficient space is available for opening the almirah doors by the differently abled person.



5.1.6 Room shall have low height furniture, low peep hole, cupboard with low cloth hangers, audible and visible (blinking light) alarm system & door bell.





Chapter-6

New Tourism Products (Niche Tourism)

6.1 Niche Tourism Products

6.1.1 Identifying niche products is a dynamic process. The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome the aspect of 'seasonality' and to promote India as a 365 days destination, attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Committees for the promotion of Golf Tourism and Medical & Wellness Tourism. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the

following Niche Products have been identified by the Ministry of Tourism for development and promotion:

- i. Cruise
- ii. Adventure
- iii. Medical
- iv. Wellness
- v. Golf
- vi. Polo
- vii. Meetings Incentives Conferences & Exhibitions (MICE)
- viii. Eco-tourism
- ix. Film Tourism
- x. Sustainable Tourism

6.2 Cruise Tourism

6.2.1 Constitution of Task Force on Cruise



Tourism on 24th November 2015.

The coastline and inland waterways has enormous potential to develop cruise tourism, both international and domestic. To harness this, there is a need to provide necessary infrastructural facilities through its ports in terms of berths, terminals and tourist/passenger amenities. For promoting cruise tourism, joint efforts of Ministry of Tourism and Ministry of Shipping are required and will act as the catalyst. Accordingly, it was decided to constitute a Task Force with Secretary(Tourism) as the Chairman and Secretary(Shipping) as the Co-chairman.

6.2.2 'Cruise Shipping' is one of the most dynamic and the fastest growing components of the leisure industry worldwide. It is fast emerging as a new

marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposable incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

6.2.3 Ocean Cruise

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June 2008. The objectives of the policy are to make India as an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at

various ports in the country to attract the right segment of the foreign tourists to cruise shipping in India and to popularize cruise shipping among Indian tourists. Some of the major steps of the Ministry of Tourism to promote cruise tourism include the following:

- An Inter-Ministerial Steering Committee, comprising members from various Central Ministries, like Shipping, Home Affairs, Finance, with Secretary (Shipping) as Chairman, was constituted in June 2010. The Committee acts as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary, Ministry of Tourism is the Member Secretary of this Committee.
- The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism.

6.2.4 River Cruise

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including River Cruise.



6.2.5 IDENTIFICATION OF CRUISE CIRCUITS AND DEVELOPMENT OF NECESSARY INFRASTRUCTURE

- In the meeting chaired by the Hon'ble Prime Minister on 21st June 2014, it was decided that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for carrying out cruise tours on waterways and also take measures to develop necessary infrastructure.
- Accordingly, a **Working Group** was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:
 - (a) IWAI – 1 member from HQ and Local Director/In charge;
 - (b) Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
 - (c) Domestic Tour Operators – 1 member;
 - (d) Cruise Operators – 2 representatives from cruise operators operating in each waterway.
- In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2. The Working Group has also identified key issues and challenges pertaining to development of these circuits which, inter alia, include:
 - (i) Development of infrastructure including all weather navigable channels with requisite navigable aids and proper berthing facilities;
 - (ii) Provision of tourist amenities including maintenance of law and order at terminals, jetties, river fronts etc., and
 - (iii) Proper maintenance of tourist places.

- The details of identified 8 Tourist Circuits along NW-1 and NW-2 are:

(A). NATIONAL WATERWAY – 1 (River Ganga)

Circuits Identified	Major Religious Attractions/Places	Details
Allahabad Circuit	Kumbh Mela, Triveni Sangam, All Saints Cathedral, Patalpuri Temple and Akshaya Vat, Hanuman Mandir, Chitrakoot.	Allahabad has a literary and artistic heritage; Kumbh Mela attracts millions from across the globe; Chitrakoot is an important pilgrimage site of Hindus approximately 70 kms from Allahabad and connected by road; rest of the two places are in Allahabad.
Varanasi Circuit	The Ghats, 'Ganga Aarti', Dev Dipawali' Kashi Vishwanath Temple, Sankat Mochan Hanuman Temple, Gyanvapi Mosque, Shri Guru Ravidass Janam Sthan.	Varanasi is widely considered to be the second oldest city in the world and visited by millions from across the globe. All the religious places mentioned here are within the city itself.
Patna Circuit	Harmandir Sahib, Mahavir Hanuman Mandir, Patan Devi Temple, Padri-ki-Haveli, Bodhgaya, Gaya, Nalanda, Rajgir, Vaishali.	Apart from the religious places which are in the city, Gaya and Bodhgaya are connected by road with Patna. They are situated at a distance of around 100 kms and 110 kms, respectively. Similarly, Nalanda and Rajgir are on the same road route and 80 kms and 95 kms, respectively, from Patna. Vaishali, an important Buddhist tourist place is at a distance of 35 kms from Patna. 'Chhat Puja' is also a unique attraction along the ghats of Patna.
Bhagalpur Circuit	Bateshwar Sthan, Vaasupujya Bhagwan Mahavir Jain Mandir, Mandar Hill, Sultanganj, Deoghar.	Mandar Hill is located about 30 kms from Bhagalpur and well known for its mythological background. Sultanganj is an important religious center for the Hindus, situated on the bed of river Ganga at a distance of 26 km from Bhagalpur. It is also the starting point for the annual pilgrimagtetio Shiva temple at Deoghar 'Sawan'.
Kolkata Circuit	Ganga Sagar, Belur Math, Dakshineshwar Temple, Pareshnath Jain Temple, Kalighat Temple, Nakhoda Mosque, St. Paul's Cathedral, St. Andrews Church, Old Nizamatl mambara, Katra Masjid.	This circuit has important religious places related to all religions and all the places are within 20 kms from the river banks.

(B). NATIONAL WATERWAY – 2 (River Brahmaputra)

Circuits Identified	Major Religious Attractions/Places	Details
Guwahati Circuit	Kamakhya Temple, Navagraha Temple, Bhuvaneswari Temple, Basistha Ashram Temple, Hayagriba Madhaba Temple, Umananda Temple.	These religious places are along the Brahmaputra river or within 20 kms by road.
Tezpur Circuit	Da Parbatia, Bamuni Hill, Agnigarh, Bishwanath Ghat (Shiva Dol).	These religious places are along the Brahmaputra river or within 20 kms by road.
Neamati Circuit	Sivasagar, Majuli Island.	These religious places are along the Brahmaputra river.

- Suggestions and recommendations of the Working Group:**

The key issues, challenges and recommendations relating to the identified tourism circuits are as under:

Key Issues	Recommendations	Action Required	Action to be taken by
Fairway	To facilitate an all-weather navigable channel with draft of 2.5 meters.	1. Dredging activities need to be comprehensive and intensive. 2. Adequate nos. of self-propelled dredgers to be deployed to dredger shoals in a short time before arrival of cruise vessels.	IWAI
	To provide Day and Night navigation aids.	Close marking at bends and other critical locations required. Night navigation aids to be provided wherever movement of cruise vessels takes place during night time to reduce turnaround time.	
	To provide sufficient dredgers and Water Master/ Self-propelled dredgers for immediate dredging.	Procurement of dredgers and repair during flood season to enable dredging during lean season.	
	Augment survey of waterway during lean season for better channel marking.	IWAI undertakes fortnightly survey during lean season. The river notices are to be uploaded on IWAI's website and communication sent to vessel operators.	
	DGPS and River Information System.	To be implemented by IWAI. The receivers, laptops and software are to be installed by the vessel operators in their vessels.	
Proper berthing facilities	Concrete jetties, floating pontoon jetties with gangways.	Due to difference between height of the concrete jetties and vessel deck due to vertical water level variation, ladders/ramps to be provided to facilitate safe passenger embarkation/disembarkation. Similarly, Gangways at floating pontoon jetties for passenger movement to be provided.	IWAI
Tourist amenities at terminals, jetties, river fronts, ghats, etc.	Pay & Use separate Restroom facilities for Ladies and Gents.	Construction by State Governments for which proposals may be sent by State Governments to the Ministry of Tourism for 100% support for development of basic amenities at jetties, terminals, ghats.	State Governments & Ministry of Tourism
	Parking facilities.		
	Emergency medical facilities.	First Aid and ambulance services.	State Governments
	Road linkages.	All pontoon jetties to be provided with road link.	
	Excise/Bar License.	State Governments to consider one license for the entire State instead of district wise licenses for cruise vessels.	State Governments
Maintenance of Tourist Places	Identification of NGOs and civic authorities; delegation responsibility for organization and maintenance of areas of tourist interest to them.	State Governments and Ministry of Tourism to prepare such lists with the assistance of cruise operators.	Ministry of Tourism and State Governments.
	Display illuminated signage for all religious and heritage sites and ensure that all entry points are lighted.	Install retro reflective sign boards with illuminations.	State Governments

Key Issues	Recommendations	Action Required	Action to be taken by
Others	Law and Order.	Police should be sensitized. Formation of river police.	State Governments.
	Opening of pontoon bridges for passage of vessels.	1. Itinerary to be given by cruise operators well in advance to State Governments. 2. Systems to be provided for quick opening of pontoon bridges.	Cruise Operators State Governments.
	Dissemination of information.	Advertisements, Conferences, Workshops.	Cruise Operators, Ministry of Tourism & State Governments.

6.3 Adventure Tourism

6.3.1 Adventure tourism involves exploration or travel to remote, exotic areas. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations.

6.3.2 Initiatives of Ministry of Tourism to Promote Adventure Tourism

- The Ministry of Tourism has issued guidelines for the approval of Adventure Tour Operators, which is a voluntary scheme, open to all bona-fide Adventure Tour Operators.
- The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting. These have been uploaded on the website of the Ministry of Tourism titled www.tourism.gov.in. The

same have also been forwarded to the State Governments and Union Territory Administrations for compliance.

- Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.
- Special efforts are made by the Ministry of Tourism to promote Inland Water Tourism by providing necessary infrastructure facilities. Financial assistance was extended for construction of Double Hull Boats, constitution of Jetties, Cruise Vessels, Boats, etc.

6.3.3 Indian Institute of Skiing & Mountaineering (IISM), Gulmarg, J&K

The Indian Institute of Skiing & Mountaineering (IISM) has been made fully operational in Gulmarg, Jammu & Kashmir from January 2009. This institute now has its own building and all modern equipment and training facilities for Adventure Sports.

During the year **2015-16 (up to 31st**

December 2015) the Ministry of Tourism has released an amount of **Rs.64.59**

lakh to IIS&M for activities related to Adventure Tourism. The details are as follows:

(Rs. In lakh)

SI No.	Course and other	Number of courses/items	No. of trainees	Total expenditure
1.	Snow skiing	06	480	53.12
2.	Training of Ski team of Institute & participation in National Championship (2014-15)			8.97
3.	Purchase of 10 Walkie Talkie sets			2.50
	Total	06	480	64.59

6.3.4 Indian Mountaineering Foundation (IMF)

An amount of Rs. 47.06 lakh has been released to IMF on account of peak fee concession given to mountaineers going on expeditions.

An amount of Rs.3,56,200 has been released to the Department of Telecommunications on account of spectrum charges (Annual) pertaining to the use of ISATPHONE in mountainous areas by mountaineers.

6.4 Medical Tourism

6.4.1 Constitution of National Medical & Wellness Tourism Board on 5th October 2015

In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), it has constituted a National Medical & Wellness and Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board will work as umbrella organisation that governs and promotes this segment of tourism in an organised manner.

6.4.2 The Ministry of Tourism has revised guidelines for the promotion of Medical Tourism as a Niche Tourism

Product on 21st August 2014. Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to obtain health care. Services typically sought by travellers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

6.4.3 Besides India, there are several Asian destinations like Singapore, Malaysia and Thailand that are offering Medical care facilities and promoting Medical Tourism. India excels among them for the following reasons:-

- State of the Art Medical facilities
- Reputed health care professionals
- Quality Nursing facilities
- No waiting time for availing the medical services
- India's traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness.

6.4.4 The Medical Tourism activity is mainly driven by the private sector. The Ministry of Tourism has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. The

Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:

- Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment.
- Ministry of Tourism supported International Summit- Advantage Health Care India-2015 organised by FICCI and released Rs.12.59 lakh.
- The Ministry of Tourism also supported the Medical & Wellness summit 2015, organized by PHD Chamber of Commerce, held at New Delhi. For organizing the instant event, the Ministry of Tourism sanctioned an amount of Rs. 10.00 lakh to PHD Chamber of Commerce.

6.4.5 Fiscal Incentives Provided by Ministry of Tourism for Development of Medical Tourism

For participation in approved Medical/ Tourism Fairs/Medical Conferences/ Wellness conferences/ Wellness Fairs and its allied Road Shows (PMT), Ministry of Tourism provides Market Development Assistance (MDA). This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA scheme is being provided to approve medical tourism service providers, i.e., the representatives of Hospitals accredited

by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators (Travel Agents/Tour Operators engaged in Medical Tourism and approved by Ministry of Tourism, Government of India.

During the year **2015-16 (till December 2015)**, the Ministry of Tourism under MDA scheme provided a financial assistance of **Rs. 84.84 lakh/-** to the Medical Tourism Service Providers.

6.5 Wellness Tourism

6.5.1

Wellness Tourism is about travelling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. It is about being proactive in discovering new ways to promote a healthier, less stressful lifestyle or finding balance in one's life. Health Tourism holds immense potential for India. The Indian systems of medicine, that is Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, etc., are among the most ancient systems of medical treatment, in the world. India can provide medical and health care of international standard at comparatively low cost. Most of the hotels/resorts are coming up with Ayurveda Centres. The leading tour operators have included Ayurveda in their brochures.

6.5.2

The Ministry of Tourism has revised guidelines for the promotion of Wellness as a Niche Tourism Product on 21st August 2014. These guidelines address various issues including inter alia, making available quality publicity material, training and capacity building for the service providers and participation in international & domestic wellness related events. A series of sensitization workshops have also been held across the country to sensitize the wellness centres about the importance of the accreditation mechanism and the various promotional efforts of the Ministry of Tourism.

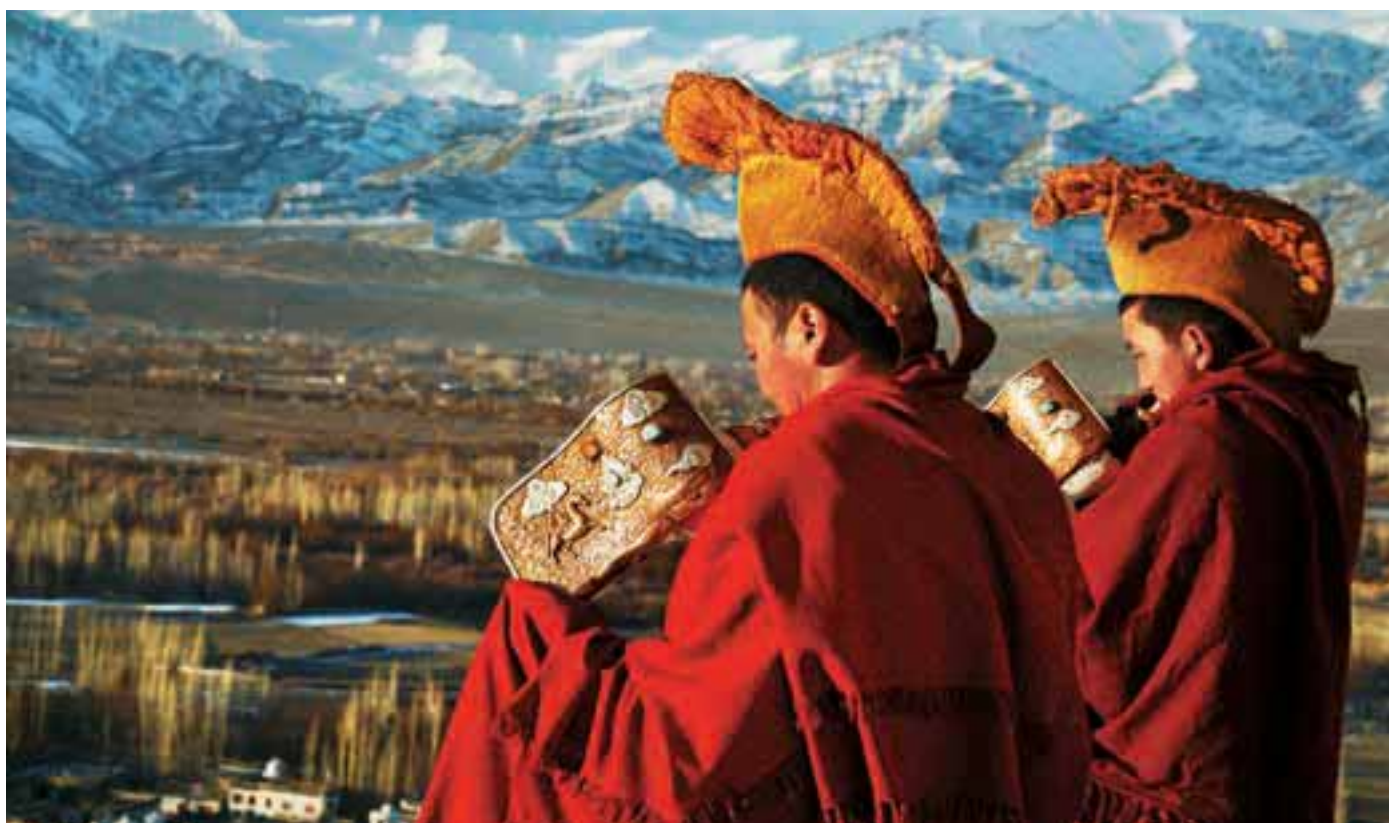
- 6.5.3** The Ministry of Tourism also provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres, i.e., representatives of wellness centres accredited by NABH or the State Governments. The MDA assistance is for participation in medical/tourism fairs, medical conferences, wellness conferences, wellness fairs, and allied road shows.
- 6.5.4** In addition, the steps taken by the Government to promote medical/health tourism include promotion in overseas markets through road shows, participation in travel marts, and production of brochures, CDs, films and other publicity material. Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB Berlin.
- 6.5.5** Yoga/Ayurveda/Wellness has been promoted in the past years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".
- 6.5.6** The Ministry of Tourism has constituted a Wellness Tourism Providers Committee,

consisting of stakeholders in the field of 'Wellness Tourism' and representatives of the concerned administrative ministries including the Ministry of Tourism, comprising of members of national wellness & accreditation bodies like NABH, AYUSH and stakeholders of the wellness industry.

- 6.5.7** The Quality Council of India, through NABH has finalized the module for training of Spa therapist, beauticians and nutritionist. The process of empanelment of training institutes has been initiated.

6.6 Golf Tourism

- 6.6.1** Sports tourism in India is gaining interest. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth the world over. 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. In order to tap this growing interest in golf



tourism, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India's position as a fast growing free market economy.

6.6.2 The Ministry of Tourism has revised the guidelines for extending financial support for promotion of golf tourism on 2nd September 2014. These guidelines address issues including inter-alia, training and capacity building for the service providers, and participation in international & domestic events, related events and making available quality publicity material.

6.6.3 The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country. IGTC approved 08 golf events during the year 2015-16 (till December 2015) and released an amount of Rs. 281.71/- lakh.

6.6.4 The Ministry invited Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/ UT Administrations, Approved Tour Operators/Approved Travel Agents and Corporate Houses seeking financial support from the Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/Annual Meetings/Seminars eligible for financial support, with a view to promote Golf Tourism to and/ or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards.

The Notice for inviting EOI including guidelines for the promotion of golf tourism (Golf Events, Golf Shows, Golf Promotional Workshops/ Events/Annual Meetings/Seminars) has been uploaded on the website of the Ministry of Tourism titled www.tourism.gov.in and www.eprocure.gov.in. Applications received

through EOI are being evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

6.7 Polo Tourism

6.7.1 The game of Polo is said to have originated in India and it is one of the few countries in the world where this game is still preserved and practiced. The Kolkata Polo Club is the oldest Polo club in the world and is 150 year old. Therefore, Polo can rightly be termed as "Heritage Sports" of India.

6.7.2 The Ministry of Tourism promotes Polo in collaboration with the Indian Polo Association and has formulated guidelines identifying broad areas of support for promotion of this game as Niche Tourism Product.

6.8 Meetings Incentives Conferences and Exhibitions (MICE)

6.8.1 Today, 'Conventions and Conferences' are been acknowledged as a significant segment of the tourism industry. A large number of conferences are held around the world every year. In order to promote India more effectively as a convention destination, the travel industry, under the patronage of the Ministry of Tourism, set up the India Convention Promotion Bureau (ICPB) in 1988, a non-profit organization, with members comprising national airlines, hotels, travel agents, tour operators, tourist transport operators, conference organizers, etc.

6.8.2 The important objectives of ICPB are as under:

- To promote India as a venue for International Congresses and Conventions.
- To undertake a continuing programme of creating awareness of the role and benefits of Congress and Conventions in the context of national objectives.
- To undertake research on the international conference market for development of India's conference





industry.

- To diffuse knowledge to conference industry personnel through educational programmes, seminars, group discussions, courses of study and exchange of visits with Indian Associations / Organisations and relevant world Associations / Organizations.

6.8.3 The major efforts of the Bureau to give thrust to the business of Conferences and Conventions include the following:

- A Video film on the conference, a facility in India, has been produced, copies of which have been provided to the members and Indian associations for promotional activities/ bidding, etc.
- Participation in International Travel Marts, like EIBTM, IT&CMA etc. to give exposure to India's Conference infrastructure.
- Organisation of seminars to motivate Indian Associations to bid for international Conferences.
- The Ministry of Tourism, Government of India has developed a CD-ROM which gives detailed information on convention facilities available at various centres in India.

6.8.4 The Ministry of Tourism has developed guidelines for extending the benefits under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby bringing more MICE business to the country. Under the scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the terms and conditions.

6.8.5 Under MDA scheme for extending the benefits to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby bringing more MICE business to the

country, the Ministry of Tourism provides financial assistance.

6.9 Promotion of Eco Tourism

6.9.1 The growing tourist demand is already exerting pressure on our natural and other resources. Unless, attention is paid now for developing tourism in ecologically sustainable manner and maintaining environmental integrity, it may cause irreparable damage. Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It purports to educate the traveller, provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and for human rights. Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

6.9.2 The Ministry has been laying a lot of stress on maintenance of environmental integrity, considering the importance of developing tourism in an ecologically sustainable manner.

6.9.3 The Ministry recognizes following cardinal principles for development of ecotourism:

- It should involve the local community and lead to the overall economic development of the area.
- It should identify the likely conflicts between use of resources for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
- The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan

while avoiding inter-sectoral conflicts and ensuring sectoral integration associated with commensurate expansion of public services.

6.9.4 Tiger Reserves open for Tourism Activities

The guidelines for Tourism in and around Tigers reserves' notified by the National Tiger Conservation Authority (NTCA) have taken cognizance of various matters of concerns of the Ministry of Tourism. The Ministry of Tourism was represented in the Committee constituted to frame a comprehensive set of guidelines under section 380(c) of the Wildlife (Protection) Act, 1972 and other laws in force in compliance of the interim order dated 29.08.2012 from the Hon'ble Supreme Court of India in the petition for SLP(civil) No. 21399/2011.

The stand of Ministry of Tourism during discussion in the Committee was for regulated tourism in protected areas of the country. Tourism should be based on scientific carrying capacity and sustainability principles. The Ministry of Tourism does not favour a total ban in protected Areas including Tiger Reserves. International Practices/

best National Practices should be taken into consideration by Ministry of Environment & Forests in finalizing eco-tourism guidelines for Protected Areas. Regulated and controlled tourism in Protected Areas is found to be generally helpful globally, in conservation efforts for wildlife in different countries.

The guidelines now allow a conservation fee from the tourism industry for eco development and local community upliftment work, based on bed capacity of each accommodation unit with tariff charges. This is a desirable clause for the hospitality industry.

The guidelines now also support conduct of tourism activity in the Core areas and have recorded that current tourism zones where only tourist visits are permitted and there are no consumptive uses, tiger density and recruitment does not seem to be impacted. For this reason, permitting up to 20% of the Core Critical Habitat as tourism zone should not have an adverse effect on the tiger biology needs, subject to adherence to all the prescriptions made in these guidelines.

The Ministry of Tourism sees these



guidelines as path of co existence of tourism and wildlife and urges the State Governments and all stakeholders to adhere to the guidelines in letter and spirit for overall development of ecotourism.

6.10 Eco– friendly measures to be adopted by the Hotels

6.10.1 The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like sewage treatment plant (STP), rain water harvesting system, waste management system etc.

6.10.2 Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the afore-mentioned measures, other measures like pollution control, introduction of non - CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

6.10.3 Under the guidelines for project level & classification / re-classification of operational hotels it has been prescribed that the architecture of the hotel buildings in hilly and ecologically fragile areas should keep in mind sustainability and energy efficiency and as far as possible be in conformity with the local ethos and use local materials.

6.11 Promotion of Sustainable Tourism

The Ministry has constituted a Steering Committee with representatives from all the 14 sectors of the tourism and hospitality industry of India. The Steering Committee deliberated at length to formulate the Sustainable Tourism

Criteria. The Committee has finalized the Sustainable Tourism Criteria and Indicators for the Accommodation Sector and the Tour Operator Sector, as these two form the most important stakeholders in the Tourism Industry. Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.

6.12 Film Tourism

6.12.1 The Ministry of Tourism has issued guidelines (dated 25th July 2012) for extending financial support to State Governments / Union Territory Administrations, for promotion of “Film tourism”.

6.12.2 In an endeavour to establish India as a filming destination, the Ministry of Tourism and Ministry of Information & Broadcasting (I&B) have entered into a Memorandum of Understanding (MOU) on 16th February 2012 to promote Cinema of India as a sub brand of “Incredible India” at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

6.13 Synopsis of Targets achieved by Niche Tourism Division in 2015-16

- Constitution of National Medical & Wellness Tourism Board on 5th October 2015.
- Constitution of Task Force on Cruise Tourism on 24th November 2015.
- The India Golf Tourism Committee (IGTC) approved 08 golf events during the year 2015-16 (till December 2015) and released an amount of Rs. 281.71/- lakh.
- During the year 2015-16 (till December 2015), the Ministry of Tourism under MDA scheme provided a financial assistance of **Rs. 84.84 lakh/-** to the Medical Tourism Service Providers.





Chapter-7

Hotels and Travel-Trade

7.1 Hospitality Development and Promotion Board (HDPB) for Hotel Projects

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances / approvals required 'from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the

clearances/ approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

However, this concept has not found favour with the hotel industry as ever since its inception not even a signal application has been received in the Ministry.



7.2 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating out of seven categories, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, 'and Heritage including Heritage Classic without Alcohol Service and Heritage (Grand). The category of Heritage hotels was introduced in 1994. The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry.

The Ministry has reviewed and revised

the Guidelines from time to time for the 'Approval of Hotel Projects' and also for the 'Classification of Star Category Hotels' to address the requirements of the hospitality industry. The revised Guidelines have tried to address issues related to the eco-friendly / energy saving measures, facilities for persons with disabilities and security and safety concerns. Some of the new features include the following: (i) Measures and facilities to address the requirements of persons with disabilities includes dedicated room with attached bath room, designated parking, ramps, free accessibility in public areas, designated toilet(unisex) at the lobby level etc. (ii) Existing classified hotels and new projects have to adopt environmental friendly practices, (iii) Segregation of smoking and non-smoking areas in

hotels, besides compliance with other requirements of the provisions under “The Cigarettes and other Tobacco Products (Prohibition of advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003,” (iv) Implementation of measures to address the safety and security concerns viz. use of X-ray machines for baggage scan, CCTV, under-belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, (v) Giving commitment towards following tenets of ‘Safe & Honourable Tourism’ (vi) Training a minimum number of persons, in every calendar year in the short duration Skill Development Courses under the ‘Hunar Se Rozgar’ scheme (vii) Submission of bar license is mandatory for 4 Star, 5 Star, 5 Star Deluxe, Heritage Classic & Heritage Grand categories wherever bar is allowed as per local laws for hotel classification /re-classification etc. However three new categories of hotels i.e. 4 Star without Alcohol, 5 Star without Alcohol, and Heritage Classic without Alcohol hotels have been created. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorised to conduct / co-ordinate inspection.

7.3 Online submission of Applications Project level Approval, Classification / re-classification of Hotels

With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. In the past, the application relating to project level approval of hotels and classification/

re-classification of hotels were accepted in this Ministry in hard copy form submitted either by hand or post. This has been completely dispensed with. This online process has also been integrated with payment gateway.

7.4 Revision of Guidelines for Classification and Re-classification of Hotels:

The Government had studied the current tourism scenario and revised the guidelines for Classification and reclassification of Hotels w.e.f. December 16, 2014. The revision of the guidelines will provide a higher level of services in hotels and also make the information about customers’ rights available to them on and even before their arrival. The revised guidelines will make the hotels more customer – friendly and hospitable.

- (i) Keeping in view of the demand from hotel industry new categories of hotels such as 4 Star category (without Alcohol Service), 5 Star category (without Alcohol Service), Heritage Classic (without Alcohol Service) have been created.
- (ii) As per the guidelines of the Ministry of Tourism for Classification/Re-classification of Hotels, all Star hotels shall provide at least one room for the Differently Abled Guest with minimum door width of the differently abled persons and bathroom of such rooms should allow wheel chair made available by the hotel to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bath room shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bath room of the such rooms

shall have minimum width of 90 cm w.e.f. 01.04.2023.

- (iii) For classification purpose all cities have been categorised under 3 categories i.e. 'A' 'B' and 'C'. Accordingly star category hotels are expected to provide Restaurant and room – services in their hotels.

7.5 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces have lies, castles, forts and residences built prior to 1950, into accommodation units that they reproduce the ambience a lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic, Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

7.6 Approval of Standalone Restaurants

Quality restaurants, authentic food as variety of cuisines, particularly cuisines - different States in the country, have become increasingly popular both with domestic and foreign tourists and extend an entering tourism experience. Accordingly, Ministry's scheme for the approval of stand-alone restaurants stands revived.

7.7 Guidelines for Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months together. With a view to providing standardized, world class services to the tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in the five Star deluxe, five Star, four Star and three Star categories.

7.8 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists,



both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

7.9 Approval and Classification of Timeshare Resorts

In view of the growing popularity of vacation ownership for leisure holidays and family holidays of tourist accommodation, known as Timeshare, the Ministry has introduced a voluntary scheme for classification of Timeshare Resorts (TSRs) into three Star, four Star and five Star categories

7.10 Incredible India Bed & Breakfast / Homestay Scheme.

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and a taste of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and also to simplify the procedure of approvals, this Ministry has recently reviewed the scheme and has simplified the guidelines by amending certain norms.

7.11 Approval of Stand – alone Air Catering Units

This Ministry approves and classifies Stand-alone Air Catering Units in the country to ensure international standards in the air catering segment.

7.12 Approval of Convention Centres

Meetings, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow



and the country is in need of more Convention and Exhibition Centres to meet this requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centres.

7.13 Incentive Provided to Hotels

To encourage the growth of hotels, on the request of Ministry of Tourism, a Five- Year Tax holiday was announced in the budget of 2008-09 for two, three and four star hotels that are established in specified districts which have UNESCO declared “World Heritage Sites” (except the revenue districts of Mumbai and Delhi). For availing this incentive, the hotel should be constructed and start functioning between the period April 1st 2008 to March 31st 2013. The Government has recently announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country.

The Reserve Bank of India (RBI) has also issued revised Guidelines on Classification of exposures as Commercial Real Estate (CRE) exposures. As per these guidelines, RBI has classified exposures to hotels outside the CRE exposure.

7.14 Harmonized Master List of Infrastructure Sub – Sectors

Ministry of Finance, Govt. of India on 7th October, 2013 has notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country which includes the following:

- Three Star or higher category classified hotels located outside cities with population of more than 1 million. Hotels with project cost of more than Rs. 200 crore each in any place in India and

of any star rating. This clause is applicable with prospective effect from 07.10.2013, the date of notification and available for eligible prospects for three years from the date of notification i.e. 07.10.2013. Eligibility cost of Rs. 200 crore excludes cost of land and lease charges but include interest during construction.

- Convention centres with project cost of more than Rs. 300 crore each. This clause is applicable with prospective effect from 07.10.2013, the date of notification and available for eligible prospects for three years from the date of notification i.e. 07.10.2013. Eligibility cost of 300 crore excludes cost of land and lease charges but include interest during construction.

7.15 Skill Development Mission

The PM’s Skill Development Mission enjoins upon the Ministry of Tourism and the Industry to raise a skilled work force of 5 million persons by the year 2022. Hence, it has been made mandatory for hotels to participate in the Skill Development initiative to meet the manpower needs of the tourism and hospitality industry. The amended guidelines for classification/ re-classification of Hotels require classified hotels to train a specific number of persons in every calendar year in the short duration skill development course under “Hunar Se Rozgar Scheme”.

7.16 Guides

Training Programme for Regional Level Guides through the Indian Institute of Tourism & Travel Management (IITTM)

Selection and Training of Regional Level Tourist Guides is an ongoing process and the Ministry conducts the training programmes through the Indian Institute





of Tourism & Travel Management (IITTM). The selection of Regional Level Tourist guides is done based on the guidelines for selection and grant of guide license to Regional Level Tourist Guides (RLG) of this Ministry which is in place with effect from 22nd September 2011. There are 2740 Regional Level Tourist Guides in India. Regional Level Guide Training Programme has approved by the Ministry of Tourism on 31.12.2015 and 912 seats have been estimated across the country for this course.

7.17 Approval of Travel Trade Service Provider

The Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators to encourage quality, standard and service in these categories so as to promote Tourism in India. Revised guidelines of this scheme were issued on 18th July, 2011. This is a voluntary scheme open to all bonafide agencies. The total number of approved service providers of Travel Trade is given below:-

Category	Approval Issued During 1 st January 2015 to 31 st December 2015
Inbound Tour Operators	106
Travel Agents	52
Tourist Transport Operators	25
Domestic Tour Operators	45
Adventure Tour Operators	10
Total	238

7.18 Web-based Public Delivery System

Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers w.e.f. 12th May 2014. The objective of the system is to ease the process of filling applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals. This Ministry presently approves the following categories of Travel Trade Service Providers:

- (i) Inbound Tour Operators
- (ii) Travel Agents
- (iii) Domestic Tour Operators
- (iv) Adventure Tour Operators
- (v) Tourist Transporters Operators

The new procedure will accept applications online from service providers thereby make the process paperless.

All the applications are to be submitted on line through the URL <http://etraveltradeapproval.nic.in/> and will be examined, processed and approved / rejected within 45 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

7.19 e-payment gateway for approval of Travel Trade service Providers

Introduction of e-payment gateway for approval of Travel Trade service Providers/ Hotel Projects:

The web based e-recognitions system for approval of Tourism Service Providers launched in May, 2014 did not have provision for online payment of application fee. Now, the Ministry of tourism has introduced an online payment gateway on this system to make it 100 percent online process w.e.f. January, 2016. The website that allow submission of application forms is etraveltradeapproval.nic.in

7.20 E-Tourist Visa

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. The Ministry supported the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorisation (ETA) (renamed as e-Tourist Visa) strongly and committed all support to Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing this programme.

7.20.1 How e-TOURIST VISA Works:

The e-Tourist Visa enables the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant receives an email authorizing him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorization to the immigration authorities who would then stamp the entry into the country.

This facility is available to Foreigners whose sole objective of visiting India is recreation, sight-seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. and not valid for any other purpose/activities. This will allow entry into India within 30 days from the date of approval of e-Tourist Visa and will be Valid for 30 days stay in India from the date of arrival in India. The e-Tourist Visa cannot be availed more than twice in a calendar year. The facility will encourage people to travel with short-term planning, take via routes while travelling to other countries and bring family members while on business visits.

7.20.2 Status of Tourist Visa on Arrival Scheme in India

The Government of India launched the

e-Tourist Visa on 27.11.2014. The list of 150 countries eligible for e-tourist visa as on 26.02.2016 is as below:

Albania, Andorra, Anguilla, Antigua & Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Bahamas, Barbados, Belgium, Belize, Bolivia, Brazil, Bosnia & Herzegovina, Botswana, Brunei, Bulgaria, Cambodia, Canada, Cape Verde, Cayman Island, Chile, China, China- SAR Hong Kong, China- SAR Macau, Colombia, Comoros, Cook Islands, Croatia, Costa Rica, Cote d'Ivoire, Cuba, Czech Republic, Denmark, Djibouti, Dominica, Dominican Republic, East Timor, Ecuador, El Salvador, Eritrea, Estonia, Fiji, Finland, France, Gabon, Gambia, Greece, Georgia, Germany, Ghana, Grenada, Guatemala, Guinea, Guyana, Haiti, Honduras, Hungary, Indonesia, Ireland, Iceland, Israel, Jamaica, Japan, Jordan, Kenya, Kiribati, Laos, Latvia, Lesotho, Liberia, Liechtenstein, Lithuania, Luxembourg, Malta, Malaysia, Marshall Islands, Madagascar, Malawi, Mauritius, Mexico, Micronesia, Moldova, Monaco, Mongolia, Montenegro, Montserrat, Mozambique, Myanmar, Namibia, Nauru, Netherlands, New Zealand, Nicaragua, Niue Island, Norway, Oman, Palau, Palestine, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Republic of Korea, Republic of Macedonia, Romania, Russia, Saint Christopher and Nevis, Saint Lucia, Saint Vincent & the Grenadines, Samoa, San Marino, Senegal, Serbia, Slovakia, South Africa, Swaziland, Switzerland, Seychelles, Singapore, Slovenia, Solomon Islands, Spain, Sri Lanka, Suriname, Sweden, Taiwan, Tanzania, Thailand, Tonga, Turks & Caicos Island, Tuvalu, Tajikistan, Trinidad & Tobago, UAE, Ukraine, United Kingdom, USA, Uruguay, Vanuatu, Vatican City-Holy See, Venezuela, Vietnam, Zambia and Zimbabwe.

This facility is now available in the following 16 airports (as on 26.02.2016)

Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Thiruvananthapuram, Kochi, Goa, Varanasi, Gaya, Ahmedabad, Amritsar, Tiruchirapalli, Jaipur and Lucknow.

7.20.3 Fee

Government of India w.e.f November 2015 has also revised the e-Tourist Visa (e-TV) fee in four slabs of 0, US\$ 25, US\$ 48, and US\$ 60 from November 3, 2015. Presently e-TV application fee is US \$ 60 and bank charge is US\$ 2 which is uniform for all the countries. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US\$ 2 to 2.5 % of the e-TV fee. There is no bank charge for zero visa fees.

During January- December, 2015 a total of 4,45,300 tourist arrived on e-Tourist Visa.

Steps taken by Ministry of Tourism to promote e-TOURIST VISA Scheme

On its part, the Ministry has taken following steps for promoting the e-Tourist Visa Scheme through its overseas offices in collaboration with the respective Indian Missions abroad:

- a) The Ministry of Tourism has designed and printed the e-TOURIST VISA brochure and also developed a two minute film explaining the scheme.
- b) Release of an advertisement in the leading national dailies in the countries where the facility is being introduced.
- c) Organising a workshop / seminar for wholesalers, retailers and media in the major countries where the facility will be available to sensitise them about the same. Inauguration may be by the Head of the Indian mission in the country.
- d) Printing of e-Tourist Visa brochure for wide distribution.
- e) E-mailers with the e-brochure to be sent out to the data base of the

overseas offices and the Indian Missions in the 113 countries.

- f) Information on the facility to be disseminated and displayed prominently at all Travel Fairs & Exhibitions overseas in which the offices participate.
- g) Film on e-Tourist Visa to be shown at all Presentations / Promotions organized by the overseas offices.
- h) "e-Tourist Visa"/ logo to be incorporated in the creatives of all advertisements released by the overseas offices in the identified countries.

7.21 Market Development Assistance (MDA) Scheme for promotion of Domestic tourism

For long, it has been felt that the existing MDA scheme is silent on promoting India within India itself. It was decided that the scope of the present scheme of Hospitality programme should be moulded to also make it inward looking, considering that the country offers vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of this scheme is:

- motivate travel agents / tour operators, and especially those who are yet to promote India to include tour packages to various destinations, preferably less popular and unexploited destinations in the country in their marketing programme.
- encourage domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multi-dimensional tourist destination.
- familiarize travel agents / tour operators / hoteliers about new tourism products and latest

developments in the field of tourism.

Ministry of Tourism would also provide financial assistance to tourism service providers approved by this Ministry, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

7.22 Multilingual Tourist Helpline

The Ministry of Tourism has launched the “24x7 Toll Free Multi-Lingual Tourist Info Line in 12 International Languages including Hindi and English on 08.02.2016. This service will be

available on the existing toll free number 1800111363 or on a short code 1363. This will be operational 24X 7 (all days) in a year offering a “multi-lingual helpdesk” in the designated languages to provide support service in terms of providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and to assist the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities. The languages handled by the contact centers include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese Portuguese, Russian and Spanish. The calls made by tourists (both international and domestic) while in India will be free of charge. The international tourists in India and also international callers who speak the aforesaid languages will be directed to the call agents proficient in the respective language.





Chapter-8

Human Resource Development

8.1 Institutes of Hotel Management (IHMs), Food Craft Institutes (FCIs), National Council for Hotel Management & Catering Technology (NCHMCT) and Indian Institute of Tourism & Travel Management (IITTM):

8.1.1 It has been the endeavour of this Ministry to put in place a system of training and professional education, with necessary infrastructure support, capable of generating sufficient manpower to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 9 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous

societies with the specific mandate to impart hospitality education / conduct training in hospitality skills.

8.1.2 For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., and also carrying out of such government



approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 21 CIHMs, 21 SIHMs and 9 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, 15 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food

Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate course in Hotel and Catering Management, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

8.1.3 Quality Improvement of undergraduate curriculum of NCHMCT for IHMs under it's network.

National Council for Hotel Management and Catering Technology has signed a MOU with the 'Lausanne Hospitality Consulting SA (LHC)', which is a division of world oldest and top ranked Hospitality school- 'Ecole hôtelière de

Lausanne', Switzerland. The agreement will broadly a) review the existing curriculum, identify knowledge and skill gaps specific to the requirement of the market and recommend new inputs; b) provide faculty development on the new inputs including inculcating global standards of academic delivery; and c) conduct regular academic audits. The agreement between NCHMCT and LHC is expected to put hospitality education in the country on a new quality crest. It will bring Indian hospitality education to an internationally acceptable quality threshold.

Although the agreement between NCHMCT and LHC was signed in February, 2014 the academic tie up between NCHMCT and ECOLE HOTELIERE DE LAUSANNE was formally launched by the Hon'ble Minister of State for Tourism (IC) on 6th August, 2014 at Hotel Samrat, New Delhi. During the first year of the agreement, LHC trained 35 faculties in three batches. The trained faculties further trained 55 faculties. During second year, another 24 faculties were trained by LHC. Graduate profile and synoptic of new curriculum has been finalised in a three days workshop wherein three members of LHC and NCHMCT's experts participated. Course content has been drafted for hospitality subjects and the same is now under review by experts. Development of course content for management subjects have been assigned to IIM, Lucknow. IHM values has been designed and rolled out to all the affiliated IHMs in 5 workshops. Safety manual, selection and career advancement scheme have been drafted and the same are under review. Academic audit of two IHMs during this year has been scheduled during March, 2016 by the LHC experts.

8.2 Proposal to declare NCHMCT as an Institute of National Importance by an Act of Parliament.

It has been proposed to empower

NCHMCT by giving a statutory power through an Act of Parliament towards awarding its own Degree. The possibilities of declaring NCHMCT as a full-fledged University, a Deemed University and Institute of National Importance have been explored in accordance with provisions contained in UGC Act and other rules in force in the country. A series of meetings have also been held with representatives of M/o HRD and UGC. Finally, it has been decided to process to declare the NCHMCT as an Institute of National Importance through an Act of Parliament with statutory authority of awarding its own Degree. In India, an Institute which serves as a pivotal player in developing highly skilled personnel within the specified region can be declared as Institute of National Importance through an Act of Parliament. As such, NCHMCT qualifies the criteria to declare it as an Institute of National Importance. It has also been proposed to declare all the IHMs affiliated under NCHMCT as its Chapter to run the regular academic programmes and admission, teaching delivery, examination and degrees will be awarded by NCHMCT.

Acting on the proposed Institute of National Importance, proposed Act and Cabinet Note have been drafted. The proposal has further been approved in the meeting of Board of Governors of NCHMCT and further approved by Govt. of India as well as Hon'ble Minister of State for Tourism (IC). Main highlight of the Act is to declare the Council as Institute of National Importance in its new name as 'Indian Institute of Hospitality' with the statutory authority of awarding its own degree up to Doctoral level. It will have the authority to declare IHM as its Chapter if it fulfills the norms to be approved by the competent authority and include in its regulations.

8.3 Indian Institute of Tourism & Travel Management

8.3.1 Indian Institute of Tourism and Travel Management (IITTM), set up in 1983, is a pioneer in the field of Travel and Tourism Education and Training. It provides specialized training and education for tourism and travel industry. It currently offers the following post-graduate diploma programmes.

- i. Two-year Post Graduate Diploma in Management (Tourism and Travel) – from Gwalior and Bhubaneswar.
- ii. Two-year Post Graduate Diploma in Management (International Business) – from Gwalior and Bhubaneswar;
- iii. Two-year Post Graduate Diploma in Management (Service Sector) – from Gwalior;
- iv. Two-year Post Graduate Diploma in Management (Tourism and Leisure) – from Delhi;
- v. Two-year Post Graduate Diploma in Management (Tourism and Cargo) – from Nellore;
- vi. In order to tap the potential that India's coastline offers for water-based and adventure sports, the Ministry had established the National Institute of Water Sports (NIWS) in Goa. The administrative control of NIWS stands entrusted to the IITTM.

8.4 Further efforts to meet the skill gap

With the growing realization that it would be necessary to reinforce efforts to bridge the skill gap obtaining in the hospitality sector, the Ministry has put in place the following five-pronged strategy:-

Efforts to increase the annual pass out of trained persons by expanding

and strengthening the institutional infrastructure for training.

- i) Asking the existing IHMs to start craft courses.
- ii) Broad-basing of hospitality education / training.
- iii) A Scheme dedicated to the training and up-skilling of the existing service providers.
- iv) Hunar se Rozgar programme for creation of employable skills.
- v) Skill testing and certification of the existing service providers.

8.5 During the year 2015-16, in-principle approval has been accorded for the setting up of three new State Institute of Hotel Management (SIHMs) i.e. one each at Ramnagar (Uttarakhand), Jhalawar (Rajasthan) and Sawai Madhopur (Rajasthan) with the Central Financial Assistance of Rs. 16.50 crore. In addition in-principle approval has been accorded for the setting up of two Food Craft Institutes (FCI) at Dholpur and Baran (Rajasthan) with the Central Financial Assistance of Rs. 7.50 crore.

The Central Financial Assistance (CFA) extended for setting up of new IHMs / FCIs is subject to certain guidelines including allocation of at least 5 acres of land by the State Government concerned and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.12.50 crore, of which, Rs. 10.00 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional Rs. 4.00 crore can also be granted for construction of hostels. The expenditure over and above the Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to Rs.7.50 crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

8.6 Broad-basing of the Hospitality Education

The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings. Under the policy of broad-basing of hospitality education, grants have so far been provided to 31 ITIs, 7 degree colleges, 4 Polytechnics, 77 Schools and 15 Universities to start new hospitality courses.

8.7 Challenge of Servicing the Sector

1. Servicing the Sector with skilled manpower effectively is a pre-requisite for the actualization of tourism specific expectations. This is both an imperative and a challenge.
2. The task of creating a skilful service is inherently challenging for two reasons : first, because of the huge skill gap that obtains in the Sector, and second, because the Sector is not averse to taking raw hands and leaving them to acquire function-related skills on the job.

8.8 MoT's Skill Development Strategy

8.8.1 Besides the regular institutional academic effort leading to award of diplomas and degrees, Ministry of Tourism has put in place the following strategy to meet the Sectoral skill requirement :

- institutionalizing skill testing and certification, and
- commissioning pre-service skill development training programmes of short duration.

a) Skill Testing and Certification

This Ministry is also alive to the fact that many of the service providers have cognizable skills needing to be tested and certified. Such certification will help the individual with better self belief and respect and also better market standing. It will also, at the same time, give the Sector better skill credentials. The Ministry has, therefore, put in place a mechanism for skill testing and certification of the existing service providers under which the service providers undergo a 5-day orientation programme and on the 6th day their skills are tested. As of now, 45 institutes - 21 Central IHMs, 17 State IHMs and 7 FCIs — have the authority to test and certify skills in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. Since the inception of this programme and till the close of January 2016, the number of persons certified stood at over 89000.

b) Pre-service Skill Development Training Programmes of short duration - Hunar Se Rozgar Tak

The Ministry of Tourism(MoT) had, in the year 2009, launched an initiative, christened **Hunar Se Rozgar Tak**, to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal, and by the close of January 2016, a total of over 2.38 lakh persons stood trained. This number stood at 43306 for the first ten months of the Financial Year 2015-16, The initiative is meeting two important objectives : first, it is giving the Sector the option of skilled hands at the lowest rung of service hierarchy, and second, it has grown into a strategy for poverty alleviation owing to its built-in, even if unsaid, pro-poor slant. The features common to the training programmes under the HSRT initiative are :

- (i) The trainees should be in the age group of 18-28 years;
- (ii) Each training programme is of short duration;
- (iii) No fees chargeable to the trainee;
- (iv) Each trainee entitled to incentives comprising free lunch, a set of uniforms and stipend;
- (v) Training cost met by MoT;
- (vi) The implementing institutes entitled to payment of 5 % of the respective programme cost to cover the administrative expenses.

While the initiative is in the nature of an umbrella programme to cover training areas and trades in the Sector on a sweep, the actualization so far has been largely relating to four hospitality trades namely food production, food and beverage services, housekeeping and bakery.

- The implementation of this initiative, as of now, is in the hands of an assorted Institutional base comprising the MoT sponsored Institutes of Hotel Management and Food Craft Institutes, the Institutes under the aegis of the State Governments and the Union Territory Administrations, the State Tourism Development Corporations, Kerala Institute of Travel & Tourism Studies, IRCTC and the Star-Classified hotels. Apart from the mentioned hospitality related trades, dispensations have been put in place under the HSRT initiative to enable conduct of training courses in a number of other areas relating to hospitality and tourism sector.

8.9 A 6-month Programme of training in hospitality trades

- ### **8.9.1**
- In order to give vertical skill mobility to the HSRT pass-outs, the MoT has started a six-month Programme of training in four hospitality trades, namely food production, food & beverage service,

housekeeping and bakery exclusively for the HSRT pass-outs. The MoT sponsored IHMs, FCIs and KITTS have been authorized to implement the Programme. A total of about 650 persons stood trained in the first ten months of the Financial Year 2015-16.

8.10 Hunar Se Rozgar Tak- दक्ष से रोज़गार

In order to allow participation of the private sector in the HSRT initiative on a scale higher than hitherto, so as to enhance the programme reach and delivery, the Ministry of Tourism have allowed the following too to implement the programmes in four Hospitality Trades viz. Food Production, Food & Beverages, Housekeeping and Bakery and Patisserie and also in non-hospitality trades / areas to provide for Event Facilitators, Security Guards, Skin Care & Spa Therapists and Tour Assistants / Transfer Assistant & Office Assistants :

- i. Industrial units, associations of industries and professional / skill developing agencies with proven credentials; and
- ii. Hospitality Institutes approved by AICTE / National Skill Development Authority / State Governments / Union Territory Administration.

Five private Hotel Management Institutes had been sanctioned funds till the close of January 2016 to train a total of 1100 candidates in four hospitality trades.

8.11 NEW INITIATIVES LAUNCHED ON NATIONAL YOUTH DAY

8.11.1 Training programme for Delivery Boys for Fast Food Chains

A 06 days training programme has been launched to prepare Delivery boys to deliver food at home with skill, style and civility and to upscale the Sectoral skills for 10th pass candidates in the age

group of 18 to 28 years. The programme is implemented by the IITTM, IHMs & FCIs. 50 candidates have been trained till January 31, 2016.

8.11.2 A Programme of Training To Bring Up 'PARYATAK MITRA'

10 days training programme has been launched to inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act / work as Tourist Facilitators (Prayatak Mitra). Young men and women so trained acts as catalyst/ resource persons in turn for similar effort. To gradually work towards a tourism-sensitive citizenry for college going students including those enrolled with NCC & NSS in the age group of 18 – 28 years. This programme is implemented by IITTM. 59 candidates have been trained till January 31, 2016.

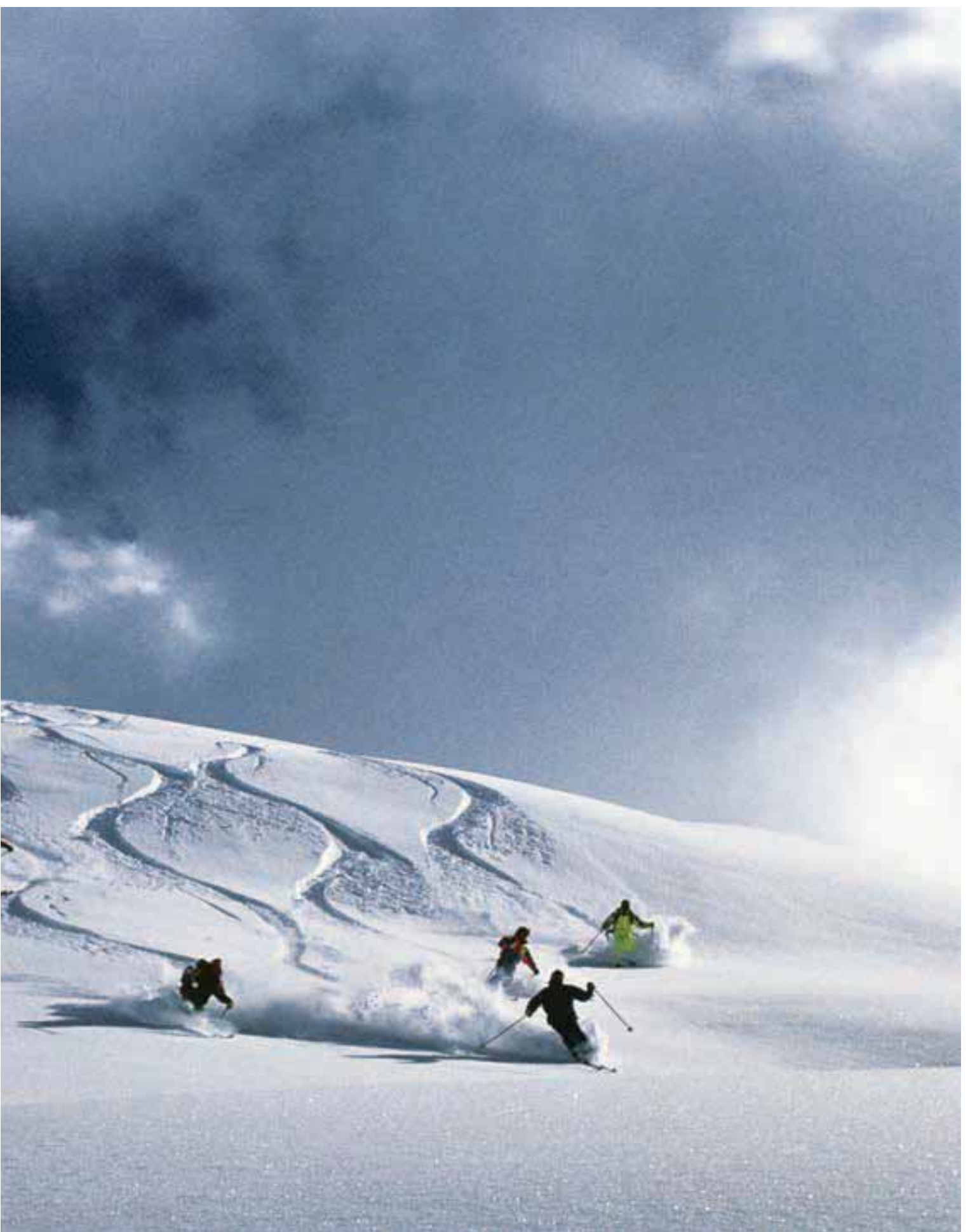
8.11.3 Sensitization programme for the Existing Service Providers at Varanasi

A 4 days sensitization programme has been launched for the existing service providers to eventually achieve an improved tourist specific ambience and a furtherance of the Swatchh Bharat Abhiyan. This programme will cover the sensitization of Boatman, Rickshaw Pullers, Pandas, Porters, Shopkeepers and Street Vendors (in and around Ghats and Kashi temple). This programme is implemented by IITTM. 50 boatmen have been trained till January 31, 2016.

8.11.4 A Training programme to bring up tourist facilitators in the North East

A 6 weeks training programme has been launched for 10+2 pass-outs in the age group of 18-28 years. The primary objective of the programme limited to the North East, will be to achieve better tourist satisfaction in terms of availability of skilled tourist facilitators. This programme will be implemented by IITTM.







Chapter-9

Publicity and Marketing

9.1 Domestic Campaigns

TV Campaigns on the **North-East region** released on Doordarshan and private television channels across the country to promote tourism to the North East Region and Jammu & Kashmir.

- **TV Campaigns** on the State of **Jammu & Kashmir** released on Doordarshan and private television channels across the country to promote tourism to the State of Jammu & Kashmir.
- **Social Awareness Campaigns (Atithi Devo Bhava)** promoting concepts of 'Cleanliness', 'Hospitality', 'Civic Responsibilities', and 'Good Behaviour Towards Tourists', released on Doordarshan and private television channels

across the country.

- **Social Awareness Campaign** was released on major websites in the country.
- A three month long **Outdoor Campaign** was undertaken on Bus Stops, Metro Stations, Billboards, street furniture, gantries etc. in cities such as Hyderabad, Delhi, Bengaluru, Kolkata, Agra, Varanasi, Goa, Mumbai, Chennai, Tirupati, Indore etc. in two phases. The first phase of the Campaign showcased Yoga creatives in connection with the celebration of '**International Day of Yoga**' held on 21st June, 2015. The second phase of the campaign highlighted the Social Awareness themes.



- An advertising campaign at the T3 Terminal of the **Delhi International Airport, Mumbai Airport and Rajiv Gandhi International Airport at Hyderabad** was undertaken.
- ‘**Swachh Bharat**’ Campaign was undertaken on **FM Radio channels**.
- **Social Awareness Campaign** was released in **Digital Cinema Theatres** in major Indian cities.
- Social Awareness Campaign titled ‘Atithi Devo Bhava Campaign’ featuring new set of print creatives were released in newspapers across the country.

9.2 International Campaigns

- **Global Print Campaign** featuring new creatives showcasing different

Indian tourism products and information on e-tourist visa was launched in major international markets for promoting India as a tourism destination.

- Indiatourism offices overseas released advertisements in leading publications featuring Yoga in the markets under their jurisdiction.
- Campaign on **Google search** was undertaken as part of the Global Online Campaign.
- Hon’ble Prime Minister in ‘**Mann ki baat**’ spoke about sharing the photographs of various tourism destinations of India through #Incredible India. The Ministry of Tourism as a follow up action and its endeavour to promote

tourism, released **#Incredible India Campaign** in June, 2015, on the social platforms – Google, Youtube and Twitter.

9.3 Advertisements

- Advertisements were released in various newspapers on the occasion of '**Nabakalebara**' festival at Puri, Odisha.
- '**Bharat Parv**' organised on the occasion of Independence Day.
- '**National Tourism Awards**' function held on 18th September 2015 at Vigyan Bhawan, New Delhi.
- '**World Tourism Day**' celebrated on 27th September, 2015.
- '**International Tourism Mart**' held at Gangtok, Sikkim from 14-16 October, 2015.
- Impact Feature was published in India Today highlighting Ministry's achievements.

9.4 Print and Production

- Brochure highlighting the achievements of the Ministry of Tourism was produced.
- Brochure titled '**India Land of Yoga**' was produced and launched in connection with the International Day of Yoga.
- '**Incredible India**' carry bags were produced for distribution to domestic and overseas offices.
- **9 maps** of Chennai, Bangalore, Kolkata, Bhubaneswar, Mumbai, Varanasi, Goa, Guwahati and Hyderabad were produced for distribution to domestic and international offices.

9.5 Events/ Exhibitions

- Participated in **GITB** (The Great Indian Travel Bazaar) held from

April, 19-21, 2015 at Jaipur.

- Participated in the **Global Exhibition on Tourism (GET)** held at Pragati Maidan from 23rd – 25th April, 2015.
- Four social awareness films were released by Ministry of Tourism in a function held in Ashok Hotel on 19th June, 2015 along with the release of India Land of Yoga brochure.
- State Centric Food Festival titled '**Bharat Parv**' was organised at different locations from 3rd – 15th August, 2015. It showcased folk dances and culinary traditions from different states of India.
- **National Tourism Awards Function** was organized on 18th September, 2015 at Vigyan Bhawan. Hon'ble President of India gave away the National Tourism Awards at the awards function.
- Ministry of Tourism was designated as the nodal Ministry for the event **Bharat Parv** organized by the Government of India at the **Red Fort, Delhi** from **26th to 31st January 2016**, as part of the Republic Day Celebrations.

9.6 Marketing Objectives of Overseas Offices

This Ministry, Government of India, through its 14 offices overseas endeavours to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-à-vis competition faced from various destinations and to increase India's share of the global tourism market. The said objectives are met through an integrated marketing and promotional strategy and a synergised campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include



advertising in the Print & Electronic Media, participation in international Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows & India Evenings, printing / production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators/Indian Missions/Airlines etc., inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

9.7 Assistance to Service Providers under the Market Development Assistance Scheme (MDA Scheme)

Under the Market Development Assistance Scheme, the Ministry has provided financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators, etc.), for undertaking the following tourism promotional activities overseas:

1. Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows
2. Production of Publicity Material for promoting Indian tourism destinations and products

Tourism Departments of all State and Union Territories (UTs) are also eligible for benefits under the MDA Scheme for participating in Travel Fairs/Exhibitions and Road Shows held overseas.

9.8 Familiarization Tours under the Hospitality Programme

One of the important elements of the Marketing Strategy and Plan of this Ministry is the Hospitality Programme, under which this Ministry invites Travel Writers, Journalists, Photographers, Film / TV Teams, Travel agents and Tour Operators, Agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities / Speakers and Door Prize / Contest Winners, through the Indiatourism offices overseas, to effectively project India as an attractive multi-dimensional

tourist destination offering a vast range of attractions. These invited guests are able to get first hand information / knowledge of the Indian tourism product during their familiarization tours.

These guests were also invited to cover important events in India, including the Global Exhibition on Tourism (GET-INDIA), Gebeco Experience Workshop, PATA Travel Mart, International Tourism Mart, DRV Destination Forum, SITE Global Conference, Himalayan Run & Trek, Incredible India Travel Bazaar (IITB), FICCI Golf Tourism Summit etc.

9.9 Participation in Travel Fairs and Exhibitions

Overseas Indiatourism offices of this Ministry have participated in the major international 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 Hannover Messe in April 2015, Arabian Travel Market (ATM) Dubai in May 2015, IMEX in Frankfurt in May 2015, Virtuoso in Las Vegas, USA in August 2015, IMEX America in Las Vegas, USA in October 2015, World Travel Market (WTM) in London in November 2015, China International Travel Mart (CITM) in November 2015, ILTM in Cannes, France in December 2015 amongst others.

9.10 Some Major Promotional Activities Undertaken for Overseas Promotion

This Ministry, undertook a series of promotional initiatives to aggressively promote tourism to India.

9.10.1 Road Shows and Know India Seminars

As part of the promotional initiatives undertaken, Road Shows were organized in important tourist generating

markets overseas with participation of different segments of the travel industry. The Road Shows comprised presentations on India followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries.

During the year 2015-16, Road Shows were organised in collaboration with Trade Associations in various cities as per details given below:

- i. India Medical Tourism Road Shows (Dubai & Muscat)
- ii. USA & Canada (Montreal, Toronto, Chicago & Houston)
- iii. United Kingdom (Glasgow, Leeds, Birmingham & London)
- iv. Baltic Europe (Latvia, Lithuania and Poland)
- v. USA & Canada (Toronto, Vancouver, Seattle, San Diego, San Francisco)
- vi. Europe (Frankfurt, Zurich, Vienna, Rome and Milan)

Besides, Overseas India Tourism Offices also organized Know India Seminars/ Road Shows in Australia, Canada, France, Germany, New Zealand, Portugal, Spain, Italy, Japan, Prague, Czech Republic, Belarus, Kazakhstan, Taiwan, Korea, UAE etc.

9.10.2 Food Festivals

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals by sponsoring Indian Chefs for the food festivals organized in the following countries:

- Singapore
- Kuala Lumpur
- Tokyo
- Osaka
- Ecuador (Bogota)

- Ramallah (Palestine)
- Veracruz (Mexico)
- Beirut (Lebanon)
- Cairo
- Madagascar
- Venice
- Rome

9.10.3 Outdoor Publicity

For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising at airports and on buses / trams, hoardings & billboards have been undertaken at prominent places in the important cities including Amsterdam, Bangkok, Beijing, Berlin, Busan, Cannes, Cape Town, Chengdu, Daegu, Dar es Salaam, Dubai, Dusseldorf, Frankfurt, Florence, Guangzhou, Hannover, Houston, Johannesburg, Leipzig, Ljubljana, London, Los Angeles, Melbourne, Milan, Montreal, Nagoya, Nairobi, New York, Osaka, Poznan, San Francisco, San Jose, Sendai, Seoul, Serbia, Shanghai, Shenzhen, Stockholm, Stuttgart, Sydney, Taipei, Tokyo, Toronto, Vancouver, Warsaw etc.

9.10.4 Printing of Brochures

Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Bulgarian, Chinese, Dutch, French, Greek Italian, Japanese, Korean, Portugese, Polish, Russian, Spanish and Taiwanese.

9.11 Other Activities

With the aim of enriching India’s culture and enhancing its image in the global arena, the Ministry of Culture has been organising the Festivals of India in various countries. This Ministry has provided support to these festivals in Malaysia and Madagascar through Indian Food Festivals and promotional activities.



Chapter-10

International Cooperation

10.1 MoUs / Agreements signed in the field of Tourism Cooperation

- ❖ A Letter of Intent between the Government of The Republic of India and the Government of the **French Republic** for strengthening cooperation in the field of Tourism was signed on 09th April, 2015.
- ❖ An Agreement between the Government of The Republic of India and the Government of People's Republic of **China** for strengthening cooperation in the field of Tourism was signed during the State visit of the Hon'ble Prime Minister of India to China on 15th May, 2015.
- ❖ The Government of the Republic of India and the Government of the United Republic of **Tanzania** signed a Memorandum of Understanding for strengthening cooperation in the field of Tourism, on 19th June, 2015 in New Delhi.
- ❖ The Government of the Republic of India and the Government of the Republic of **Uzbekistan** signed an Agreement on cooperation in the field of Tourism, on 6th July, 2015 in Tashkent.
- ❖ The Government of the Republic of India and the Government of **Turkmenistan** signed a Memorandum of Understanding on cooperation in the field of Tourism, on 11th July, 2015 in Ashgabat.
- ❖ The Government of the Republic of India and the Government for the Arab Republic of **Egypt** signed a



Memorandum of Understanding on cooperation in the field of Tourism, on 24th August, 2015 in Cairo

- ❖ The Ministry of Tourism, Government of the Republic of India and The National Council of Tourism and Antiquities of the **United Arab Emirates** signed a Memorandum of Understanding on cooperation in the field of Tourism, on 3rd September, 2015 in New Delhi.
- ❖ The Ministry of Tourism, Government of the Republic of India and the Ministry of Tourism of the Royal Government of the Kingdom of **Cambodia** signed a Memorandum of Understanding on cooperation in the field of Tourism, on 16th September, 2015 in Phnom Penh.

10.2 Joint Working Group Meetings held

- ❖ The 1st Joint Working Group Meeting on Tourism Cooperation between India and **Sri Lanka** took place on 10th April, 2015. The Sri Lankan delegation was headed by Ms. Shirani Weerakoon, Additional Secretary (Tourism) Ministry of Tourism and Sports, Government of Sri Lanka and the Indian delegation headed by Shri Girish Shankar, Additional Secretary, Ministry of Tourism and Government of India. Both sides exchanged views on possibilities of technical and professional cooperation which could be further explored for exchange of experience in the areas of promotion, marketing, destination development and management; investment in the

Tourism and Hospitality sectors; exchange of data/information relevant to tourism promotion.

- ❖ The 1st Joint Working Group Meeting on Tourism Cooperation between India and **Australia** was held in Sydney on 23rd October, 2015. The Ministry of Tourism, Government of India was represented by Shri Suman Billa, Joint Secretary, who led the Indian delegation comprising representatives from the Indian Mission in Australia, India tourism, Sydney, Air India and leading Tour Operators promoting India in Australia.
- ❖ The **5th Meeting of the SAARC Working Group on Tourism** was hosted by the Ministry of Tourism, Government of India in New Delhi during 25-26 November, 2015, under the Chairmanship of Shri. Vinod Zutshi, Secretary, Ministry of Tourism, Government of India. The Indian delegation was led by Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India and comprised representatives from Ministry of External Affairs, Ministry of Home Affairs, Ministry of Culture, Air India as well as stakeholders from the Tourism and Hospitality industries. The meeting was attended by senior officials and stakeholders from all SAARC Countries. Discussions were held on Strategies/ Action Plan to promote intra-regional tourism in the SAARC region as well as for promotion of the SAARC region as a tourist destination in international source market.

10.3 List of Bi-lateral and other Meetings held

- ❖ Dr. Mahesh Sharma, Hon'ble Minister for Tourism, Culture (IC) and Civil Aviation had a meeting on tourism cooperation with a **seven member**

Chinese delegation led by Mr. Chen Wu, Governor of Guangxi Zhuang, Autonomous Region, China during their visit to India on 13th May, 2015. Meeting was also attended by Dr. Lalit K Panwar, Secretary (T), Smt. Usha Sharma, ADG (T), Shri Suman Billa, Joint Secretary (T), Dr. R.K. Bhatnagar, ADG (MR) and Ms. Meenaksi Mehta, DDG.

- ❖ A bilateral meeting was held between Dr. Lalit K Panwar, Secretary, Ministry of Tourism, Government of India and Mr. Bogdon Pandelica, **Romanian Deputy Minister for Tourism/Secretary Tourism** on 25th May, 2015 in the Chamber of Secretary Tourism. Both Romania and India shared their views and agreed to consider signing of MoU in the field of Tourism.
- ❖ A meeting was organized between Dr. Lalit K Panwar, Secretary, Ministry of Tourism, Government of India and members of the **U.S.-India Business Council (USIBC)** on 27th May, 2015 in the chamber of Secretary (T). The meeting of the USIBC Media & Entertainment Mission provided an opportunity for the companies to express their commitment to the Indian market, job creation and also discussed areas where the Government and industry can collaborate. Both sides exchanged views on promoting tourism.
- ❖ Dr. Mahesh Sharma, Hon'ble Minister for Tourism and Culture (IC) & Civil Aviation had a meeting on 5th August, 2015 with Mr. Motoyuki Fuji, **Minister of State for Education, Culture, Sports and Science & Technology, Government of Japan** and his delegation comprising the Senior Deputy Director-General, Science and Technology Policy Bureau; Secretary to the Minister of

State for Education, Culture, Sports, Science and Technology; Deputy Director, International Science and Technology Affairs Division, Science and Technology Policy Bureau; the Ambassador of Japan to India and the First secretary, Embassy of Japan in India.

- ❖ A meeting was held between Dr. Mahesh Sharma, Hon'ble Minister for Tourism and Culture (IC) & Civil Aviation and a **4 member Bulgarian delegation** led by Mrs. Nikolina Angelkova, **Minister of Tourism, Republic of Bulgaria** during their visit to India on 23rd November, 2015. Shri.Suman Billa, Joint Secretary, Ministry of Tourism and Ms. Barkha Tamrakar, Assistant Secretary, Ministry of External Affairs also attended the meeting.

10.4 Other Important Activities

- ❖ Shri Suman Billa, Joint Secretary

represented the Ministry of Tourism, Govt. of India at the 100th Session of the **UNWTO Executive Council** held in Rovinj, Croatia from 27th to 29th May, 2015.

- ❖ The Hon'ble Minister for Tourism & Culture (IC) and Civil Aviation, participated in the **27th Joint Meeting of the UNWTO Commission for East Asia & Pacific & the UNWTO Commission for South Asia and the UNWTO Regional Ministerial Conference** on Positioning Tourism in a Wider Socio-economic Context organized in Maldives from Visit to Maldives from the 3rd to 5th June, 2015. As chairman of the Commission for South Asia, the Joint Commission Meeting was conducted by India. The Hon'ble Minister also had bilateral meetings with the Hon'ble Minister of Tourism, Govt. of Maldives and the Secretary General, UNWTO, during the visit.



- ❖ The Ministry of Tourism, Govt. of India hosted a lunch on 20th August, 2015 at the Hotel ITC Mughal, Agra for the Heads of Delegations of the 14 Pacific Island countries participating in the **2nd Summit of the Forum for India – Pacific Islands Cooperation (FIPIIC)**. The Hon'ble Minister of State for Tourism & Culture (IC) received the Heads of Delegations on arrival at Agra Airport. A visit to the Taj Mahal was organised for the delegation. During the lunch, Joint Secretary (Tourism) made a presentation on the Development & Promotion of Tourism in India.
- ❖ Shri Suman Billa, Joint Secretary represented the Ministry of Tourism, Govt. of India at the 21st Session of the **UNWTO General Assembly** was held in Medellín, Colombia from the 12th to 17th September, 2015. Some of the decisions taken at the meeting were:
 - (i) Re-election of India as Chairman of the Commission for South Asia for a term of office of 2 years commencing from the 21st Session of the General Assembly.
 - (ii) Nomination of India as a Member of the Statistics and Tourism Satellite Account Committee.
 - (iii) Nomination of India as a member of the Committee on the Review of Affiliate Membership.
- ❖ Shri Vinod Zutshi, Secretary, represented the Ministry of Tourism, Govt. of India at the **5th T-20 Ministers' Meeting** held in Antalya, Turkey on 29th & 30th September 2015.
- ❖ Shri Vinod Zutshi, Secretary (Tourism), along with Shri Sanjay Shreevats, Regional Director, Indiatourism, Guwahati, represented India at the **"International Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuit in South Asia's Buddhist Heartland"** organized in Dhaka, Bangladesh on 27th and 28th October, 2015. Secretary (Tourism) delivered an address during the Plenary Session 2 of the Conference on "Governments' Role in facilitating the planning, development and marketing of sustainable and inclusive cross border Buddhist circuits and routes"







Chapter-11

North-Eastern Region And Jammu & Kashmir- Special Emphasis

11.1 North-Eastern Region:

North East Region of India comprises eight States namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The location of the region is strategically important as it has international borders with Bangladesh, Bhutan, China and Myanmar.

The North Eastern Region, with its magical and stunning natural beauty, challenging rivers and mountains, brightly painted Buddhist monasteries situated in serene natural environment, exotic flora and fauna, rare orchids, indigenous sports, unique tribal culture, folk dance and music, intricately woven tribal shawls and other handicrafts, offers the visitors a rare feast for eyes and soul and the area offer invaluable

resources for the development of tourism. The region is endowed with diverse tourist attractions and each State has its own distinct features. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environment. These attractions and the people of the region constitute the tourism resources at large. Despite abundance of natural beauty, snow-peaked mountains and white water Rivers, and cultural diversity, number of tourist arrivals has been marginal due to lack of adequate infrastructure and other tourist amenities at various attractions in the region.

Ministry of Tourism provides special emphasis on development and promotion of tourism for North Eastern States. Space on complimentary basis is provided to the North Eastern



States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these states an opportunity to showcase and promote their tourist destinations and products. 100% Central financial assistance for organizing fairs & festivals is allowed to the North Eastern States as compared to 50 % to other States.

Ministry of Tourism provides Marketing Development Assistance (MDA) to tourism service providers approved by Ministry of Tourism for undertaking promotional activities overseas and also in India. However, this assistance has been relaxed for State Govt. approved tourism service providers for North Eastern region.

Familiarization Tours to the Eastern &

North Eastern Region were arranged for Travel and Media Representatives from Overseas to the States in the Regions on a regular basis under the Hospitality Scheme of this Ministry.

This Ministry earmarks 10% of its plan allocation for North East Region for its development and promotion of tourism. An amount of Rs.85 crore has been earmarked during 2015-16, which is 10% of the Revised Estimate of the plan allocation. The financial assistance being granted to North Eastern States includes assistance for development of tourist infrastructure, promotion of fairs/ festivals and tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, tourism promotion and marketing etc.

11.2 International Tourism Mart (ITM) Gangtok

This Ministry organizes, International Tourism Mart (ITM) annually in association with the North Eastern States and the State of West Bengal in different North Eastern States with the objective of highlighting the tourism potential of the region in the domestic and international markets. The 4th International Tourism Mart was organized from 14th to 16th October, 2015 at Gangtok in Sikkim. The 4th International Tourism Mart 2015 was inaugurated at the Convention Centre, Saramsa Garden, Gangtok, Sikkim on 15th October 2015, by Dr. Mahesh Sharma, Minister of State for Tourism and Culture (Independent Charge) and Minister of State for Civil Aviation, Government of India, along with Shri Pawan Kumar Chamling, Chief Minister of Sikkim.

52 foreign delegates from 23 countries participated in ITM -2015 and one-to one business meetings between the tourism service providers from the North Eastern Region and West Bengal and tour operators from overseas and other regions of the country were held on the 16th October, 2015 with an aim to establish business contacts between the business fraternity of the region with their counterparts from other regions of the country and other countries with a view to increase the foreign tourist arrivals in the region. The delegates were also familiarized to the cuisines and culture of these North-Eastern States and presented with small souvenirs from each of these States. FAM tours were also organised for the foreign delegates.

11.3 South Asian Games

The Ministry of Tourism also played an active role in organising the South Asian Games held at Guwahati and Shillong from 5-16 Feb., 2016. Extensive Incredible India branding

was showcased at Guwahati, Shillong, Highways and other places with the logo of South Asian Games along with Incredible India in these games. India Tourism Office, Guwahati co-ordinated with IHM Guwahati and IHM Shillong for providing/making arrangements of volunteers for the games.

11.4 Destination North East-2016

The Ministry of Tourism also participated in "Destination North East- 2016" organised by Ministry of Development of North Eastern Region (M/o DONER) during 12-14 February, 2016 at Pragati Maidan along with Tourism departments of North Eastern States by exhibiting stalls of various tourism products. One to one business meetings between tourism service providers from North Eastern regions and tour operators from other parts of India and ASEAN countries were also organised.

11.5 Infrastructure and other projects

An amount of Rs. 141.27 crore has been released upto 31st December, 2015 by Ministry of Tourism for the North Eastern States during Financial Year 2015-16 for development of infrastructure under newly launched schemes SWADESH DHARSHAN and PRASAD. For promotion of fairs and festivals, an amount of Rs. 1.74 crore has also been released to the North Eastern region.

11.6 Promotional Activities

TV Commercials (TVCs) on Jammu & Kashmir and North-Eastern States were produced for promoting tourism. These TVCs were aired as part of North-East and Jammu & Kashmir Campaign shown on private channels and Doordarshan.

This Ministry is committed to the development and promotion of tourism in the North- Eastern Region and Jammu & Kashmir and all efforts are made to ensure that these regions emerge as the leading tourism destinations for domestic and international visitors in the country.





Chapter-12

India Tourism Development Corporation (ITDC)

12.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC played a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, ITDC offered tourism related facilities like transport, duty free shopping, entertainment, production of tourist publicity literature, consultancy etc.

ITDC has played a committed and pivotal social role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance.

After the disinvestment of 18 hotels,

ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities like consultancy and execution of tourism and engineering projects, human resource development consultancy in hospitality sector, event management and mounting of Son-et-Lumiere (SEL) Shows, etc.

12.2 Organizational set-up

The present organizational set-up at the corporate level comprises Chairman & Managing Director, Director Commercial and heads of business groups viz. Ashok Group of Hotels, Ashok Events Management, Ashok International Trade, Ashok Travel & Tours, Corporate Marketing and Public Relations, Ashok Institute of Hospitality & Tourism Management and Ashok consultancy and Engineering Services



Division supported by Human Resource Management, Finance & Accounts, Vigilance & Security, Administration and Secretarial etc.

12.3 Network of ITDC Services

The present network of ITDC consists of 8 Ashok Group of Hotels, 7 Joint Venture Hotels out of which five hotel units are in operation, 1 Restaurant, 11 Transport Units, 9 Duty Free Shops

at airport / seaport, 2 Sound & Light Shows and 3 Catering Outlets. ITDC is also managing a Hotel at Bharatpur and a Tourist Complex at Kosi.

12.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 11.12 crores in the paid up capital of seven subsidiary companies as on 31.03.2015 :

(Rs. in crore)

Subsidiary Companies	ITDC's Investment
MP Ashok Hotel Corporation Ltd.	0.82
Utkal Ashok Hotel Corporation Ltd.	4.69
Ranchi Ashok Bihar Hotel Corporation Ltd	2.50
Assam Ashok Hotel Corporation Ltd.	0.51
Pondicherry Ashok Hotel Corporation Ltd.	0.82
Donyi Polo Ashok Hotel Corporation Ltd.	0.51
Punjab Ashok Hotel Company Ltd.	1.27
Total	11.12

12.5 Capital Structure

The details are as under:-

	(Rs. in crores)	
	2013-14	2014-15
Authorized Capital	150.00	150.00
Paid up Capital	85.77	85.77
Reserves & Surplus	230.40	239.28
Net Worth	316.17	325.05

12.6 Pattern of Shareholding

The authorised and paid-up capital

of the Corporation as on 31.03.2015, stood at Rs. 150.00 crores and Rs. 85.77 crores respectively. The pattern of shareholding is indicated below:-

Government	87.03%
Indian Hotels Ltd.	7.87%
Banks & Financial Institutions	4.11%
Other Bodies Corporate	0.14%
General Public & Employees	0.85%

12.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last Five years are tabulated below:

	(Rs. in crores)				
	2010-11	2011-12	2012-13	2013-14	2014-15
Turnover	392.36	423.06	440.64	469.58	504.19
Profit before Tax	-11.73	22.02	5.48	11.93	38.95
Profit after Tax	-8.59	8.54	2.99	9.42	34.37
Foreign Exchange Earnings	14.12	20.38	19.73	15.87	12.99

ITDC declared 20% dividend amounting to Rs 18.88 crores for the financial year 2014-15.

Annual Accounts for the financial year 2014-15 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

12.8 Plan Schemes

For the financial year 2015-16, the revised budget estimates for capital outlay is Rs 45.64 crores which includes Rs. 43.49 crore towards renovation / improvement in hotels/restaurants.

12.9 Memorandum of Understanding (MoU)

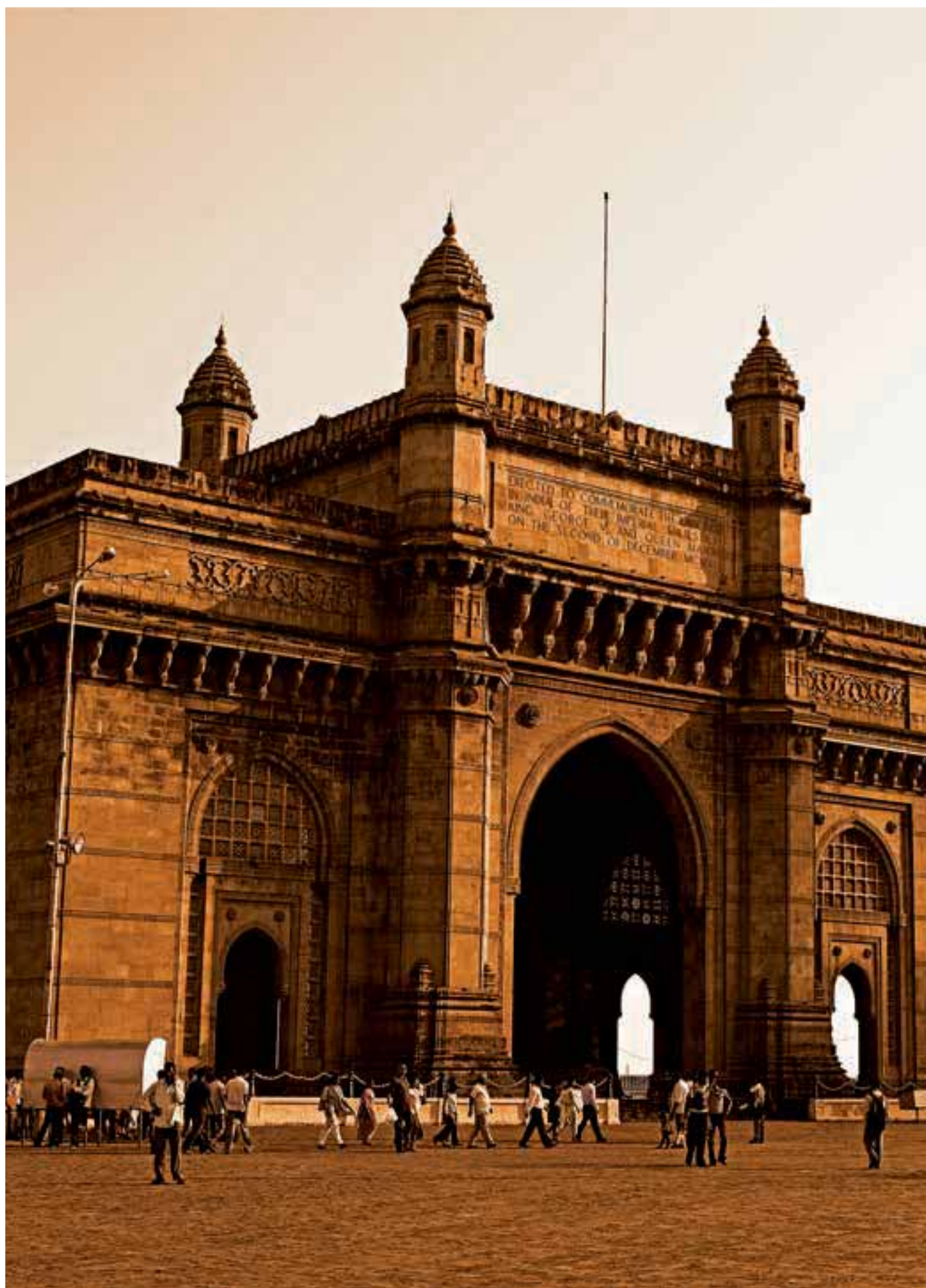
The MOU for the year 2015-16 was signed between the Ministry of Tourism and ITDC envisaging targets for financial and non- Financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

12.10 Ashok Group of Hotels

The Ashok, New Delhi won various awards and accolades :

- PATWA International Award – Best MICE Hotel 2015
- Safari India Award – Best MICE Hotel 2015
- Safari India Award – Best Banquet Manager 2015
- My Dala – Exceptional user experience – The Oudh
- Kitchen Pops Award – Best Indian Cuisine – Frontier
- Make My Trip – Platinum Pick Hotel 2015
- Clear Trip – Featured Hotel 2015

Chefs of ITDC participated in many International Food Festivals, hosted at Singapore, Uzbekistan, Ufa (Russia), Turkey and Madagascar.



Chefs of ITDC also won various awards in different contests :

- In 12th Edition of Annual Chef Award 2015 – Silver Hat Award was won by Executive Chef of The Ashok Shri Arvind Rai and Master Chef Indian Sweets Award was won by Shri Dalbir Singh.
- ICF Chef Award won in Master Craftsman in Indian Sweet
- ICF AAHAAR – won Bronze in Fruit & Vegetable Carving
- ICF AAHAAR – won Silver in Regional Cuisine – South Indian
- ICF AAHAAR – won Silver in Regional Cuisine – Kashmiri
- FHRAI – Best Young Chef 2014

The Ashok played host to various prestigious functions and conferences some of which are Pedicon Conference, World Energy Congress, Civil Services Day, Directorate of Film Festivals, Bureau of Indian Standards, ASSOCHAM, NHAI, DGCA, various Ministries and many more.

The Ashok, New Delhi participated in the 'New Delhi Palate Fest 2015' showcasing the signature dishes of its restaurants.

Hyderabad House catered to many prestigious events among which the Hon'ble Prime Minister of India hosted State dignitaries from various countries like Japan, Australia, Tunisia, Belarus, China, Spain, Afghanistan, Tajikistan, Bangladesh, Netherlands, Tanzania, Mozambique, Sri Lanka, Seychelles, Germany, Singapore, Brazil, Russia and Norway. In addition, Hyderabad House also made catering arrangements for many VIP events at Jawaharlal Nehru Bhawan.

Vigyan Bhawan hosted many important conferences. The following conferences

were attended by Hon'ble Prime Minister of India:

- Ministry of Environment and Forest
- Ministry of finance 'Launch of Mudra'
- Civil Services Day 2015
- Panchayati Raj Diwas 2015
- International Conference on Yoga for Holistic Health
- Ministry of Labour and Employment
- Deptt. Of Economic Affairs
- Central Bureau of Investigation

The following Conferences at Vigyan Bhawan were attended by Hon'ble President of India :

- Event by Directorate of Film Festival
- Ministry of Commerce and Industry
- Conference of Ministry of Information & Broadcasting
- Conference of Ministry of Textiles "National Awards and Ship Guru Awards"

In addition, National Tourism Award Function was also held at Vigyan Bhawan on 18th September, 2015 which was organised by ITDC.

Cleartrip.com conferred the title of FEATURED HOTEL to Janpath Hotel.

Hotel Kalinga Ashok achieved high occupancy which is at par with the occupancy in best hotels of Bhubaneswar.

Renovation work of rooms and / or Public Areas at The Ashok, Samrat Hotel, Janpath Hotel and Patna is in progress.

The kitchen of Hotel Bharatpur Ashok received ISO 22000 certification while the renewed certification was also received for the kitchens at The Ashok, Hotel Samrat, Hotel Janpath,

Vigyan Bhawan and Hyderabad House. Certification of Kitchens of other hotels continues its validity.

To celebrate important events and exhibit the fineries of gastronomy, various Food Festivals and promotions were organised. Some of these are :

- Mansoon Meal Mahotsava, Navratra Sattvik Festival and Shahi Gulnaar Festival at Hotel Janpath
- Goan Food Festival, Cocktain Kebab Food Festival and Rethink your drink promotion at Hotel Kalinga Ashok, Bhubaneswar
- Mango Food Festival, Kabab Festival, Awadhi Food Festival at Hotel Jammu Ashok, Jammu

12.11 Ashok Events

Ashok Events manages Events, Conferences and Exhibitions etc. both within the country and abroad. Over the years, it has established itself as a preferred professional conference organizer and a leading Event Manager with a client base that includes Govt. Departments, Ministries, Public Sector Undertakings, Organisations and others.

Some of the major events handled by Ashok Events during the year include:

- “National Tourism Awards 2013-14” conferred by Hon’ble President of India
- “National Meet on Promoting Space Technology Based Tools & Applications in Governance & Development” chaired by Hon’ble Prime Minister of India
- “Hon’ble Prime Minister’s Interaction with School children”
- “Inauguration of the Birth Centenary of Rani Gaidinliu” by the Hon’ble Prime Minister of India

- Inaugural Address by Hon’ble Prime Minister of India to the “46” Session of the Indian Labour Conference”
- Launch of “Skill India” by Hon’ble Prime Minister of India
- Launch of “Smart Cities, AMRUT + Housing for All” by Hon’ble Prime Minister of India
- “International Yoga Day Conference” chaired by Hon’ble Prime Minister of India
- Launch of “DD Kissan Channel” by Hon’ble Prime Minister of India
- “Civil Services Day 2015” chaired by Hon’ble Prime Minister of India
- “National Panchayati Raj Day” chaired by the Hon’ble Prime Minister of India
- “Make in India” at Hannover, Germany graced by the Hon’ble Prime Minister of India and HE Chancellor of Germany
- “State Environment & Forest Ministers Conference” chaired by the Hon’ble Prime Minister of India

Ashok Events through its Event Management activities contributes significantly in generation of business for other ITDC verticals that include Hotels, Travels & Tours etc.

12.12 Ashok International Trade (AIT)

AIT Division of ITDC facilitates duty free shopping facilities to international travellers. ITDC is making efforts to consolidate its duty free business at the seaports. ITDC started a Duty Free Shop at Mumbai Seaport this year taking the tally up from 8 to 9 Seaport shops in his portfolio. The other Seaport shops are operating at Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam, Goa, Paradip and Mumbai seaports. In addition, ITDC is also operating duty free shop at Coimbatore airport. The



plans are underway to operationalise the Duty Free Shop at Kandla seaport.

In future, ITDC plans to open duty free shops at Kakinada and Tuticorin seaports. A large number of cities are in line for either converting existing airports into international airports or for developing green field airports. AITD will be keenly following these business opportunities and bid for concession rights of duty free shops at small airports.

12.13 Ashok Travels & Tours (ATT)

The travel wing of ITDC - Ashok Travels & Tours (ATT) is the pioneer in the travel trade providing unmatched services like air ticketing, tourist transportation package tours, cargo delivery etc. for more than five decades.

ATT is an IATA approved travel agency and is also a member of various travel and tourism organisations. It has Pan-India presence with a network of four IATA offices at Delhi, Kolkata, Bangalore and Chennai and seven transport branches at Mumbai, Varanasi, Aurangabad, Hyderabad, Guwahati, Patna and Ranchi.

In its continuous process to provide new and superior products, ATT has introduced several fresh tour packages for its clients.

12.14 Public Relations & Culture Division

Public Relations & Culture Division continued its mandate to promote and maintain the Image of the Corporation in the right perspective. Constant liaison with the media and organizing of press meets and interviews ensured positive coverage and good feedback of new initiatives. Hospitality as extended to VIPs and CIPs has also been appreciated and suitable mileage received from the media.

Promoting Corporation's image and profile, advertisements and exclusive advertorials on recent activities of ITDC

released in the print media. Participation in Swachh Bharat Abhiyan and Tourism Day celebration.

On the cultural front, several events co-ordinated to be organized at The Ashok. These consisted of lifestyle/fashion events and media related functions as well as their Annual award events. "Azamgarh Festival" a cultural festival was organized at Amphitheatre for a week from 01st – 07th November, 2015 in coordination with ITRHD where craftsmen displayed their products and musical performances took place for three evenings and was well appreciated.

ITDC has entered into the Golden Jubilee Year. As a prelude to this on its foundation day an event was organised at The Ashok wherein a Pledge was taken by the employees to take ITDC to a leading position in the Hospitality and Tourism Sector while fulfilling the core objective of serving our valuable stakeholders and business partners with humility and pride to gain their trust through providing quality service with a smile at all times.

12.15 Sound and Light Shows

ITDC is the pioneer organisation for development of tourism infrastructure including the Sound & Light Shows. With its first ever Sound & Light Show at Red Fort in the country 45 years ago, ITDC is continuing to add more and more shows across the country. Sound & Light Shows at Ross Island, Andaman & Nicobar; Shilpgram in Deoghar, Jharkhand and Dhauli in Bhubaneswar, Odisha have been added in the last one year. All the shows are getting appreciation. The show at Dal Lake (J&K) and Tilyar Lake, Rohtak (Haryana) are in the final stage of completion. The Sound & Light Show at Kankadam, Ranchi (Jharkhand) is also ready for commissioning. These projects have suffered due to administrative reasons

and shall be commissioned soon. Project at Konark and Udaygiri are also being implemented.

Apart from above, ITDC has prepared and submitted Detailed Project Reports for mounting of Sound & Light Shows at Bahu Fort and Katra in Jammu; multi dimensional show at Leh; shows at Ellora and Daultabad Fort in Maharashtra; Ujjayanta Palace in Agartala, Tripura; Sirpur and Bhoramdeo in Chhattisgarh; Deotal and Chitrakoot in Madhya Pradesh. These are under consideration by the Ministry of Tourism, Govt. of India.

The Ministry of Tourism is also giving emphasis to promote all the World Heritage sites (Adarsh Monuments). Eleven of the Adarsh monuments have been shortlisted to analyse the feasibility of mounting Sound & Light Shows. Besides Sound & Light Shows, other attractions are being considered to illuminate the monuments in a creative manner. To start with, certain monuments in Sarnath and Varanasi have been chosen to illuminate. Ghats of Varanasi are also being considered to be made a big attraction. Feasibility studies shall be conducted for conducting Boat Safaris to view the ghats in the evening with the narration of their history.

The Ministry of Tourism has taken initiative and modified the guidelines for assistance to Central Agencies for Tourism infrastructure works which will now cover the up-gradation of the shows and to provide assistance even for the operation and maintenance for the first three years to encourage and promote the evening activities including the Sound & Light Shows.

12.16 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division mainly work in execution of tourism infrastructure

projects, consultancy services to Ministry of Tourism and State Tourism Departments, Engineering works of ITDC and Joint Venture hotels.

The Division continues to be involved in renovation of various properties of ITDC. The Division is involved in various projects like construction of Convention Centre at Hotel Ranchi Ashok, construction of Memorial of Smt Vidyawati ji, mother of great martyr Shaheed Bhagat Singh at Moranwali Village, Distt Hoshiarpur (Punjab), Tourism infrastructure projects development at Puri, Shree Jagannath Dham-Ramchandi-Prachi River Front at Deuli - Dhauri under Mega Circuit (for Nabakalebara -2015), Odisha Museum & Picture Gallery, Ludhiana, Development of Ranchi – Saraikeela Kharasawan Purbi Singhbhum mega circuit Jharkhand.

Consultancy Services have been provided for infrastructure based on economical viable project report at Anandpur Sahib, Punjab through transaction advisor.

12.17 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is Human Resources Development division of India Tourism Development Corporation Ltd. This institute came into existence in 1971 for in-house training of staff and executives in ITDC hotels.

Skill development in Hospitality sector is a major need of the Nation. Due to the wide gap between the availability and requirement of skilled manpower, the focus of AIH&TM is towards reducing the gap between demand and supply and providing skilled manpower to the Hospitality industry through the various training programmes of MoT.

ITDC has set up a Centre of Excellence

and Hospitality Education at Hotel Samrat, New Delhi. Centre of Excellence was inaugurated by Hon'ble Minister of Tourism on World Tourism Day. AIHTM Centre of Excellence affiliated with National Council for Hotel Management and Technology commenced the academic session of first batch of 53 students on 20th July, 2015.

AIHT&M is presently providing Education & Training Consultancy in Tourism & Hospitality Management besides providing training to Apprentices, and Industrial Trainees from Institute of Hotel Management and other reputed institutes and also organizing in-house Executive Development Programme for ITDC's Executives. As part of business strategy, AIH&TM conducts following programme/courses:

- (a) 06 and 08 weeks skill development training in F&B services, Housekeeping Utility, Bakery and Patisserie and Food Production for youth under the Hunar se Rozgar Scheme of Ministry of Tourism, Govt of India.
- (b) Imparting on-the-job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- (c) Designing & conducting customized Hospitality related Training for Railways, NCDC, Ministry of External Affairs, Rashtrapati Bhawan and Foreign service Institute etc.
- (d) One-year diploma courses in Food Production, Bakery and Confectionary, Front Office, Housekeeping and F&B service jointly with National Institute of Open Schooling.
- (e) AIH&TM is conducting 01 year Residential Training Programme sponsored by Ministry of DONER in various fields of Hospitality at Mysore, Jaipur, Bhubaneswar and Puducherry. Approximate 600 nos. of students have availed the facility of this course. The placement record of this course is above 70% and students are well placed in Hospitality and Airlines Industry.



- (f) AIH&TM also undertakes training of ITDC Executives which emphasise on developing Corporate Training Planning and Monitoring system for systematic formulations and implementation of Annual training Programme.
- (g) ITDC has commenced three years B.Sc. in Hospitality and Hotel Administration affiliated to National Council of Hotel Management in Catering Technology at AIH&TM new campus at Hotel Samrat from the academic year 2015.

12.18 Environment Management Initiatives

ITDC being a responsible CPSE, has adopted various eco-friendly measures like Effluent Treatment Plant (ETP), Rainwater Harvesting System and energy & water conservation measures in its hotels.

All Delhi based Hotels have Effluent Treatment Plant (ETP) and Rainwater Harvesting System. Hotel Janpath and The Ashok has Solar Water Heating Plant. As regards outside Delhi, Hotel Jammu Ashok, Hotel Jaipur Ashok, Hotel Kalinga Ashok, Bhubaneswar, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Bharatpur Ashok have ETPs. The kitchen of all Delhi based units and Hotel Jaipur Ashok are ISO certified. ITDC is committed to energy conservation at every stage of its operations during the year. ITDC continues to maintain its thrust on energy conservation and plans to install photovoltaic solar energy in ITDC Hotels.

12.19 Corporate Social Responsibility (CSR)

- (a) As a CSR initiative, ITDC is in the process of finalising proposal for constructing toilets (two) in two

schools in remote area in Churu, Rajasthan.

- (b) ITDC has been entrusted with partnership of Clean India Pilot Project at Qutab Minar, New Delhi. The Pilot Project has successfully brought various stakeholders on one platform.

12.20 Human Resource Management

The total manpower of ITDC for the year 2015-16 as on 30.11.2015 is 1458 employees (excluding 74 direct contract employees). Out of 1458 employees, 438 employees belong to Scheduled Castes (SCs), 33 to Scheduled Tribes (STs), 79 to other Backward Classes (OBCs) and 212 women employees.

12.21 Industrial Relations

The overall industrial relations situation in ITDC continued to be harmonious and cordial. There was no loss of man days in ITDC Headquarters and its units as on date.

12.22 Implementation of Official Language Policy

During the year, the Company continued its efforts to promote the use of Hindi in official work through motivation and training. Cash incentives were granted to the employees on doing prescribed quantum of work in Hindi. Hindi workshops were organized to provide practical training of noting-drafting and other works in Hindi. Various Hindi Competitions were also organized during Hindi Fortnight celebrations for giving impetus to the use of official language in day-to-day work. On this occasion Lok Nritya Manchan, Hindi Kavigoshti and Raj Bhasha Puraskar Vitran Samaroh was also organized to motivate employees and encourage Official Language in the Corporation.





Chapter-13

Statistics, Surveys and Studies

13.1 Information and Research Activities

13.1.1 The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of information on various aspects of inbound, outbound and domestic tourism in India. The statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc.

13.1.2 Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertakes tourism surveys, studies for preparation of master plans/ perspective plans/ Detailed Project Reports (DPRs) for development of tourism in the country,

economic and statistical research studies like Taxes levied on Tourism Sector vis-a-vis other services sector like export, feasibility studies, etc.

13.1.3 Preparation of Tourism Satellite Account, to know the contribution of tourism in the GDP and scenario of employment of the country, is also one of the major tasks of the division.

13.2 Foreign Tourist Arrivals (FTAs)

13.2.1 The number of FTAs recorded during 2015 was 80.27 lakhs with a growth of 4.5%, as compared to the FTAs of 76.79 lakhs during 2014 with a growth of 10.2%, as compared to the FTAs of 69.67 lakhs in 2013.

13.3 Foreign Exchange Earnings (FEEs) from Tourism

13.3.1 Tourism is an important sector of Indian economy and contributes substantially



in the country's foreign exchange earnings.

13.3.2 FEEs from tourism in rupee terms during 2015 were Rs.1,35,193 crore with a growth of 9.6% as compared to the FEE of Rs.1,23,320 crore during 2014.

13.3.3 The FEEs from tourism in terms of US

dollars during January- December 2015 were US\$ 21.071 billion as compared to US\$ 20.236 billion during January-December 2014.

A statement giving FTAs in India and FEEs from tourism for the years 2000 to 2015 is given below:

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Rs. Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626	20.6	3,460	15.0
2001	25,37,282	(-)4.2	15,083	(-)3.5	3,198	(-)7.6
2002	23,84,364	(-)6.0	15,064	(-)0.1	3,103	(-)3.0
2003	27,26,214	14.3	20,729	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3

2009	51,67,699	(-)2.2	53,700	4.7	11,136	(-) 5.9
2010	57,75,692	11.8	64,889 ^(P)	20.8	14,193 ^(P)	27.5
2011	63,09,222	9.2	77,591 ^(P)	19.6	16,564 ^(P)	16.7
2012	65,77,745	4.3	94,487 ^(P)	21.8	17,737 ^(P)	7.1
2013	69,67,601	5.9	1,07,671 ^(PR)	14.0	18,445 ^(PR)	4.0
2014	76,79,099	10.2	1,23,320 ^(PR)	14.5	20,236 ^(PR)	9.7
2015	80,27,133	4.5	1,35,193 ^(PR)	2.6	21,071 ^(PR)	-4.1

(P) Provisional, (PR) Provisionally Revised estimates

13.4 Domestic Tourism

13.4.1 The estimates of domestic tourism are compiled on the basis of data furnished by State Governments /Union Territory Administrations and other information available with the Ministry of Tourism. The number of domestic tourist visits during the year 2014 were 1290 million (Provisional), showing a growth of 12.92% over 2013.

13.5 Surveys & Studies

13.5.1 The Surveys & Studies commissioned by the Ministry of Tourism are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Governments/UT Administrations for the preparation of Master Plans/ Detailed Project Reports (DPRs)/ Feasibility Studies and conducting statistical surveys/studies.

13.5.2 Details of Surveys, Studies, DPRs, etc. currently ongoing or completed during 2015-16 (as on 31.01.2016) are given at Annexure -I.

13.6 Tourism Satellite Account

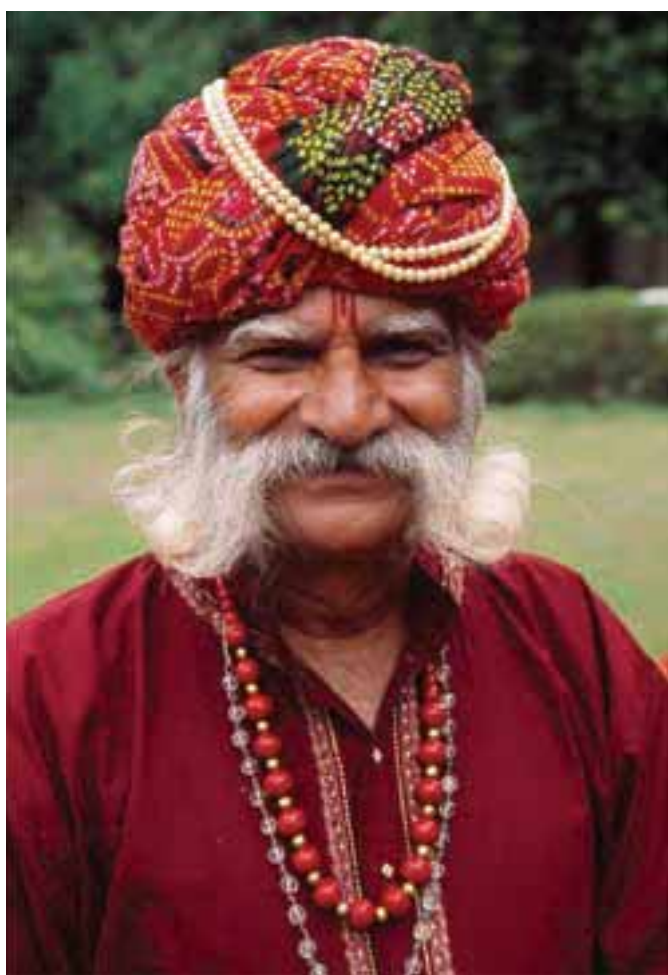
13.6.1 It is important to know the contribution of tourism in the total economy and the total jobs in the country. National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport,

insurance, etc., while computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

13.6.2 Instead, tourism is a demand based concept defined not by its output but by its use. Industries defined in National Accounts, such as air transport, hotels & restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. While the total output of these industries is captured by the National Accounts, it is only the consumption by tourists that defines the tourism economy, which is not readily available in the National Accounts. To assess the specific contribution of tourism, the need for a Tourism Satellite Account (TSA) thus arises.

13.6.3 The 1st Tourism Satellite Account for India (TSAI) for the reference year 2002-03 was prepared in the year 2006. The 2nd TSAI was prepared in 2012 for the reference year 2009-10. As per the 2nd TSAI-2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13 the contribution of tourism to total Gross Domestic Product (GDP) and employment of the country were as given below:

Year	Contribution of Tourism in GDP of the Country (%)			Contribution of Tourism in Employment of the Country (%)		
	Direct	Indirect	Total	Direct	Indirect	Total
2009-10	3.68	3.09	6.77	4.37	5.80	10.17
2010-11	3.67	3.09	6.76	4.63	6.15	10.78
2011-12	3.67	3.09	6.76	4.94	6.55	11.49
2012-13	3.74	3.14	6.88	5.31	7.05	12.36





14.1 Tourism is a service industry with a strong female presence. That is all the more reason why gender sensitization and ensuring equal rights to the women and men are important concerns of the Ministry. The Ministry of Tourism is committed to the Articles 15, 16 & 39 of the Constitution of India that prohibit discrimination of any form against women and to provide for equal opportunity and equal pay for equal work, irrespective of sex.

Women Officers in the Ministry are posted at the Headquarters, in Regional Offices and also in the Overseas Offices. The women employees of this Ministry play a pivotal role in the organization of conferences, seminars, exhibitions & road shows of national and international importance.

The Ministry has a Grievances Cell for women to address problems and grievances faced by them.





Chapter-15

Welfare Measures

15.1 Scheduled Castes/Scheduled Tribes/ OBCs/Person with Disabilities (PWD)

As per instructions of Department of Personnel & Training, separate Liaison officers have been appointed

in the Ministry for (i) Scheduled Castes/ Scheduled Tribes/PWDs and (ii) OBCs; to ensure proper implementation of policy of reservation in services.

15.2 Employment Opportunities to Person with Disabilities (PWD)

To ensure their participations in the Central Government, the Ministry also took up the matter with attached offices in 2015-16 to earmark certain posts in Group C category before reporting of vacancies to Staff Selection Commission (SSC)

During 2015-16, while reporting vacancies of Tourist Information Officer (TIO), Jr. Stenographer, LDC to SSC, two vacancies of TIOs, one vacancy of Jr. Stenographer and one vacancy of LDC have been earmarked for PWD.





16.1 A separate vigilance wing in this Ministry has been functioning to deal with various vigilance matters.

Emphasising the need of preventive vigilance, especially on public procurement, the instructions issued from Central Vigilance Commission / Department of Expenditure have been suitably informed to the divisions concerned in the Ministry from time to time.

During 2015-16, five officials from the Ministry (Hqrs.), including attached offices had participated in a week training

programme on public procurement conducted by National Institute of Financial Management, Faridabad





17.1 To seek pay parity with cadres of Central Secretariat Services(CSS) / Central Steno-graphers Secretariat Services (CSSS) in the grade of Assistant Director, Senior Stenographer, Assistant

working in the Ministry of Tourism with officers of the same grade in CSS/ CSSS, upon implementation of 6th CPC, some officials in these grades had filed applications (1791/2013, 1792/2013, 1794/ 2013, 1795/2013 & 1796/ 2013) in the Hon'ble CAT Delhi during 2013-2014.

While filing the counter reply by the Ministry of Tourism and on behalf of Department of Expenditure, simultaneously, the Ministry of Tourism has been pursuing the matter with Department of Expenditure, and in the case of Senior Stenographer, the Central Government (Department of Expenditure) has granted Grade Pay of Rs. 4600/- at par with Stenographer Grade 'C' of CSSS. Consequent to this, an O.A. No. 1794/2013 has been withdrawn by the applicants.

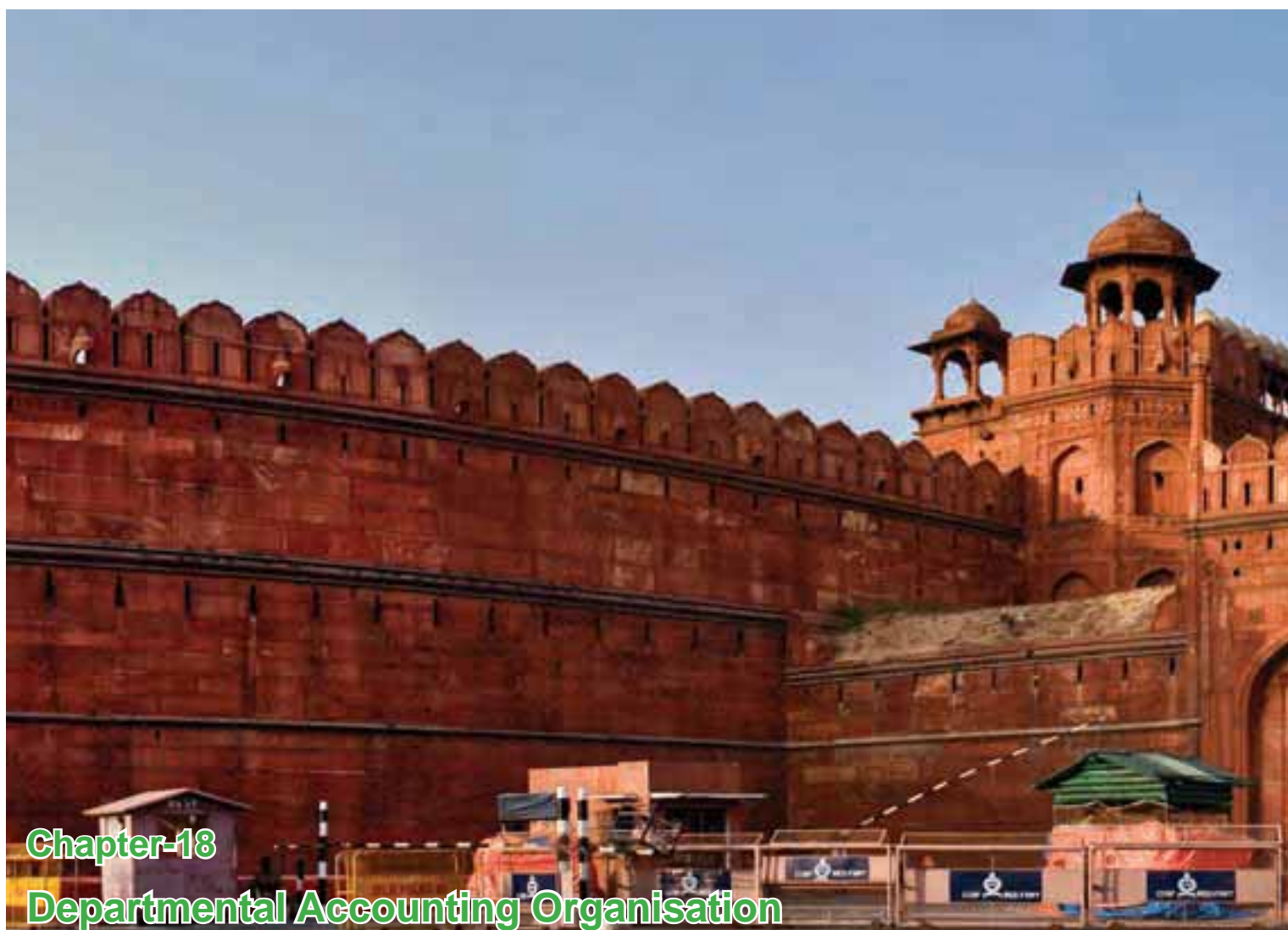


The following cases of the Ministry of Tourism, Hqrs. Estt., New Delhi are pending before the Central Administrative Tribunal (CAT)/High Court/Supreme Court in respect of Administration-I Division as on December, 2015.

Sl. No.	Case/Petition No. and date	Court/Bench	Case filed by	Brief particulars of case	Status of the case
(1)	(2)	(3)	(4)	(5)	(6)
1	O. A. No. 1791/2013	Hon'ble CAT, New Delhi	Shri Raj Kumar	Revision of grade pay	Next date of hearing: 28.01.2016
2	O. A. No. 1792/2013	Hon'ble CAT, New Delhi	Shri Sunder Lal	Revision of grade pay	Next date of hearing: 28.01.2016
3	O. A. No. 1795/2013	Hon'ble CAT, New Delhi	Shri Ajit Pal	Revision of grade pay	Next date of hearing: 28.01.2016
4	O. A. No. 1796/2013	Hon'ble CAT, New Delhi	Smt. Anita Kapoor	Revision of grade pay	Next date of hearing: 28.01.2016
5	O. A. No. 1639-1644 of 2012	Hon'ble Supreme Court	Mrs. Kiran Chawla, JR. Steno, M/o & ors	Regularization of ad-hoc services	Pending(Not listed yet)
6.	O. A. No. 532-1644 of 2015	Hon'ble CAT, Delhi	Shri P. P. Singh	Appeal against penalty	Jan, 2016
7	O. A. No. 1465/2014	Hon'ble CAT, Delhi	Shri Mrituanjaya Mishra	Seeking relief in disciplinary case.	Next date of hearing: 07.04.2016







Chapter-18 Departmental Accounting Organisation

18.1 Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges this responsibility with the assistance of the Additional Secretary & Financial Adviser (AS&FA) of the department and the Chief Financial Controller.

18.2 The Chief Financial Controller heads the accounting organization and reports to the Secretary through the AS&FA. The Accounting organization comprises of the Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing in Ministry of Civil Aviation located at Safdarjung Airport, New Delhi.

Ministry of Tourism operates Grant No.97 for which the budget Provision during 2015-16 is as under:

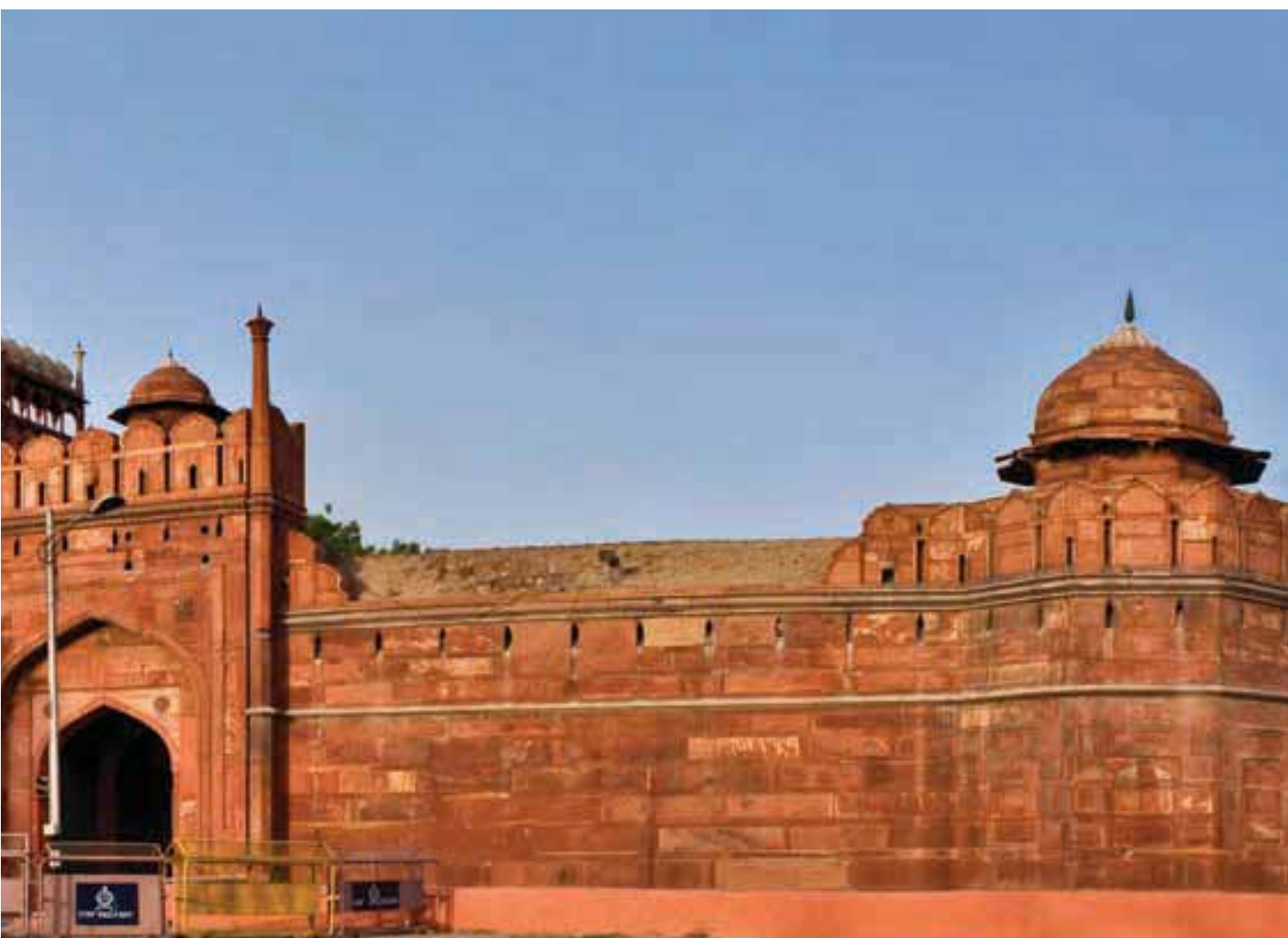
(Rs. in crore)

Revenue Section	
Plan	1478.15
Non-Plan	89.87
Capital Section	
Plan	5.05
Non-Plan	0.00
Total	1573.07

18.2.1 Principal Accounts Office

The functions of Principal Accounts Office are as under:

- (i) Consolidation of the accounts of the Ministry of Tourism in the manner prescribed by the Controller General of Accounts.
- (ii) Preparation of Annual Accounts of Ministry of Tourism, submission of



Statement of Central Transactions and the materials for the Finance Accounts of the Union Government (Civil) to the Controller General of Accounts, Ministry of Finance.

- (iii) Payment of Loans/Grants-in-aid to the State/UT Governments through the Reserve Bank of India.
- (iv) Issue of Inter Departmental Authorisation to various ministries such as Ministry of External Affairs, Ministry of Urban Development, etc.
- (v) Preparation of Accounts keeping in view the objective of management accounting system, rendition of technical advice to Pay & Accounts Office, maintaining

necessary liaison with the Controller General of Accounts Office, Ministry of Finance and to effect overall coordination and control in accounting matters.

- (vi) Maintaining Appropriation Audit Registers for the Ministry of Tourism as a whole and to watch the progress of expenditure under various Grants operated by this Ministry.
- (vii) Arranging internal inspection of payments and the accounting records maintained by various subordinate formations and Pay & Accounts Office of this Ministry and inspection of records pertaining to the transactions of the Ministry of Tourism, maintained in Public Sector Banks.



18.2.2 Pay & Accounts Office

The functions of PAO office are as under:-

- (i) Pay & Accounts Office (Tourism) carries out pre check of bills submitted by the 3 Non Cheque Drawing & Disbursing Officers (DDOs) working under Pay and Accounts office (Tourism) located at New Delhi for payment.
- (ii) The Pay and Accounts Office authorize Cheque Drawing & Disbursing Officers to operate funds up to a certain level through issue of "LETTER OF CREDIT". All payments made by CDDOs are subject to post-check/ internal audit and shortcomings / discrepancies in such payments are pointed out in various reports.
- (iii) The Pay & Accounts Office makes payment of Loans/Grants-in-aid to statutory bodies/other institutions.
- (iv) The Pay and Accounts Office compiles the monthly accounts on the basis of the receipts collected and the payments authorized by various Drawing and Disbursing Officers/ Cheque Drawing and Disbursing Officers and submit these accounts to the Principal Accounts Office.
- (v) Maintenance of General Provident Fund accounts, Monitoring and timely transfer funds of employees opted New Pension Scheme contribution of employees who have joined office after 1.1.2004 to NSDL, settlement of Inward and outward claims from various ministries/AGs and timely payment of retirement benefits of Government employees, including authorization of pension, Commutation, Gratuity, Leave Encashment, etc.

18.2.3 Internal Audit

Internal Audit wing functions as an important tool for reviewing of accounting, financial and administrative functions. It highlights the important areas of deficiencies. The Internal Audit provides a basis for taking remedial and corrective measures to avoid audit objections.

A control register is maintained by Internal Audit wing to watch units due for audit during ensuing financial year and on this basis future plan is prepared on quarterly basis subject to availability of resources of budget, manpower etc.

(I) Scope of Internal Audit

The Principal Accounts Office, the Pay and Accounts Offices as well as the offices of the D.D.Os in Ministries/Departments, other Govt. of India offices abroad, are within the jurisdiction of internal audit. In addition to these offices, internal audit shall be

required to audit the implementing agencies for various schemes and programmes of the Ministry/Department.

Internal Audit shall also check the initial accounts maintained in the executive offices to ascertain the extent of following of the rules and regulations, system and procedures in accounting and financial matters. The scrutiny would cover checking of all accounting records including those relating to fund accounts, loans and advances and examination of records relating to physical verification of stores, equipments, tools and plant. The accounts of all grantee Institutions or Organizations are also open to inspection by the sanctioning authority and audit, both by the Comptroller and Auditor General of India under the provision of CAG (DPC) Act 1971 and internal audit by the Principal Accounts



Offices of the Ministry of Tourism, whenever the Institution or Organization is called upon to do so.

(II) Duties of Internal Audit

As per para 12.3.1 of Civil Accounts Manual the duties of the internal audit organisation will include the following:

- (i) To Study of accounting procedures prescribed for the department with a view to ensuring that they are correct, adequate and free from any defects or lacunae;
- (ii) Watch over the implementation of the prescribed procedures and the orders issued from time to time.
- (iii) Scrutiny and check of payments and accounting work of the accounting units;
- (iv) Investigation of important

areas in accounting and other connected records;

- (v) Coordination with other Ministries and C.G.A. regarding internal audit procedures;
- (vi) Periodical review of all accounts records;
- (vii) Pursuance/settlement of objections taken in test audit notes issued by statutory audit offices and other matters relating to statutory audit;
- (viii) To examine and report on points or irregularities brought to its notice by the Principal Accounts Office/ PAOs and
- (ix) Preparation and submission of Annual Review on performance of internal audit wing to the Controller General of Accounts.

(III) Internal Audit Performance

Below is the table showing performance of internal audit:

	Units due for audit	No. of units audited	No. of units due for audit	No. of units audited
	2014-15		2015-16	
Outside Delhi	43	11	43	08
Delhi	05	02	05	04
Overseas	14	01	14	Nil
Total	62	14	62	12

(IV) Risk Based Audit

The audits we conduct today are to a large extent compliance based, which check the rules and accounts. In recent years the concept of performance Audit/ Risk Based Audit has become important tool for the management as it assess the economy, efficiency and effectiveness of scheme and may contribute to better Govt. spending, better public accountability and management.

Risk Based Audit of a scheme is an assessment of the scheme to see if the resources are being managed with due regard for economy, efficiency & effectiveness and accountability requirement are being met reasonably.

18.3 Use of Information Technology Application

The office of the Chief Financial Controller has taken a number of measures to implement Computerization

and introduce IT for overall improvement and transparency in the accounting function of the Ministry, in accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts.

(i) Compact

One of the important initiatives in Computerization of Accounting System, taken at the initiative of the O/o Chief Financial Controller is the implementation of Compact package which touches upon the functioning of most of the areas in the Pay & Accounts Office. The overall objective toward development of COMPACT has been to achieve accuracy and speed in various functions of the Pay & Accounts Office, in addition to removing routine drudgery of manually writing. Computer support is being used through this package to ensure that once the accounts data are entered; the same can be used at various places without the need of re-entering for other purposes like reconciliation, ex-chequer control, compilation of monthly accounts, or generating MIS reports etc.

(ii) Now after introduction of Public Financial Management System (PFMS) formerly CPSMS portal from January 2016, only salary, GPF and pension payments will be passed through COMPACT. However these payments are also subsequently integrated with PFMS.

(iii) E-Lekha

The Pay and Accounts Office of this organization is regularly uploading the data in e-lekha on daily basis at website www.cga.nic.in/elekha/elekha/home.asp. This facilitates

the Headquarters to generate expenditure statement at any given point of time for managerial decision making purpose. The status of expenditure can be glanced through at any time with help of e-Lekha.

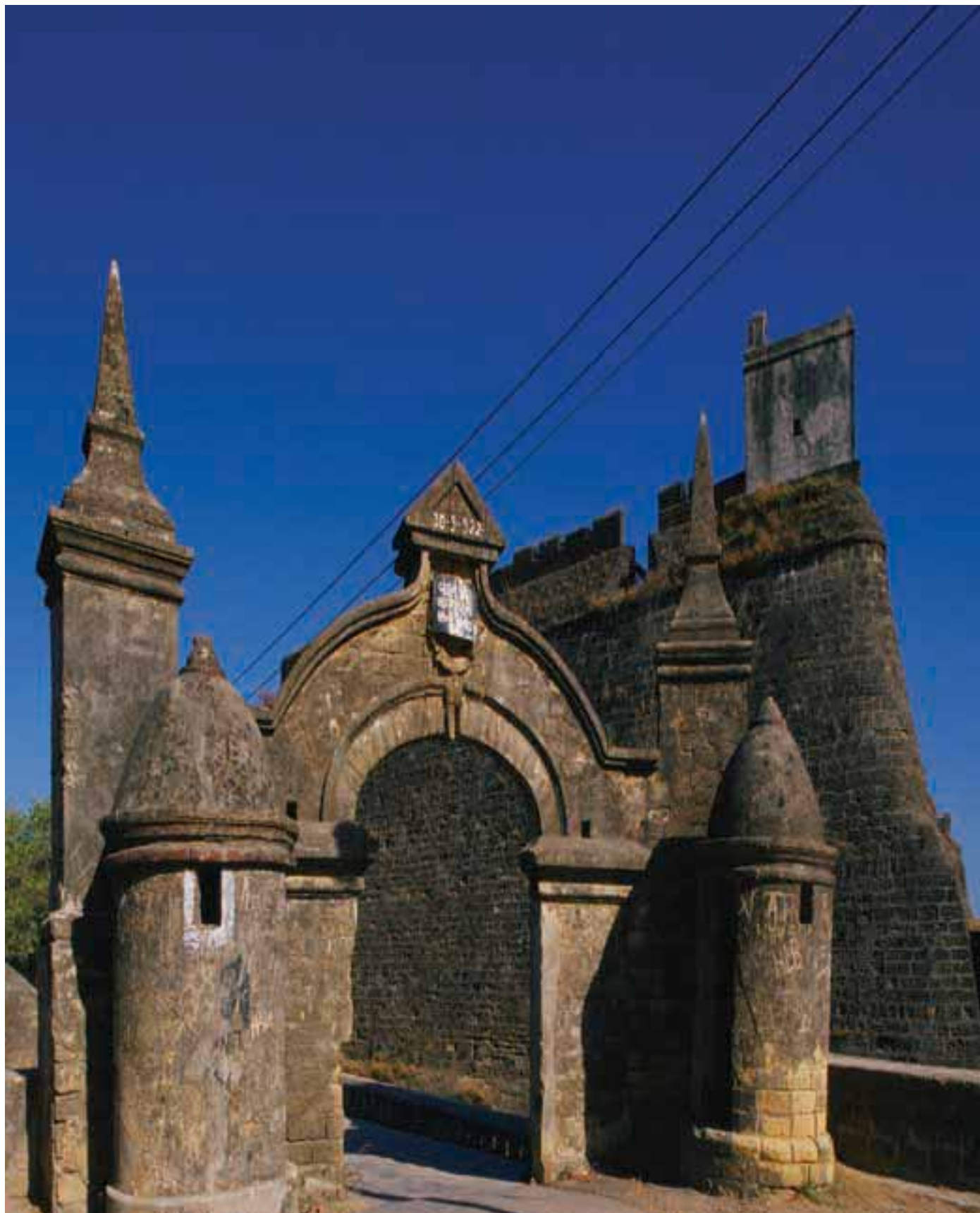
(iv) Public Financial Management System (PFMS) formerly CPSMS.

Public Financial Management System (formerly CPSMS) is a system/ portal to monitor plan and Non-Plan schemes developed by the Office of the Controller General of Accounts. All payments of plan and Non-Plan expenditure except salary, GPF and pension are passed through this portal. Pay and Accounts Office (Tourism) has come on PFMS portal on 1st January 2016. The following functions are performed in PFMS portal for implementation of the functions. Necessary assistance is provided by the Principal Accounts office to respective implementing agencies such as PAO, CDDO and Programme Divisions.

- (a) Registration of PFMS users such as PAOs, CDDOs & Programme Divisions.
- (b) A interface with PFMS and RBI has been established recently and the clearance memos are received on the same day from RBI through the PFMS system.
- (c) Generation of e-bill for payment to states of Sikkim.
- (d) Payment of grants in aid to the State and UT Governments are being made by the Principal Accounts Office through PFMS using digital signature certificate.

(e) Monitoring through various reports in PFMS Portal, the Monthly MIS is also submitted online to Controller General of Accounts through its website

(www.cga.nic.in). There is an initiative namely “Bharat Kosh” for collection of online receipts on PFMS.





Chapter-19

Important Audit Observation

19.1 As on date there is no pending paras against this Ministry.



Chapter-20

Implementation of Right to Information (RTI) Act, 2005

20.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of Section 4 (I) (b) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organizational set-up, functions and duties of its officers and employees etc. Records and documents etc. have been made available on the Ministry's official website www.tourism.gov.in under a distinct section namely RTIA. It has also been hyperlinked appropriately to other sections of the website of this Ministry.



20.2 Information regarding activities of this Ministry is available for public on the above said website and is also kept in the library.

20.3 Information otherwise which are not available at the official web-site may be obtained by the Citizens of India on payment of requisite fees as prescribed in the Right To Information Act, 2005.

20.4 Nineteen First Appellate Authorities' (FAAs) and fifty eight Central Public Information Officers (CPIOs) have already been notified by the Ministry, who are responsible for furnishing information to the Citizens within their distinct functional domain.





Chapter-21

Progressive Use of Hindi

- 21.1** The official language division under the Ministry of Tourism, is responsible for implementation of the official language policy of the union, Official Languages Act, 1963. Official Language Rules, 1976 and various orders issued by the Department of Official Language in the Ministry as well as in its subordinate offices. Under the Official Languages Act, 1963, various documents such as Annual Report, Statistical Report, Parliament Questions and other papers are translated into Hindi.
- 21.2.** The Ministry of Tourism has a scheme (introduced in 1989) named “Rahul Sankrityayan Parayatan Puraskar Yojana” to award books written originally in Hindi on subjects related to Tourism. Under this scheme there are first, second and third prizes of Rs. 40,000, Rs. 30,000 and Rs. 20,000 respectively, and one consolation prize of Rs. 10,000. Four books have been awarded the prizes for the year 2013-14. Entries for the year 2014-15 have been invited under the scheme.
- 21.3** OLIC (Official Language Implementation Committee) is constituted in the Ministry quarterly meetings of which were held on 30.06.2015, 29.09.2015 and 29.12.2015 during the year 2015-16.
- 21.4 Special Measures for Promoting the Use of Hindi**
- i. **Offices notified under rule 10(4):** Total 23 offices of the Ministry have been notified so far under the rule 10(4) for doing Official work in Hindi.



ii. **Incentive scheme and cash Award** – Prizes under the annual Incentive scheme for doing original Official work in Hindi for the year 2013-14 is to be awarded as the clarification sought by the Ministry from the Department of Official Language is not yet received. However, action for awarding prizes for the year 2014-15 has been initiated.

iii. **Hindi Diwas and Hindi Pakhwada:** On the eve of Hindi Diwas message of Hon'ble Home Minister and an appeal of Hon'ble Tourism Minister was circulated among the staff of the Ministry. Hindi Pakhwada was organized in the Ministry of Tourism from 14th-28th September, 2015.

Competitions such as Hindi Noting-Drafting, Rajbhasha Hindi Aur Anuwad, Bhartiya Paryatan Gyan. Etc. were held during this period. Two competitions were also organized for MTS. Total eight competitions for 14 categories were held in which 39 officers and employees participated and they won 67 prizes. On 30th November, 2015 a "Puraskar Samaroh (Prize-awarding function)" was organized in the Ministry of Tourism, in which Secretary (Tourism) gave away cash awards and certificates to winners of the competitions.

iv. **Hindi Workshop:** Two Hindi workshops, one on noting-drafting in Hindi and other on doing Hindi work on Computer were organized

on 28 September, 2015 during Hindi Pakhwada.

21.5 Hindi Salahakar Samiti

Hindi Salahakar Samiti of the Ministry of Tourism is re-constituted under the chairmanship of the Hon'ble Minister of State for Tourism (IC). Its first meeting was held on 16.09.2015. Follow up action on the minutes of the meeting has been initiated.

21.6 Inspection of the offices by the officers of the Ministry

The Officials of the OL Division of the Ministry inspected its 07 subordinate offices outside Delhi to review the progress of the use of Hindi in their working. India Tourism Delhi has also been inspected during the year.

21.7 Inspection of the Sections/Divisions of the Ministry

Officers and employees of OL Division inspected various sections of the Ministry to review the progress of the use of Hindi and suggested various measures to improve the use of Hindi in their working.

21.8 Inspection of the offices of Ministry by the Parliamentary Committee on official language

The second sub-committee of the Parliamentary Committee on Official Language inspected the IHM, Srinagar, India Tourism Aurangabad and India Tourism, Port Blair to enquire about the use of Hindi in these Offices. Officers of this Ministry represented on behalf of the Ministry in these inspection meetings.

21.9 Publication of 'Atulya Bharat' in-house journal

As per decision of the meeting of Hindi Salahakar Samiti, held on 16.09.2015 an in-house quarterly Hindi journal named 'Atulya Bharat' has been published by the Ministry from the quarter ending 30th September, 2015 onward.

21.10 Department Website

The Ministry has two websites out of which one is bilingual while the process of making the second official website bilingual has already been initiated.







Chapter-22

Swachh Bharat Mission

22.1 A Project Monitoring Unit (PMU) under Swachh Bharat Mission has been set up in the Ministry of Tourism and it has started functioning from December 2015.

The functions of the PMU, Swachh Bharat Mission of the Ministry of Tourism are as under:

- i. To serve as the Secretariat for the Swachh Bharat Abhiyan/Campaign Clean India;
- ii. To assist in formulation of strategies related to Swachh Bharat Abhiyan / Campaign Clean India;
- iii. To maintain Swachh Bharat Abhiyan/ CCI Website;
- iv. Inspection of initiatives being implemented;
- v. Monitoring of initiatives taken up in collaboration with the MoT;
- vi. Collection, compilation, analysis and publication of statistical data specific to the Campaign in terms of an annual report and other reports that may be required or called for;
- vii. Interaction with the other Ministries, States /UTs and the stakeholders through appropriate means including meetings, conferences and workshops to take the initiative forward through State agencies; and
- viii. Any other work, whether connected directly or indirectly with the Abhiyan/ Campaign, which may be assigned.



Various Campaigns/drives were organized during the year within the Ministry as well as in the training and educational institutions under the Ministry. The following Special thematic drives were undertaken during the year:

- Cleanliness Drive-22nd-26th June, 2015,
- National Sanitation/ Cleanliness Campaign-25th-31st October, 2015 and
- Special Campaign- 18th-27th December, 2015.

22.2 A theme based cleanliness drive at religious places, tourism and heritage sites has being initiated in collaboration with Shri Sai Baba Sansthan Trust

(Shirdi), Shiromani Gurdwara Prabandhak Committee, Amritsar, Delhi Wakf Board, Shri Mata Vaishno Devi Shrine Board, Jammu, Sacred Heart Cathedral, New Delhi, Bodhgaya Temple Management Committee and Tirumala Tirupati Devasthanams Trust Board. Special Drives for cleanliness and weeding out of files are taken up from time to time at the hotel establishments under ITDC, and training and educational institutions under the Ministry of Tourism. 407 street vendors nominated by National Association of Street Vendors of India (NASVI) have been trained at 12 IHMs upto February 2016.

22.3 The Ministry of Tourism is in collaboration with the CSR wings of Public Sector

Undertakings like BHEL, ONGC, and NBCC for designing and implementing certain schemes under Swachh Bharat Mission. The PMU is also in the process of roping in more PSUs and corporate entities in the private sector for more CSR- supported activities to be undertaken.

22.4 The Ministry of Tourism launched a mobile application called Swachh Paryatan on 22 February, 2016 which will let visitors to report unattended garbage

piles at various tourist destinations across the country. In the pilot phase, 25 monuments identified as Adarsh Smark by ASI have been taken up. A Nodal Officer at each of these 25 monuments has been made responsible to ensure clearing of the garbage piles reported. The ASI nodal officer will update the database on completion of the task so that the system can send SMS to the complainant that his /her complaint has been attended to successfully.







Annexure-I

List of Surveys/Studies

A. Surveys/Studies completed during the year 2015-16

1. Study on Development of Cleanliness Index for Cities
2. Study of Taxes levied on Tourism sector vis-à-vis Export Sector
3. State – wise comparison of characteristics of domestic trips in India – A Study based on Domestic Tourism Survey, 2008 – 09
4. How households of different socio – economic backgrounds spend on tourism – A comparative study based on Domestic Tourism Survey, 2008 – 09
5. Regional Tourism Satellite Account for 10 States/Union Territories (Ph.- II) namely:-
 - i. Arunachal Pradesh
 - ii. Assam
 - iii. Goa
 - iv. Himachal Pradesh
 - v. Jharkhand
 - vi. Karnataka
 - vii. Maharashtra
 - viii. Odisha
 - ix. Puducherry and
 - x. Uttar Pradesh
6. Tourism Survey for the State Tamil Nadu.
7. Tourism Survey for the UT of Puducherry.
8. Study to determine why the potential candidates are not interested in IITTM Bhubaneswar



and to assess the potential of an IITM Centre in Bihar.

9. Study to Develop methodology for impact assessment study of last three years participation in the Major two festivals i.e. WTM London & ITB, Berlin.

B. Detailed Project Reports (DPRs), prepared by State Governments under the Market Research Professional Services Scheme, completed during the year 2015-16

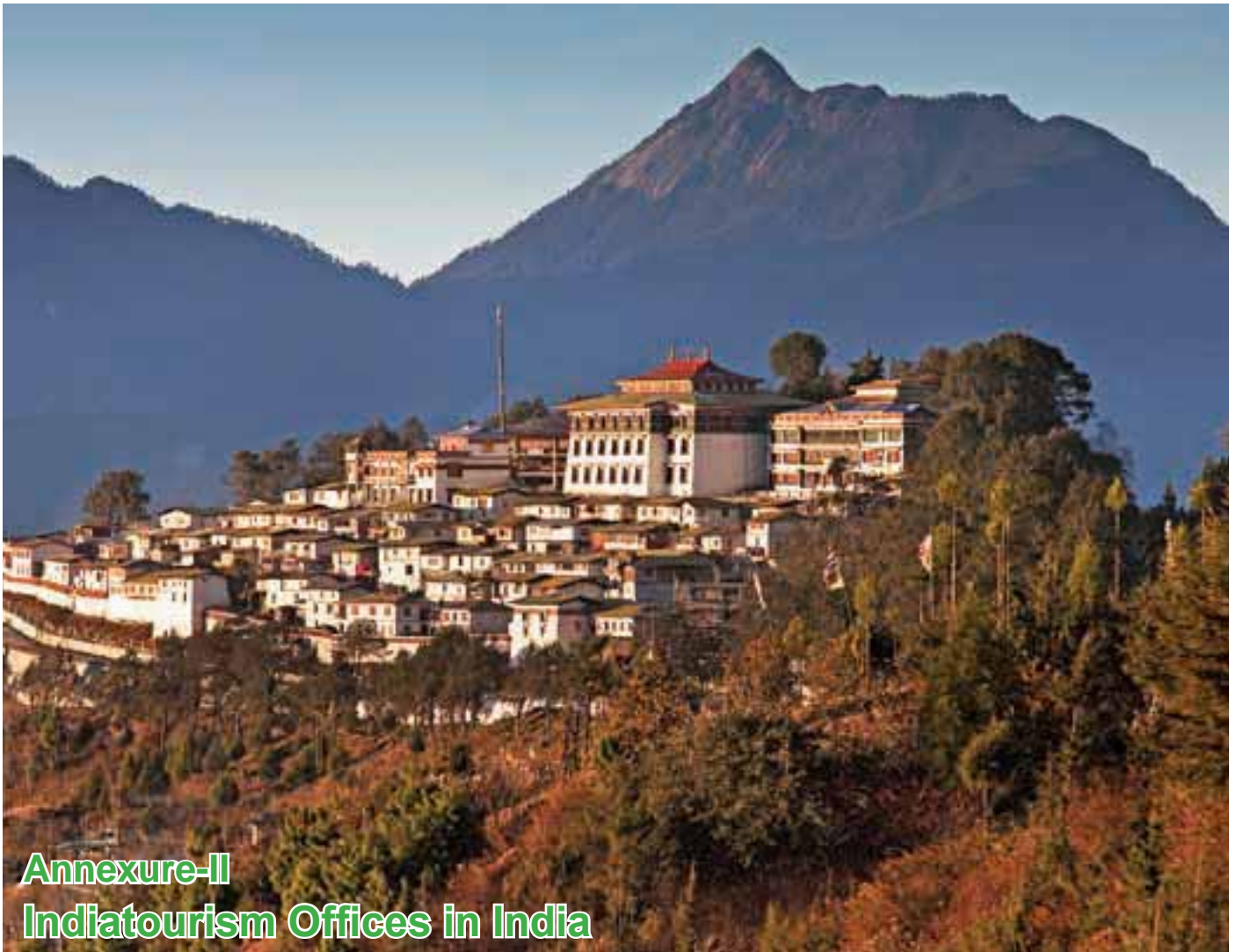
1. Bhalukpong-Bomdila & Tawang (Mega) Circuit in Arunachal Pradesh.
2. Development of Tourist Circuit in Pasighat-Jengging –Yingkiong-Tuting Circuit in Arunachal Pradesh.
3. Development of Tourist Circuit –Ziro-Kurung Kumey circuit in Arunachal Pradesh.
4. Development of Tourist Circuit in Itanagar –Ziro- Daporijo –Aalo-Pasighat circuit in Arunachal Pradesh.
5. Construction of Eco-Tourism at Huru Pahar Roing in Arunachal Pradesh.
6. Development of Heritage Site at Pemaziling Menchuka, West Siang District in Arunachal Pradesh.
7. Development of Rural Tourism at Dolum village, Upper Subansiri district in Arunachal Pradesh.
8. Development of Rural Tourism at Chulyu village, Lower Subansiri district in Arunachal Pradesh.

9. Longsa-Chare-Longkhum-Helipong-Tuensang –Circuit in Nagaland.
10. Naginimora - Wajcgubg - Mon-Chenmoha – Circuit in Nagaland.
11. New Secretariat – Sendenyu – Terogvunyu – Tesophenyu - K.Station – Asukikha- Circuit in Nagaland.
12. Dzu -U – Chakhabama – Kekruma – Longmatra – Likhimro-Circuit in Nagaland.
13. Integrated Tourist Destination at Longsa at Mokokchung in Nagaland.
14. Integrated Tourist Destination to Razhaphema Basa, Dimapur in Nagaland.
15. Integrated Tourist Destination at Jakhama, Kohima in Nagaland.
16. Integrated Tourist Destination at Chumukedima in Nagaland.
17. Food Craft Institute at Niuland in Nagaland.
18. Sangnyu village at Mon in Nagaland.
19. Chuchuyimlang village at Mokokchung in Nagaland.
20. Seithekima old village at Dimapur in Nagaland.

C. Ongoing Surveys/Studies of Ministry of Tourism 2015-16

1. Survey on Prioritization of International tourists in Ladakh & Valley of Kashmir.
2. International Passenger Survey for 2014-15.
3. Study on Impact Assessment for Fairs & Festivals.
4. Study on Adventure Tourism Industry Statistics.
5. Study on Tourism Carrying Capacity of Existing & Potential Destinations

- with Planning for Infrastructure Development in Uttarakhand.
6. Study in Overseas Market of Russian, Japan, South Korea, Germany, Turkey and South Africa.
7. Social Media as an influencer among foreign tourists visiting India.
8. Study on Functioning of Tourism Police in States/ UTs and documentation of Best Practices.
9. Study on devising International Benchmarking/ Parameters for awarding star rating to Hotels.
10. Study on Identification of Hindu Pilgrimage Circuit Linking various sites in Nepal with Bordering states of India.
11. Tourism Survey for the State West Bengal.
12. Tourism Survey for the UT of Daman & Diu.
13. Tourism Survey for the UT of Dadra & Nagar Haveli.
14. Tourism Survey for the UT of Lakshadweep.
15. Tourism Survey for the State Mizoram.
16. Tourism Survey for the State Tripura.
17. Tourism Survey for the State Arunachal Pradesh.
18. Tourism Survey for the State Manipur
19. Tourism Survey for the State Nagaland.
20. Tourism Survey for the State Meghalaya.
21. Tourism Survey for the State Jammu & Kashmir.
22. Tourism Survey for the UT of Chandigarh.
23. Tourism Survey for the UT of Andaman & Nicobar Islands.



Annexure-II Indiatourism Offices in India

Regional Offices

1. Chennai
2. Guwahati
3. Kolkata
4. Mumbai
5. New Delhi

5. Goa
6. Hyderabad
7. Imphal
8. Indore
9. Jaipur
10. Kochi
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi

Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar

Indiatourism Offices Abroad

Sl. No.	Operation/Station	Countries Covered
(I) America		
1.	New York	All States on the East Coast of USA, South America up -to Columbia/Venezuela
2.	Los Angeles	All States on the West Coast of USA up to Panama
3.	Toronto	Canada and Greenland
(II) Australasia		
1.	Sydney	Australia, New Zealand, Fiji and The Pacific
2.	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam
(III) East Asia		
1.	Tokyo	Japan, South & North Korea, The Philippines
2.	Beijing	Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau
(IV) Europe		
1.	Frankfurt	Germany, Poland, Czech Republic, Slovakia, Austria, Romania, Bulgaria, CIS countries, Israel
2.	Paris	France, Switzerland, Spain, Portugal
3.	Amsterdam	Netherlands, Luxembourg, Belgium, Scandinavian countries
4.	Milan	Italy, Greece, Malta
(V) UK		
1.	London	UK, Ireland and Iceland
(VI) West Asia		
1.	Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
2.	Johannesburg	South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar



Secretary

- Shri Vinod Zutshi, Secretary to the Government of India and Director General (Tourism)

Additional Secretary

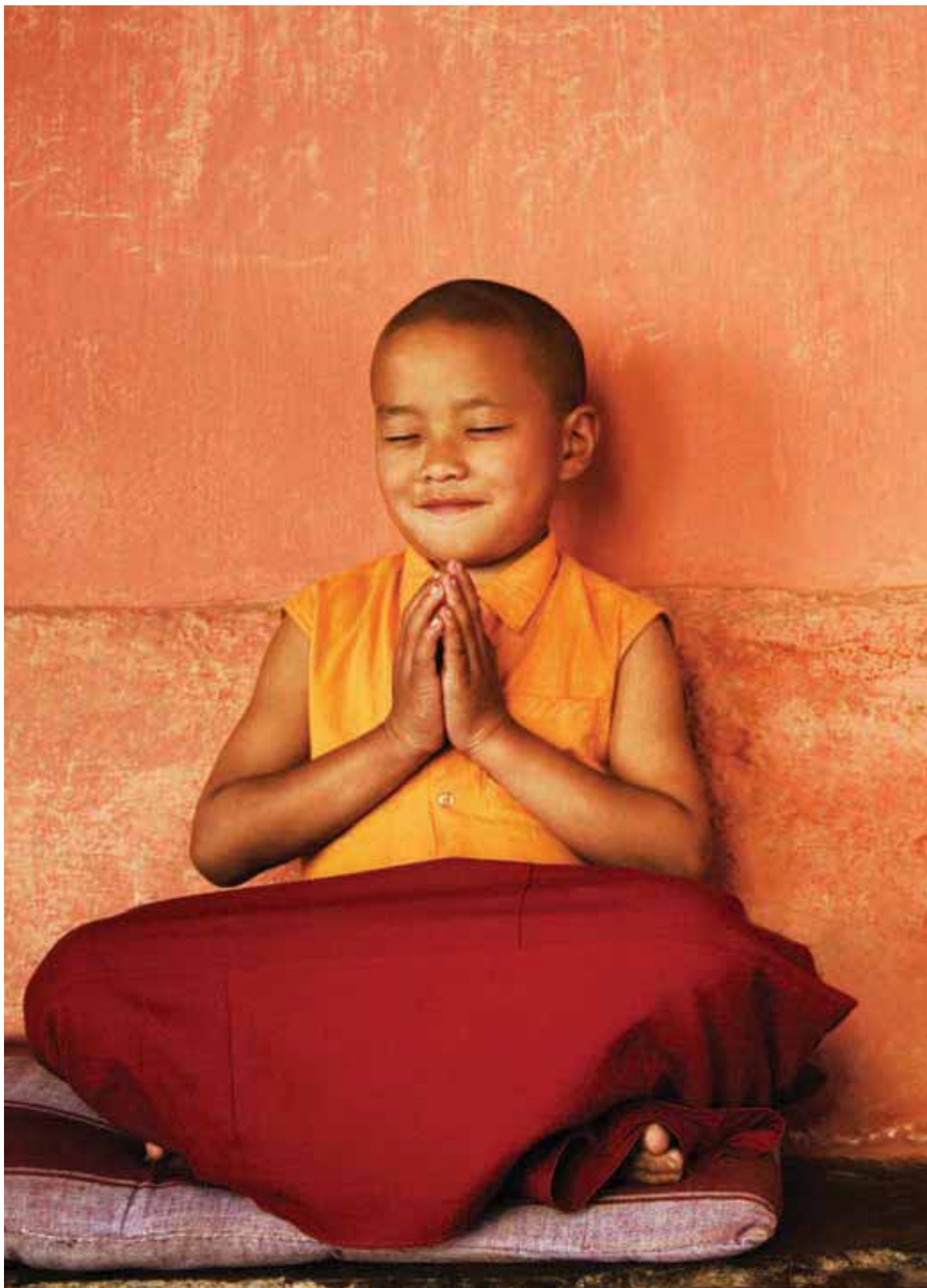
- Shri Sanjeev Ranjan, Additional Secretary and Financial Advisor

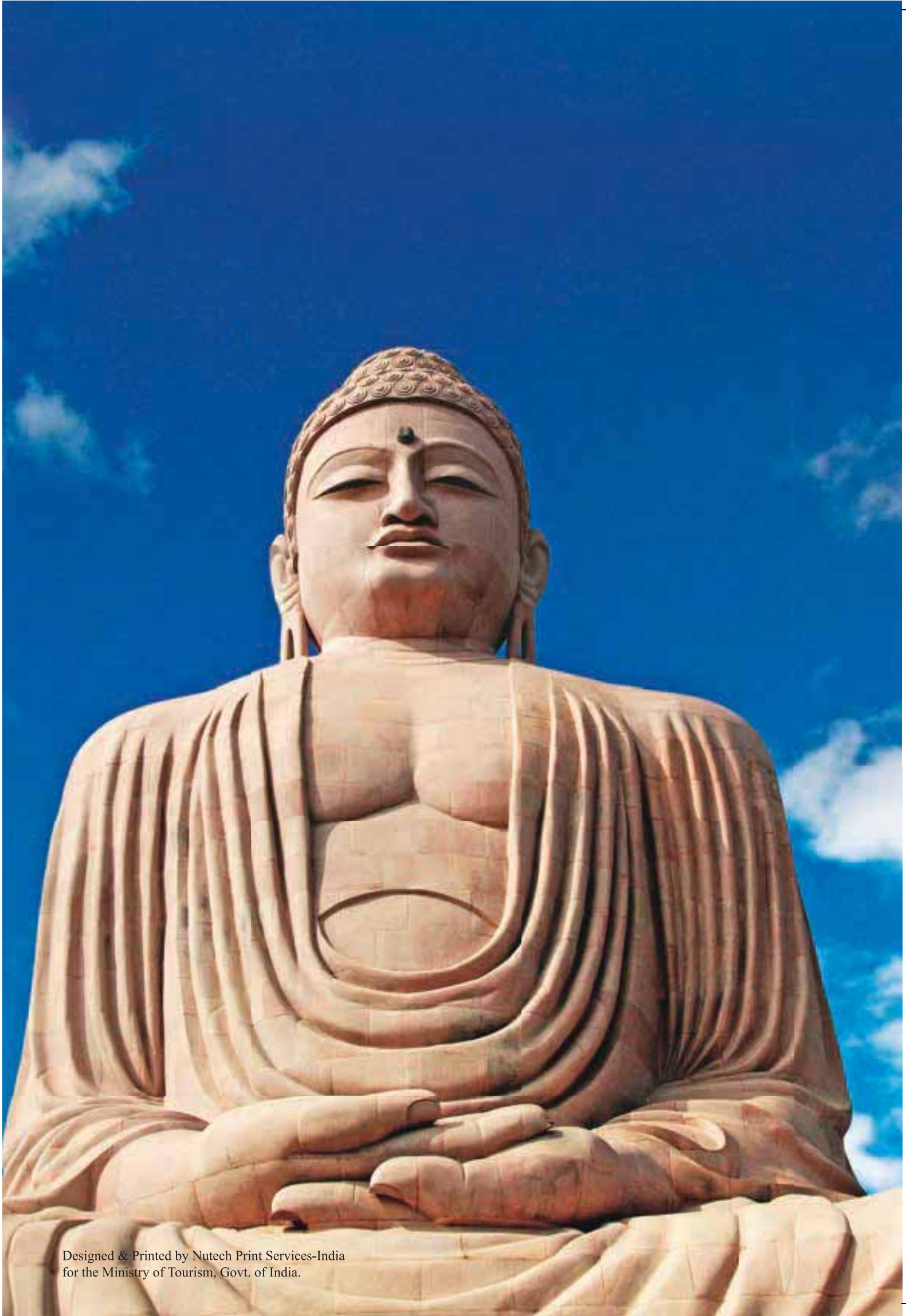
Additional Secretary

- VACANT

Joint Secretaries and equivalent

- Shri Suman Billa, Joint Secretary
- VACANT, Additional Director General
- Dr. R. K. Bhatnagar, Additional Director General
- Shri Ram Karan, Economic Advisor
- Dr. Preeti Srivastava, Joint Secretary





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