



Ministry of Tourism  
Government of India

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# TOURISM – AN OVERVIEW







## TOURISM – AN OVERVIEW

**1.1** Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.

**1.2** In the year 2010, the tourism sector witnessed substantial growth as compared to 2009. The Foreign Tourist Arrivals (FTA) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%. The growth rate during 2009 over 2008 was (-) 2.2%. FEE from tourism during 2010 were ₹ 64889 crore as compared to ₹ 54960 crore during 2009, registering a growth

rate of 18.1%. The growth rate in FEE from tourism during 2009 over 2008 was 8.3%.

**1.3** Infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, Ministry of Tourism made consistent efforts to develop quality tourism infrastructure at tourist destinations and circuits. To focus on development of infrastructure at places of national and international importance, the Ministry, through its scheme of providing financial assistance to the State Governments and Union Territory Administrations, has identified 38 mega tourism projects, out of which 26 have been sanctioned till 4th February, 2011. These mega projects are a judicious mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic perspective.

**1.4** In line with the Government's emphasis on convergence and synergy with the programmes of the various Ministries, Ministry of Tourism also took an initiative to interact with other Central Government Ministries, such as Railways, Civil Aviation, Road Transport & Highways, Food Processing and Urban Development, and also the concerned State Governments to achieve convergence so that the impact of investment at the identified destinations is maximized. The Ministry has identified 24 destinations/circuits in India, based on their tourism potential, to be covered in the first phase of this initiative. The Ministry is also working with States to give emphasis on construction and upkeep of wayside amenities along highways/ roads leading to tourist destinations, cleanliness at the tourism sites and development of tourism projects in backward areas.

**1.5** Ministry of Tourism actively interacts with the State Governments/UTs to identify sites for development of tourism infrastructure. At the insistence of the Ministry to put in place effective





monitoring mechanism/strategies for tourism infrastructure projects, State Level Monitoring Committees have been set up by all States/UTs. This is supplemented by inspection of tourism projects in the States/UTs by the officials of Ministry of Tourism.

**1.6** To address the constraints being faced by the hotel industry in obtaining multiple clearances, and to streamline the system for speedy clearances of hotel projects, the Union Cabinet on 30th December, 2010 approved setting up of a 'Hospitality Development and Promotion Board' (HDPB).

**1.7** For the Commonwealth Games (CWG) in October 2010 in New Delhi, Ministry of Tourism and various other Government agencies took many steps to increase the hotel accommodation capacity and for upgrading existing facilities. The following is the outcome of these efforts :

- Availability of 9,099 additional new hotel rooms in the Delhi NCR Region.
- 1,287 housing flats of the Delhi Development Authority (DDA) under various categories at Vasant Kunj were upgraded and managed by India Tourism Development Corporation (ITDC). These flats were utilized for housing the technical staff of the Games.
- 2,199 "Incredible India Bed and Breakfast / Homestay" units were ready and available during the Games as additional alternative accommodation.
- Availability of 11,412 rooms in Licensed Guest Houses in NCT of Delhi.
- 50 units each of 'Tented Accommodation' at Surajkund and Dundahera in Haryana.

## TOURISM – AN OVERVIEW

**1.8** The other initiatives of Ministry of Tourism relating to the CWG 2010 were as follows:

- (i) Providing 'Central Financial Assistance' of around ₹ 40.15 crore to the Government of NCT of Delhi for illumination of monuments, public amenities, parking, etc.
- (ii) Ministry of Tourism trained Guest House owners and staff of licensed Guest Houses in Delhi through the Institute of Hotel Management, Pusa, New Delhi to upgrade their standards and skills. Central assistance was also provided for training of service providers like Tourist Taxi Drivers, Auto Drivers and Immigration personnel in Delhi, NCR region and Agra for making them tourist-friendly and hospitable.
- (iii) The Ministry had provided students of Institutes of Hotel Managements (IHMs), Indian Institute of Tourism and Travel Management (IITTM), and also trained Graduate/Graduating youths under its "Earn While You Learn" scheme, for the volunteer programme of the Organizing Committee. About 3,800 volunteers were made available for CWG 2010.

**1.9** Ministry of Tourism, in collaboration with other stakeholders, rewarded the spectacular performance of the Indian Medal Winners in CWG 2010 through incentives. These included complementary travel packages in luxury trains, two nights-three days hotel packages in selected hotels, and Golden Triangle (Delhi-Agra-Jaipur-Delhi) tour for three nights & four days.

**1.10** In order to meet the huge skill gap in the hospitality industry, the Ministry has adopted a multipronged strategy which includes

strengthening and expanding the institutional infrastructure for training and education. For this purpose, Ministry of Tourism has decided to support creation of new Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI) in States besides providing financial assistance for modernization and capacity enhancement of existing IHMs and FCIs. Under the HRD policy of the Ministry, that is inclusive and reaches out to the service providers even in the lower strata of the market including in the informal economy segment, training is provided to wide range of functionaries such as waiters, helpers, front office staff, reception counter staff, food kiosks, dhaba staff, etc. Under its 'Hunar Se Rozgar Tak' training programme for creating employable skills in the hospitality sector, the ministry has trained 4960 youth by 31st December, 2010 against the target of 5500 for 2010-11.

**1.11** Ministry of Tourism, through its overseas offices, engaged actively in events like road shows and joint promotions with major international airlines linking India to the markets abroad. These road shows highlighted various tourism products and were followed by one-to-one business meetings between the foreign and Indian travel trade delegations. India Tourism Offices also participated in a number of travel fairs and exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote tourism products of the country. These included Arabian Travel Mart in Dubai, PATA Travel Mart in China, World Travel Mart in London, etc. India Tourism Beijing bagged the Best Tourism Promotion Award at World Travel Fair in Shanghai. India Tourism Tokyo was awarded the Best Booth



Operation Award at the Korea World Travel Fair and the Best Tourism Promotion Award at the Busan International Tourism Fair in South Korea. The promotion of activities undertaken also included familiarization trips for travel agents, tour operators and media persons to various destinations in India.

**1.12** During the Year 2010, Ministry of Tourism released Social Awareness Campaigns on TV, Radio and outdoor media with the objective of sensitizing the masses and stakeholders about the importance of tourism. Campaigns on Radio and TV were released to promote Delhi as a tourist destination in the backdrop of Commonwealth Games, 2010. Campaigns were released in print & electronic Media in various international source markets to project India as a holistic destination.

**1.13** The Visa – on – Arrival scheme for tourists from five countries i.e., Finland, Japan, Luxembourg, New Zealand and Singapore has been introduced by MHA at the initiative of Ministry of Tourism w.e.f. 1st January, 2010. This facility was further extended w.e.f. January 2011 for the nationals of six more countries, viz. Cambodia, Indonesia, Laos, Myanmar, Philippines and Vietnam.

**1.14** As a successful culmination of the collaborative and proactive efforts of Ministry of Tourism with Ministry of Road Transport & Highways and other stakeholders, the seamless movement of commercial tourist vehicles finally took off as the first tourist vehicle left for Agra on 18th July 2010.

**1.15** The Ministry of Tourism adopted the Code of Conduct for “Safe & Honourable Tourism” on 1st July, 2010. This initiative has been taken essentially to strengthen the critical pillar of



‘*Suraksha*’ (Safety) envisaged in the National Tourism Policy 2002, and ensure that Indian tourism follows international standards of safe tourism practices, applicable for both tourists and local residents. The Code has been formed to sensitize travelers and the travel industry, prevent exploitation, specifically of women and children, and to make India a safe & honourable tourism destination. Ministry of Tourism made efforts towards sensitizing the stakeholders about the importance of sustainable tourism. Consequent to these efforts a pledge for commitment towards Sustainable Tourism was taken by stakeholders of travel trade and hospitality industry on 27th September, 2010 the World Tourism Day.

**1.16** Ministry of Tourism organised a workshop on ‘Promotion of Golf Tourism in January 2011 to evolve a road map for formulating strategies

## TOURISM – AN OVERVIEW

for development and promotion of golf tourism in India. Another workshop on Wellness Tourism was organised by the Ministry in February 2011 with the aim of positioning India as the leading destination for wellness tourism.

**1.17** For cooperation with other countries in the tourism sector, Ministry of Tourism held high-level bilateral discussions with Syria, Mexico, Cyprus, Peru, Sri Lanka, Trinidad & Tobago and Indonesia. The Ministry of Tourism and International Finance Corporation (A member of the World Bank Group) signed a Memorandum of Understanding on 27.10.2010 for the implementation of Integrated Buddhist Circuit Development Strategy targeting, inter alia, increased private investment, local employment, tourism numbers and SME growth in destinations along the Buddhist Circuit.

India delegations participated in the 88th and 89th Sessions of Executive Council of UNWTO held in Puerto Iguazu, Argentina in June 2010 and Kish Island, Iran in October, 2010 respectively, 4th meeting of SAARC Working Group on Tourism, 3rd meeting of the SAARC Tourism Ministers held in Kathmandu, Nepal in January, 2011 and 6th India-ASEAN Tourism Working Group meeting held in Phnom Penh, Cambodia in January, 2011.

**1.18** In its commitment to deliver effective and responsive governance, Ministry of Tourism has formulated its Results Framework Document highlighting its objectives, actions and measurable performance indicators. The Ministry has also prepared its Strategic Plan for next five years and the Citizen's/ Client's Charter.



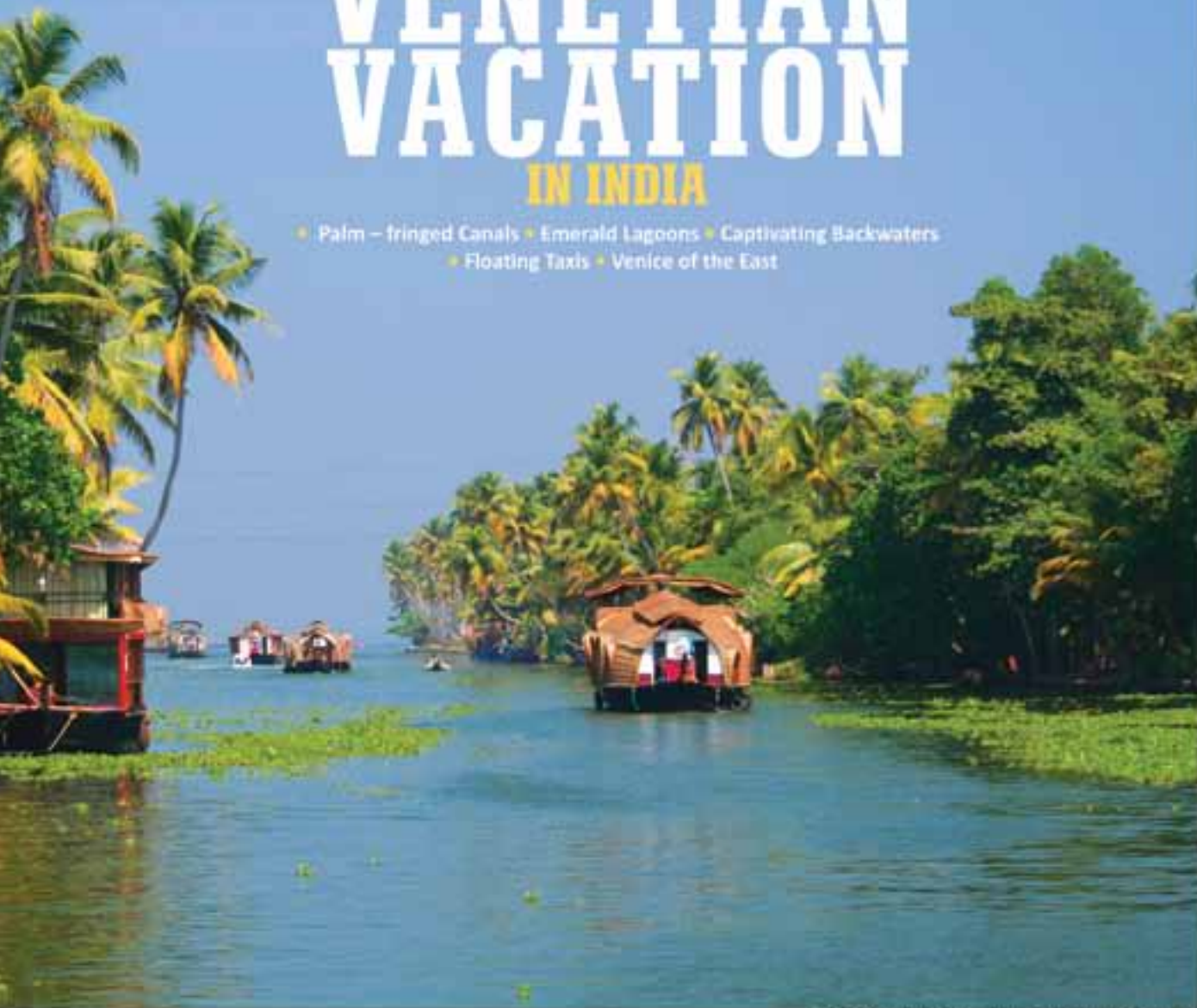




Ministry of Tourism  
Government of India

# VENETIAN VACATION IN INDIA

- Palm – fringed Canals • Emerald Lagoons • Captivating Backwaters
- Floating TaxIs • Venice of the East



BACKWATERS, ALLEPEY - KERALA



# MINISTRY OF TOURISM AND ITS FUNCTIONS







# 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 Territories and the representatives of the private sector.

Sh. Subodh Kant Sahai is the Minister in charge of Ministry of Tourism and Shri Sultan Ahmed is the Minister of State 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, which is an attached office of the Ministry, has 20 field offices within the country and 14 overseas offices. It also has one subordinate office/project,

namely Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project (GWSP). IISM conducts various Ski and other courses in the Jammu & Kashmir Valley. The overseas offices promote Indian tourism in the markets 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). National Institute of Water Sports (NIWS) has merged with the IITTM.





## MINISTRY OF TOURISM AND ITS FUNCTIONS

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

### 2.2 Role and Functions of Ministry of Tourism

The Ministry of Tourism 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) Coordination with other Ministries, Departments, State Governments/ 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 Cooperation 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 Coordination and Related Matters
- (xv) Plan Coordination
- (xvi) Integrated Finance matters
- (xvii) Overseas Marketing (OM)
- (xviii) Welfare, Grievances and Protocol



## MINISTRY OF TOURISM AND ITS FUNCTIONS



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 and Quality Control:
  - a. Guide service
  - b. Complaints redressal
- (vi) Infrastructure Development:
  - a. Providing 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.

## MINISTRY OF TOURISM AND ITS FUNCTIONS

### 2.3 Advisory and Coordination Mechanism

The National Tourism Advisory Council (NTAC), which consists of representatives from various Union Ministries, trade and industry associations and individuals from the field of tourism, serves as a Think Tank of the Ministry of Tourism for the development of tourism in the country. The NTAC was reconstituted in January, 2011.

The present composition of NTAC is as follows:

#### A. Chairperson:

**Union Minister for Tourism**

#### B. Vice Chairperson:

**Minister of State for Tourism**

#### C. Members:

(I) Ministries of Government of India:

1. Secretary, Tourism
2. Finance Secretary
3. Foreign Secretary
4. Secretary, Culture
5. Secretary, Civil Aviation
6. Secretary, Urban Development
7. Secretary, Road Transport & Highways
8. Chairman, Railway Board
9. Principal Adviser (Tourism), Planning Commission

(II) 25 Experts in the field of travel and tourism management

(III) President/ Chairman/ Head of each of the following Associations/ Institutions:

1. Tourism Division of Federation of Indian Chambers of Commerce and Industry (FICCI)
2. Tourism Division of PHD Chamber of

Commerce & Industry (PHDCCI)

3. Tourism Division of Associated Chambers of Commerce & Industry of India (ASSOCHAM)
4. Tourism Division of Confederation of Indian Industry (CII)
5. Travel Agents Association of India (TAAI)
6. Indian Association of Tour Operators (IATO)
7. Indian Tourist Transport Association (ITTA)
8. Association of Domestic Tour Operators of India (ADTOI)
9. Adventure Tour Operators of India (ATOI)
10. Federation of Hotel & Restaurant Association of India (FHRAI)
11. Hotel Association of India (HAI)
12. Indian Heritage Hotel Association (IHHA)
13. Indian Convention Promotion Bureau (ICPB)
14. Experience India Society (EIS)
15. India Tourism Development Corporation (ITDC)
16. World Travel & Tourism Council – India Initiative (WTTCII)
17. World Wildlife Fund (WWF), India Representative
18. Managing Director, Indian Railway Catering and Tourism Corporation, New Delhi (Ex-Officio).
19. Director, Indian Institute of Tourism & Travel Management, Gwalior (Ex-Officio).

#### D. Member- Secretary:

Additional Director General (Tourism), Ministry of Tourism, Government of India



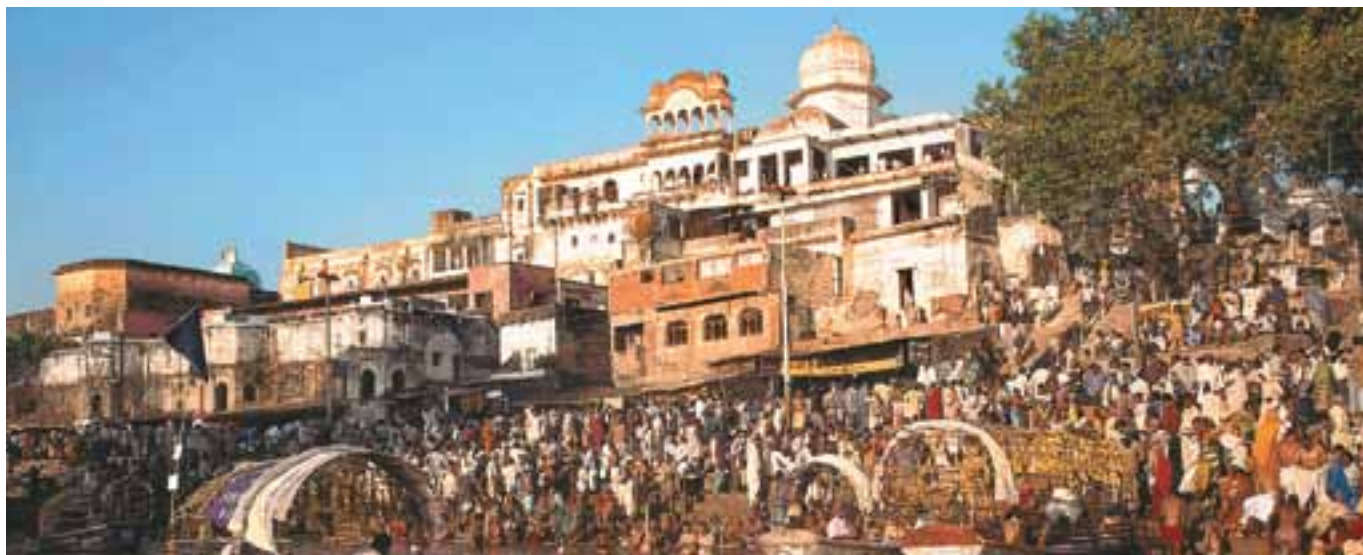
# DEVELOPMENT OF TOURISM INFRASTRUCTURE







## DEVELOPMENT OF TOURISM INFRASTRUCTURE



**3.1** Augmentation of quality tourism infrastructure is the key for development of tourism sector. More than fifty per cent of the Ministry's expenditure on Plan schemes is incurred on development of tourism infrastructure at tourist destinations and circuits spread out through the country.

### **3.2 Product/Infrastructure Development for Destinations and Circuits**

Infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, the Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. 100%

Central Assistance is given under the scheme for development of destinations/ circuits to world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides financial assistance up to ₹5.00 crore for the development of Destinations and ₹8.00 crore for Circuits. The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits through Mega Projects. As on 4.2.2011, 38 mega projects have been identified, out of which 26 projects have already been sanctioned. These mega projects, which are a judicious mix of culture, heritage, spiritual and ecotourism, aim to give tourists a holistic perspective. The upper limits of financial assistance for development of identified mega destinations and circuits are ₹25 crore and ₹50 crore respectively. The details of mega projects identified / sanctioned so far are given below:-



## DEVELOPMENT OF TOURISM INFRASTRUCTURE

MEGA DESTINATIONS/ CIRCUITS IDENTIFIED IN DIFFERENT STATES/UTs (As on 4.2.2011)				
Sl. No.	State/UT		Name of the Mega Project/Circuit	Status
1	Andhra Pradesh	1	Charminar area of Hyderabad	Sanctioned
		2	Tirupati Heritage Circuit	Sanctioned
		3	Kadapa Heritage Tourist Circuit	Sanctioned
2	Assam	4	National Park Mega circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar and Majouli	Identified
3	Bihar	5	Bodhgaya-Rajgir-Nalanda Circuit	Sanctioned
4	Chhattisgarh	6	Jagdalpur-Tirathgarh-Chitrakoot-Barsur Dantewada-Tirathgarh Circuit	Sanctioned
5	Delhi	7	Illumination of Monuments Circuit	Sanctioned
6	Goa	8	Churches of Goa Circuit	Sanctioned
7	Gujarat	9	Dwarka-Nageshwar-Bet Dwarka Circuit	Sanctioned
		10	Shuklatirth-Kabirvad Mangleshwar Angareshwar Circuit	Identified
8	Haryana	11	Panipat-Kurukshetra-Pinjore Circuit	Sanctioned
9	Himachal Pradesh	12	Eco and Adventure Circuit (Kullu-Katrain-Manali)	Identified
10	Haryana & Himachal Pradesh	13	Panchkula-Yamunanagar (Haryana)-Paonta Sahib (Himachal Pradesh) Circuit	Sanctioned
11	Jammu & Kashmir	14	Mubarak Mandi Heritage Complex, Jammu	Identified
		15	Naagar Nagar Circuit (Watlab via Hazratbal, Tulmullah, Mansbal and Wullar Lake), Srinagar	Identified
		16	Spiritual and Wellness Destination Leh - Ladakh	Identified
12	Karnataka	17	Hampi Circuit	Sanctioned
13	Kerala	18	Muziris Heritage Circuit connecting historically and archaeologically important places of Kodungalloor	Sanctioned
14	Madhya Pradesh	19	Spiritual and Wellness Destination of Chitrakoot	Sanctioned
15	Maharashtra	20	Vidarbha Heritage Circuit	Sanctioned
		21	Aurangabad	Identified
16	Manipur	22	INA Memorial	Identified
17	Odisha	23	Bhubaneswar- Puri-Chilka Circuit	Sanctioned
18	Puducherry	24	Puducherry	Sanctioned
19	Punjab	25	Amritsar	Sanctioned
20	Rajasthan	26	Ajmer- Pushkar	Sanctioned
		27	Desert Circuit (Jodhpur- Bikaner-Jaisalmer)	Identified
21	Sikkim	28	Gangtok	Sanctioned
22	Tamil Nadu	29	Mahabalipuram	Sanctioned
		30	Pilgrimage Heritage Circuit	Sanctioned
		31	(Madurai-Rameshwaram-Kanyakumari) Thanjavur	Sanctioned
23	Uttarakhand	32	Haridwar-Rishikesh-Muni-Ki-Reti Circuit	Sanctioned
		33	Nirmal Gangotri	Identified
24	Uttar Pradesh	34	Agra Circuit	Sanctioned
		35	Varanasi-Sarnath-Ramnagar Circuit	Sanctioned
25	West Bengal	36	Ganga Heritage River Cruise Circuit	Sanctioned
		37	Dooars (Jalpaiguri District)	Identified
26	Tripura	38	Mega Lake Circuit including Mata Bari	Identified

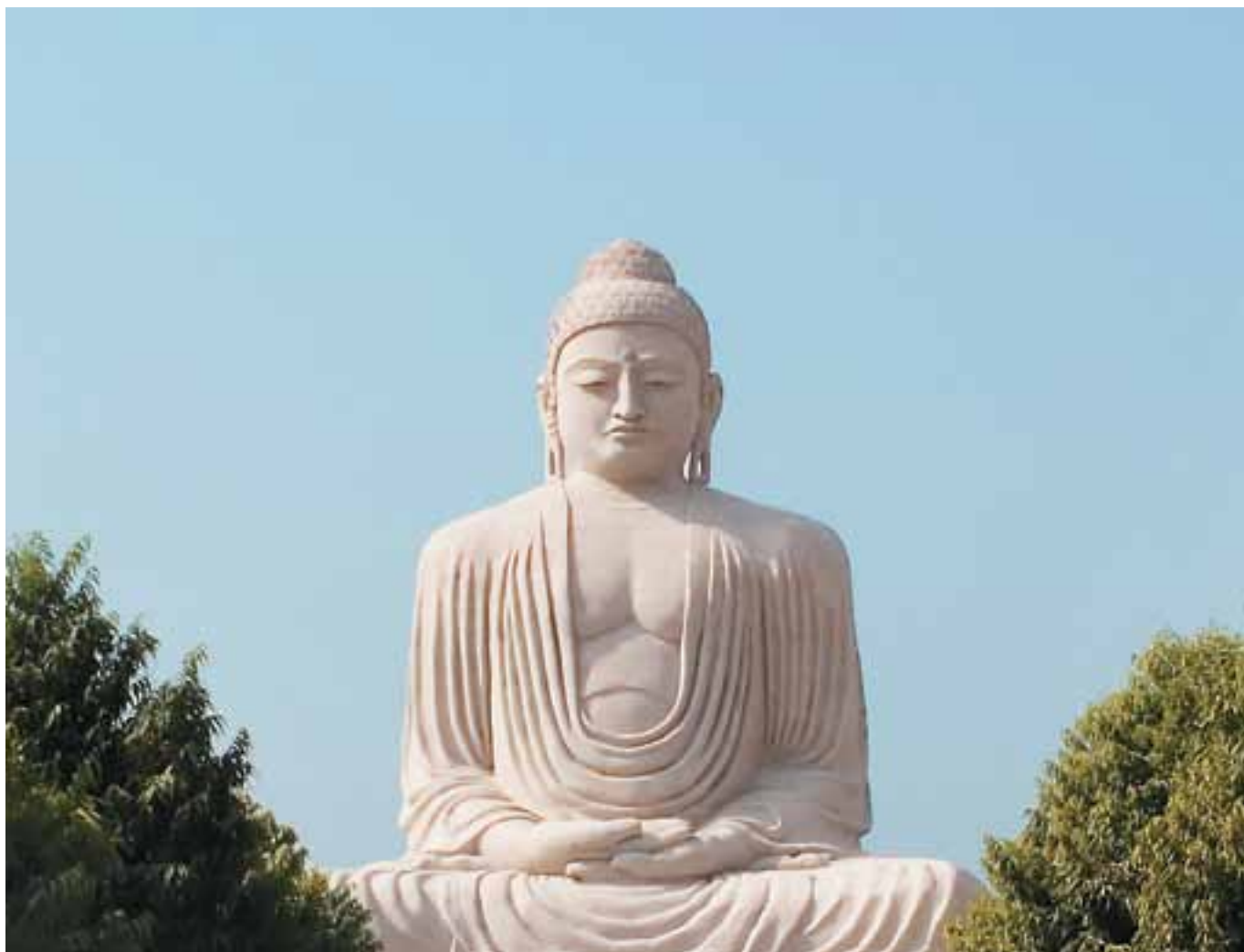
## DEVELOPMENT OF TOURISM INFRASTRUCTURE

For Rural Tourism infrastructure development, the thrust is towards development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits percolate down to the rural community. A maximum amount of ₹50.00 lakh is sanctioned for each rural tourism project under this scheme for development of tourism related infrastructure.

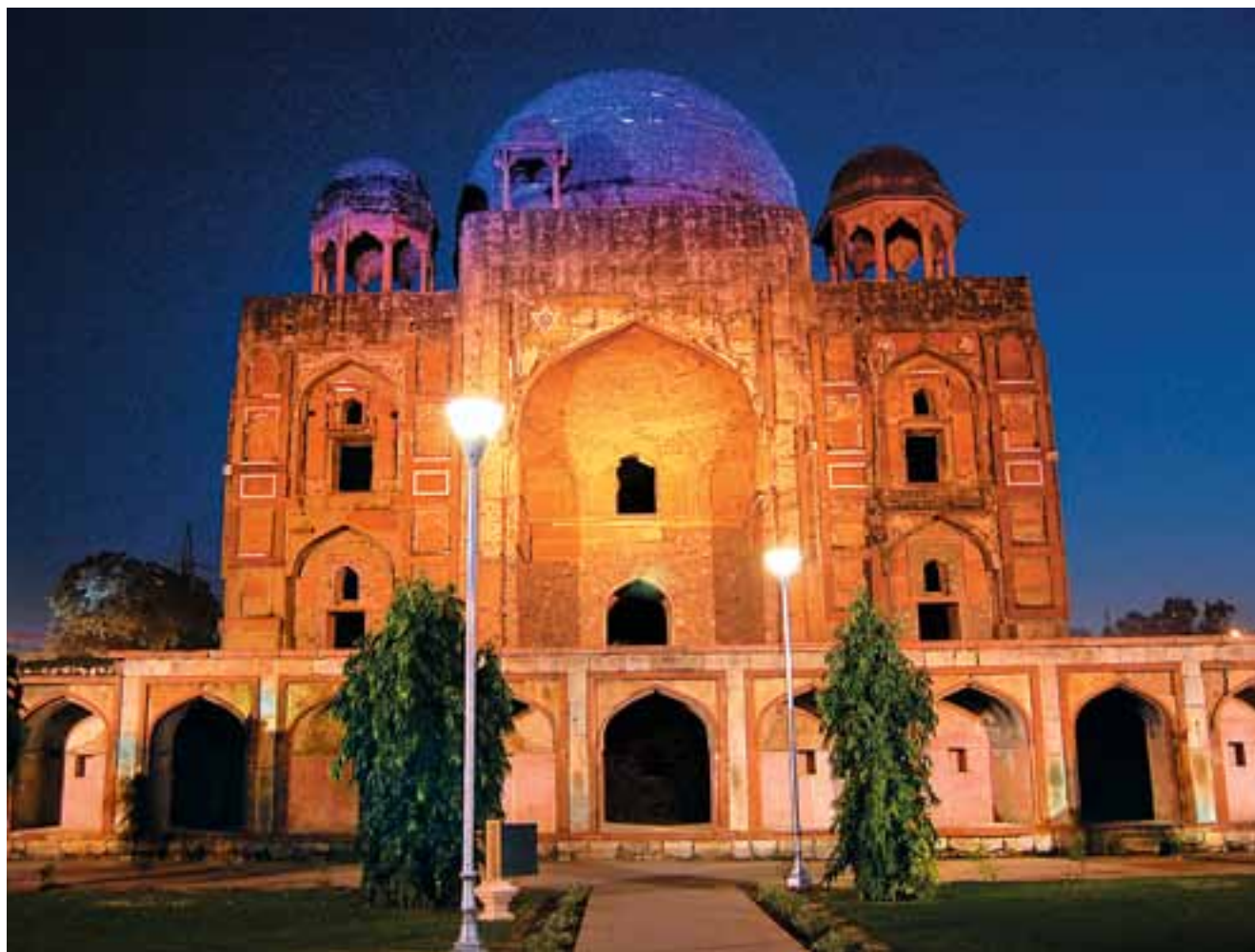
During the 11th Five Year Plan, (as on 31.12.2010) Ministry of Tourism has sanctioned, an amount of ₹3112.71 crore for 991 tourism infrastructure projects, including rural tourism and human Resource development projects.

Ministry of Tourism holds Prioritization Meetings with the States/UTs to identify, for funding the tourism projects. While prioritizing, projects involving construction and upkeep of wayside amenities along Highways/Roads leading to tourist destinations, cleanliness at the tourism sites, projects in backward areas, etc. are given due emphasis.

To ensure the contribution of tourism in the development of remote and backward areas in the country, 2.5% of total plan outlay of Ministry of Tourism will be earmarked for tourism development in tribal areas from 2011-12.



## DEVELOPMENT OF TOURISM INFRASTRUCTURE



### 3.3 Inter-ministerial Coordination

Ministry of Tourism has taken the initiative of interacting with other Central Govt. Ministries, such as Railways, Civil Aviation, Road Transport & Highways, Food Processing and Urban Development and also the concerned State Governments, to achieve convergence and synergy with their programmes so that the impact of investment on these destinations is maximized. Ministry of Tourism has identified 24 destinations/circuits, based on their tourism potential, to be covered in the first phase of this initiative.

The Ministry is also taking up the issue of rail, road

and air connectivity of these projects with the concerned Ministries.

### 3.4 Assistance to Central Agencies for Tourism Infrastructure Development

Ministry of Tourism has introduced the scheme of assistance to the Central Agencies like Archaeological Survey of India, Port Trust of India, and ITDC etc. for tourism related activities like illumination/ preservation of monuments, development of cruise terminals, etc.



# NEW TOURISM PRODUCTS







## NEW TOURISM PRODUCTS



### 4.1 Rural Tourism

The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists visitations, thereby stopping the exodus from rural to urban areas.

While in the initial two years of the scheme, only physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up.

The HW components of the rural tourism projects (RTPs) have been provided funds from the plan scheme 'Product/ Infrastructure development for destinations and circuits' (PIDDC). The SW components of 36 RTPs sanctioned during 2004-05 and 2005-06 have been funded from GOI-UNDP Endogenous Projects scheme. All SW components sanctioned from 2006-07 have been funded from the plan scheme 'Capacity Building for Service Providers' (CBSP). As on 28 February 2011, 169 rural tourism sites in 28 States/Union Territories have been sanctioned by the Ministry of Tourism. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation of the projects, further supported by other community level institutions.

The Rural Tourism Project at Hodka village in Kutch District of Gujarat won the Pacific Asia Travel Association (PATA) award for the year 2010 under the Heritage category. The citation awarded reads:



“The scale of this project is very welcome and could have major positive impacts on the community.”

### 4.2 Golf Tourism

Recognizing the potential to develop golf as a niche tourism product for attracting both international and domestic tourists, especially the high end visitors, Ministry of Tourism organized a workshop in January, 2011 in New Delhi on “Promotion of Golf Tourism”. The objective of the workshop was to evolve a road map for formulating strategies for development and promotion of golf tourism in India. Participants included golf clubs, corporate, travel trade representatives, professional golfers, golf event managers, etc.

### 4.3 Cruise Tourism

#### a) Ocean Cruise

‘Cruise Shipping’ is one of the most dynamic and 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.

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 an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various parts in the country; to attract the right segment of the foreign tourists to cruise shipping in India; to popularize cruise shipping with Indian tourists. The Ministry of Tourism has accordingly included promotion of Cruise Shipping under its “New initiatives”. Some of the major initiatives of Ministry of Tourism to promote the cruise tourism

include :

A Steering Committee has been constituted under the chairmanship of Secretary (Shipping) that would act as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary, Ministry of Tourism is the Member Secretary of this Committee.

Ministry of Tourism has sanctioned ₹1450.00 lakh in 2008-09 to Cochin Port Trust for infrastructure development at Cochin Port.

Ministry of Tourism has sanctioned an amount of ₹52.70 lakh for the purchase of ferries to Poompuhar Shipping Corporation in 2008-09.

#### b) River Cruise

- Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including River Cruise. The following are the main projects sanctioned for development of River Cruise:
  - i) Development of Circuit on rivers Godavari and Krishna in Andhra Pradesh for ₹425.95 lakh in 2007-08.
  - ii) Ministry of Tourism has sanctioned an amount of ₹2042.35 lakh and released ₹1021.18 lakh for development of Ganga Heritage River Cruise in West Bengal in 2008-09.
  - iii) Ministry of Tourism has sanctioned a mega project for integrated development of infrastructure for Heritage and Hinterland Tourism in Goa including Mandovi and Zuari rivers with CFA of ₹4309.91 lakh to the State Government of Goa in the financial year 2008-09.

### 4.4 Adventure Tourism

Adventure travel involves exploration or travel to remote, exotic areas. Adventure tourism is

## NEW TOURISM PRODUCTS



rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.

### **Initiatives of Ministry of Tourism to Promote Adventure Tourism**

- As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for 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.
- Central Financial Assistance is being extended to various State Governments/ Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations. These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/water related sports, trekker huts, wildlife viewing facilities, etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. is also provided

to State Governments.

- Special efforts are made by the Ministry of Tourism to promote Inland Water Tourism by providing necessary infrastructural facilities. Financial assistance was extended for construction of Double Hull Boats, construction of Jetties, Cruise Vessels, Boats, etc.
- The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipments and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute. This year Ministry of Tourism has sanctioned an amount of ₹73.7 lakh to the Institute for conducting 10 water skiing courses and 10 trekking programmes/courses with a reconnaissance trek.

Number of students/tourists trained through various Adventure Activities during January 2010 till date at IIS&M, Gulmarg:-

1. Snow Skiing Courses - 283
  2. Tourists given exposure in hot air balloon – 89
  3. Parasailing (only trial course done) – 08
  4. Paragliding trials at Gulmarg – 03 instructors
  5. Adventure and trekking - 119
- The National Institute of Water Sports, another organisation of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.
  - The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination. In order to enhance the quality of adventure Tourism experience in the country, the Ministry of Tourism has given 'in principle' approval to Indian Mountaineering Federation to organise training programmes for Adventure and

Mountain Guides under the Capacity Building for Service Providers (CBSP) scheme of Ministry of Tourism.

- Ministry of Tourism has been following up with concerned central ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu & Kashmir (Leh Area) subject to stipulations and clearances from State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination. Similarly, the Ministry of Tourism had also taken the issue regarding use of GPS and Satellite phone by the bonafide adventure tour operators so as to ensure that the safety standards are of international standards.
- **Camping Sites:** Promotion of Camping sites has been encouraged to give a different experience to the discerning travellers. Ministry of Tourism has sanctioned ₹3.61 crore for development of Camping sites at Surajkund area and ₹3.20 crore at Dharuhera. The Camping huts were erected with State-of-the-Art technology.

### 4.5 Medical Tourism

Medical tourism (also called medical travel, health tourism or global health care) 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 health care, including psychiatry, alternative treatments, convalescent care available.

The key reasons for India emerging as Medical



## NEW TOURISM PRODUCTS

Tourism Destination :

There are several Asian destinations like Singapore, Malaysia, Thailand etc. that are offering Medical care facilities and promoting Medical Tourism, India stands out among them for following reasons:-

- State-of-Art Medical facilities
- Reputed health care professionals
- Quality Nursing facilities
- No waiting time for availing the medical services

India's traditional health care therapies like Ayurveda and Yoga combined with allopathic treatment provides a holistic wellness which is comparative advantage.

It is rightly said that in India "To cure with care is a tradition"

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 materials to promote Medical and Health tourism have been produced by the Ministry of Tourism and have been widely circulated for publicity in target markets.
- Medical and Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin , ATM etc.
- A new category of 'Medical Visa' has been introduced, which can be given for specific purpose to foreign tourist coming to India for medical treatment.
- Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".
- Brochures and CDs on Body, Mind and Soul

covering the traditional system of medicine have been produced and circulated extensively by the Ministry of Tourism.

- Road Shows focussing on Medical Tourism was organised in West Asia (Dubai, Riyadh, Kuwait and Doha) in October 2009 which was led by Minister of State for Tourism.
- The Ministry of Tourism has commissioned a study on problem and challenges faced by Medical tourist visiting India. The study was commissioned on 26.03.2010 through Indian Institute of Tourism and Travel Management, Gwalior.

### **Fiscal Incentives Provided by Ministry of Tourism for Development of Medical Tourism**

### **Salient Features of MDA for Medical & Wellness 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. 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 will be provided to approved medical tourism service providers, i.e. 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) approved by Ministry of Tourism, Government of India and engaged in Medical Tourism.

### **4.6 Wellness Tourism**

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. It is about 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 of 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 the Ayurveda Centres as an integral part. The leading tour operators have included Ayurveda in their brochures.

Consequent to a series of meetings organised by Ministry of Tourism with the State Governments, Department of AYUSH, National Accreditation Board for Hospitals & Health care (NABH) and stakeholders, national guidelines for accreditation of wellness centres have been developed by NABH in consultation with Department of AYUSH. This is important breakthrough as uniform standards and service qualities will be in place for the wellness centres in India .

Brochure, CDs and other publicity materials to promote wellness tourism have been produced by the Ministry of Tourism and have been widely circulated for publicity in target markets.

Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin. A road show focussing Wellness Tourism was organised by Ministry of Tourism in August 2009 in the Scandinavian region. This was attended by Hon'ble Minister of Tourism.

Yoga/Ayurveda/Wellness have been promoted in the past years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".

Brochures and CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by the Ministry of Tourism.

The Ministry of Tourism has included the promotion of Wellness Tourism as new initiatives. The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government

of India, provides financial support to Wellness Tourism Service providers (WTSP) accredited by State Governments, till the Guidelines of AYUSH-NABH for accreditation are finalised. Once these guidelines are operationalised, then wellness centres accredited by AYUSH-NABH will be considered under MDA Scheme for undertaking following tourism promotional activities abroad :-

Participation in Wellness Conferences/ Fairs

Participation in the Road Shows.

A workshop on promotion of Wellness Tourism was held on 15th February 2011 with the objective of formulating strategies for development and promotion of Wellness Tourism.

### **4.7 Sustainable Tourism /Eco Tourism**

- Ministry of Tourism in its initiative to achieve Sustainable Tourism growth is in the process of evolving the Sustainable Tourism Criteria for India. In recent years tourism industry in India has registered a considerable growth. However uncontrolled and unorganized growth could lead to an irreversible impact on the ecology and environment of the country. This particular initiative of Ministry of Tourism has assumed greater significance in such a backdrop.
- Towards achieving the objective of Sustainable Tourism growth, the Ministry of Tourism organized a 2-day National Workshop on Sustainable Tourism Criteria for India on 27th and 28th July, 2010 in New Delhi. The National Workshop was attended by the private stakeholders as well as the government officials who are responsible for formulating government policies. The tourism and hospitality industry of the country was well represented in the Workshop. Experts from India and international experts from United Nations Foundation, United Nations

## NEW TOURISM PRODUCTS

Environmental Programmes were invited as resource persons for this Workshop. In this Workshop it was agreed that

- a) there was a need to have Sustainable Tourism Criteria for India
- b) for evolving Sustainable Tourism Criteria for India and for development of indicators subsequently, the Global Sustainable Tourism Criteria developed by the Tourism Sustainability Council and other best practices in the world would be considered.
- Global Sustainable Tourism Criteria are a set of 37

voluntary standards representing the minimum that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring that tourism meets its potential for poverty alleviation. The GSTC was developed by Rain Forest Alliance, United Nations Environmental Programme (UNEP), United Nations Foundation (UNF) and the United Nations World Tourism Organization.

- A Steering Committee with representatives from all the sectors of the tourism and hospitality industry of India has been constituted to develop





## NEW TOURISM PRODUCTS

draft Sustainable Tourism Criteria which would eventually be adopted by the different sectors of the industry. In the first instance, an attempt has been made to develop the Criteria for the hotel and tour operator sector.

- As a follow-up of these efforts of the Ministry of Tourism a Pledge for Commitment towards Sustainable Tourism was taken by all the stakeholders of the travel trade and hospitality industry on World Tourism Day, 27th September, 2010.

“Recognizing that every earth resource is finite and

fragile, I / We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.”

- Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.





# ACCESSIBLE TOURISM









## ACCESSIBLE TOURISM

**5.1** People with different abilities and older persons are now becoming a growing group of consumers of travel, sports and other leisure-oriented products and services. In an effort to tap the potential of this group of tourists, Ministry of Tourism has taken an initiative to make tourist destinations barrier-free. Guidelines have been issued by the Ministry to States/ UTs to ensure that the tourist-facilities which are being created with central financial assistance, are barrier-free.

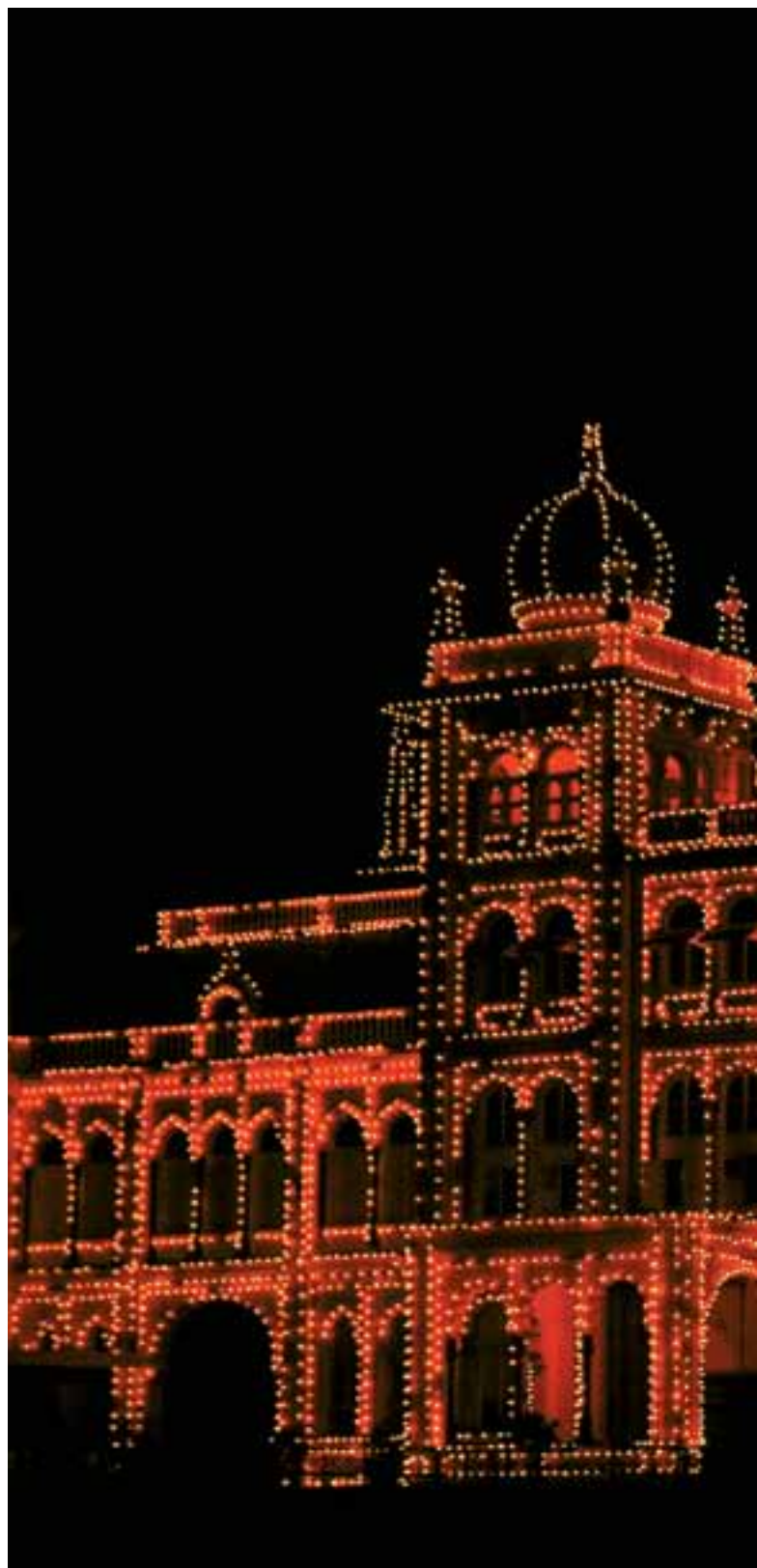
**5.2** The Ministry gives an Award of Excellence for the most barrier-free monument/ tourist attraction in the country to encourage various agencies responsible for maintaining monuments/tourist attractions to create barrier-free environment for the promotion of accessible tourism.

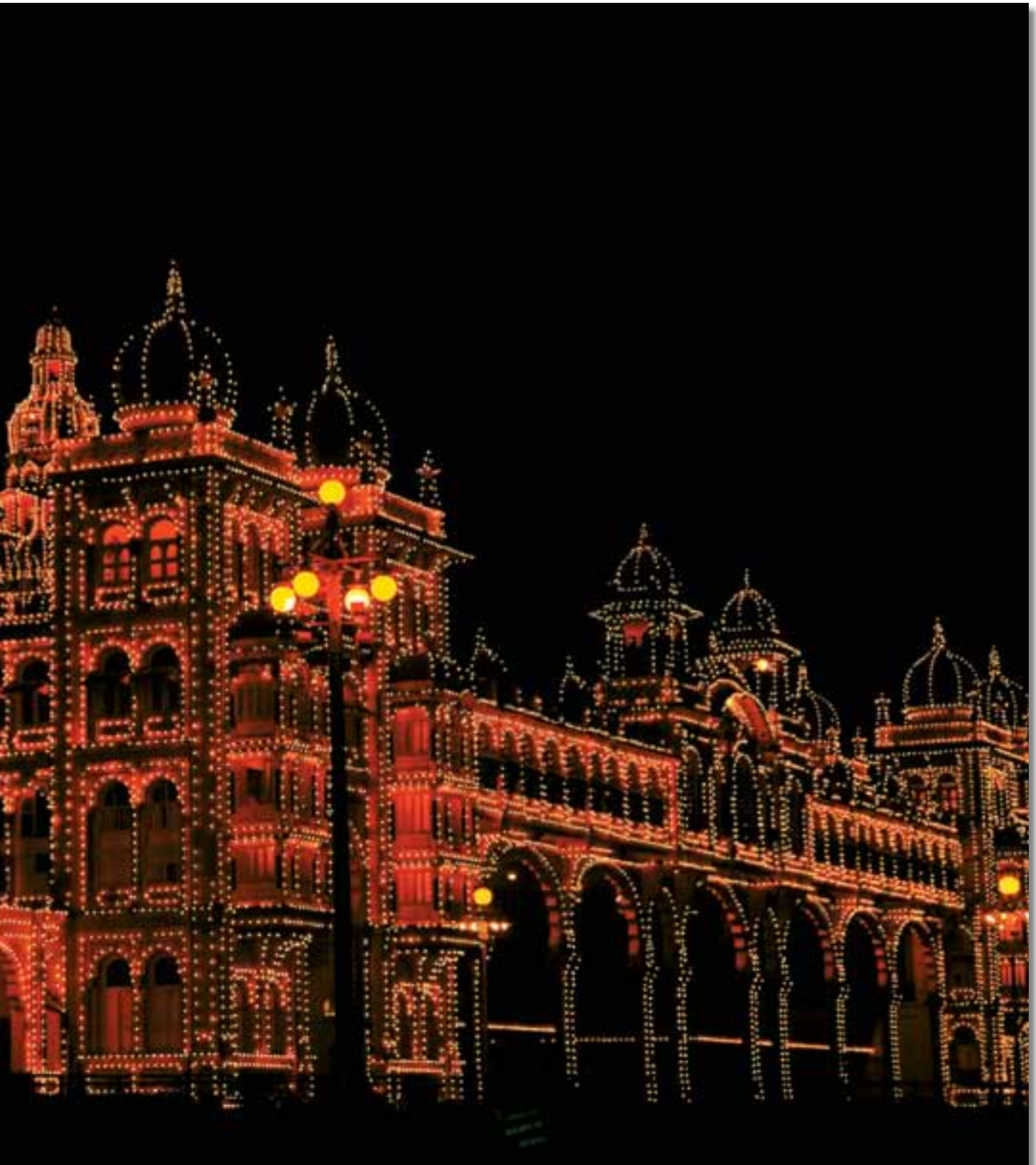
**5.3** The condition of making hotels accessible for differently abled persons has been included in the guidelines for approval and classification for all categories of hotels.

**5.4** Ministry of Tourism commissioned a study on the Problems and Prospects of Accessible Tourism in India by IITTM, Gwalior. Report of this study is available on Ministry's website. Concerned organisations have been requested to implement the recommendations of this study.

**5.5** Officers deputed for inspections of tourism projects, funded by the Ministry through CFA, have been instructed to include their observations regarding the accessibility of these projects for disabled persons in their report.

**5.6** As part of ITDC's Corporate Social Responsibility Activity, ITDC will enter into a Memorandum of Understanding with M/s Svayam (an initiative of SJ Charitable Trust which is working for the differently abled persons) for launching "Ashok Access" to provide guidance on making Hotels, Museums, Tourist sites user friendly for differently abled persons.







# HOTELS AND TRAVEL TRADE







## HOTELS AND TRAVEL TRADE

### 6.1 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. The constraints being faced by the hotel industry in addition to the high cost and limited availability of land is the procurement of multiple clearances / approvals which are required from the Central and State Government agencies for hotel projects. In some cases as many as 65 or more clearances/approvals are required by hotel projects which vary from State to State. 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 members of the board at Central level are:

Secretary (Tourism), Government of India (Chairman) with Additional Director General (Tourism) JS level officer, as the convener and members drawn from concerned Ministries/ Departments viz. Urban Development, Environment, Culture, Civil Aviation, Finance, Home, Chairman NDMC/ Commissioner MCD/ Vice Chairman DDA (in respect of projects coming up in Delhi) and two non-official members having knowledge of hospitality sector with a 2 year term.

The composition of State Level Board is as follows-- The Chief Secretary, State Government-- Chairman of the Board, State Secretary (Tourism) as the Convener and State Secretaries of the Departments of Urban Development, Environment and Health and any other members as nominated by Chief Secretary.

The main function of the board include 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, approve / clear 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.

The Board would be operational at three levels:

- Clearances that are exclusively the responsibility of Central Ministries/ authorities
- Central clearance incumbent upon State Government clearances and
- Clearances that are the responsibility of State or other levels of State Government

The Hospitality Development and Promotion Board will assist in the following manner:

- HDPB will implement a transparent system for the effective monitoring of hotel projects
- Ensure timely accrual of approvals / clearances / NOCs by the multiple agencies and facilitate the implementation of hotel projects
- Act as a watch guard and facilitator for obtaining necessary clearances for the setting up of hotels
- The functions will result in expeditious clearances and enable completion of hotel projects in time leading to enhancement of room availability for the tourists.

The Ministry of Tourism has notified the setting



up of the Hospitality Development and Promotion Board (HDPB) at the centre level on 21.01.2011. The Ministry of Tourism is making all efforts to operationalise the Hospitality Development and Promotion Board (HDPB) at the centre level. The Ministry of Tourism has also sent communication to all the Union Territory Administrations and State Governments to set up a similar Board if such a Board does not exist.

The multiplicity of clearances and the long time being taken for obtaining permissions and clearances would be curtailed by having a monitoring / facilitating mechanism in the form of the HDPB. It is expected that hotel project approvals would be issued in a time bound manner and give a boost for the expeditious implementation of hotel projects and growth of the hospitality industry infrastructure.

While the concept of 'Single Window System' or 'one stop shop' system for clearance of proposals is prevalent in other industries, the HDPB is proposed as the first of its kind in respect of facilitating Hotel project approvals both at the Centre level and State/UTs level.

### 6.2 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, the Ministry of Tourism classifies hotels under the star system in seven categories, from One to Five Star, Five Star Deluxe and Heritage Hotels (introduced in 1994) which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by the Ministry of Tourism. The Ministry reviewed and revised the Guidelines for the 'Approval of Hotel Projects' and also for the 'Classification of Star Category Hotels' during July 2009. The revised Guidelines have tried to address issues related to the eco-friendly / energy saving measures, facilities for the differently abled persons and security and safety concerns. Some of the new features include the following: (i) Measures and facilities to address the requirements of the differently abled persons (ii) Existing classified hotels and new projects have to adopt environmental friendly practices. (iii) Segregation of smoking



## HOTELS AND TRAVEL TRADE

and non-smoking areas in hotels has to be made besides complying 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) The classified hotels require to implement measures to address the safety and security concerns viz. X-ray machines for baggage, CCTV, under belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, etc. To expedite the ongoing process of classification/re-classification of functioning hotels in one to three star categories, five Regional Committees have also been set up in Delhi, Mumbai, Kolkata, Guwahati and Chennai to conduct inspection.

As an initiative to process applications for classification of hotels in a time-bound manner, the Ministry of Tourism has committed, in its Results Framework Document (RFD), to ensure that all cases of classification are inspected within three months from the date of application, if complete in all respects. Through this mechanism, it is ensured that there is no delay in conducting the inspections. Since the implementation of this mechanism the level of pendency of applications of hotels seeking classification has also reduced.

### 6.3 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelies, castles, forts and residences built prior to 1950, into accommodation units as they reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic and Heritage Grand based on the standards of facilities and services as per the Guidelines.

### 6.4 Approval of Stand-alone Restaurants

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

### 6.5 Guidelines for Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for some 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.

### 6.6 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 during December 2009 to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines have been aimed to address 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 can fall under such scheme if they meet certain standards of facilities and services. Such steps can potentially augment hotel accommodation in the budget category, and also generate employment and revenue for the States.

## **6.7 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.

## **6.8 Incredible India Bed & Breakfast/ Home stay 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, the Ministry of Tourism has recently reviewed the scheme and has simplified the guidelines by amending certain norms.

## **6.9 Approval of Stand-alone Air Catering Units**

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

## **6.10 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 bound 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, the Ministry of Tourism grants approval to Convention Centres.

## **6.11 Classification of Tented Accommodation**

There is an overall shortage of accommodation at tourist destinations, especially in remote areas. Therefore, to meet the increasing demand of tourists through camping facilities and tented accommodation, the Ministry of Tourism has introduced a voluntary scheme for project approval and classification of operational tented accommodation in two categories, viz. Standard and Deluxe.

## **6.12 Caravan Tourism**

The Ministry of Tourism has recently introduced a Caravan Policy. Caravans are specially built vehicles used for the purpose of travel, leisure and accommodation. They include Recreational Vehicles (RV), Camper vans, Motor Homes etc. Caravans are unique tourism products that promote family oriented tours in circuits / destinations, which are not having adequate hotel accommodation. One of the essential prerequisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place where Caravans can stay overnight in allotted spaces. Such earmarked spaces should provide basic or advanced amenities and facilities for the Caravans and the tourists. Under the policy, the Ministry has issued Guidelines that provide for Central Financial Assistance to State Governments / Tourism Corporations for developing Caravan Parks.

## **6.13 Incentives**

Due to the efforts of the Ministry of Tourism, Reserve Bank of India (RBI) has de-linked credit for hotel projects from commercial real estate, thereby enabling hotel projects to avail credit at relaxed norms and reduced interest rates.



## HOTELS AND TRAVEL TRADE

A Five-Year Tax Holiday had been announced to new hotels of two, three and four star category hotels and Convention Centres in 2007-08 under the Income Tax Act coming up between 1st April, 2007 and 31st March, 2010 in the NCT of Delhi and some neighbouring districts of National Capital Region (NCR). The Ministry of Finance extended the deadline of 31.03.2010 to 31.07.2010.

Further, a Five-Year Tax Holiday for all hotels of 2, 3 and 4 star categories located in all UNESCO declared World Heritage sites (except Mumbai and Delhi) was also announced for hotels which start operating with effect from 1st April, 2008 to 31st March, 2013.

An investment linked deduction Under Section 35 AD of the Income Tax Act was announced in the Union Budget 2010-2011 for establishing new hotels of 2 star category and above, all over India thus allowing 100% deduction in respect of the whole or any expenditure of capital nature excluding land, goodwill and financial instruments, incurred during the year.

### 6.14 Efforts to Overcome Shortage of Accommodation

The Ministry of Tourism has been urging the States/ Land Owning Agencies to take following actions to meet the shortage of hotel accommodation in the country and the NCR of Delhi:

- Creation of Land Banks for use of hotels/ allocation of plots for hotels
- Arranging of hotel sites on long-term lease/joint revenue sharing basis etc. instead of direct sale by auction
- Allocation of maximum number of plots for the budget category hotels by the State Governments
- Ensuring a higher level of commercial utilization for budget hotel sites put up for auction

- Grant of a higher Floor Area Ratio (FAR)/ Floor Space Index (FSI) to hotels

The upsurge in tourist arrivals since 2003 intensified the Ministry's efforts towards augmentation of tourist accommodation. The Ministry brought out guidelines for the classification of Apartment Hotels, Timeshare Resorts, Guest Houses and Tented Accommodation. The Ministry of Urban Development has now liberalized the operation of Guest Houses in National Capital Territory of Delhi as per Delhi Master Plan 2021. On the request of Ministry of Tourism, Ministry of Urban Development has rationalized the conversion charges that are levied on the Guest Houses. The excessive demand led to planning for an inventory of budget category rooms, bringing into its orbit spare rooms that are available with various house-owners, who are willing to use them for tourist accommodation. These facilities are classified as 'Incredible India Bed & Breakfast Establishments' under 'Gold' or 'Silver' categories. The revised guidelines have been aimed to address the changing needs and requirements of the guests as well as the safety and security concerns. The scheme facilitates availability of rooms at affordable costs for the common tourists, who desire to stay with Indian families and experience Indian culture combined with authentic Indian cuisine. Such registered houses are being promoted through the 'Incredible India' website of the Ministry of Tourism.

### 6.15 Approval of Travel Trade

Ministry of Tourism has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. The aims and objectives of these scheme are to encourage quality, standard and service in these categories so as to promote tourism in India. This is a voluntary scheme open to all bonafide agencies. The total number of approvals issued to

service providers of Travel Trade is given below:-

Category	Till 15th December, 2010
Inbound Tour Operators	603
Travel Agents	467
Tourist Transport Operators	213
Domestic Tour Operators	67
Adventure Tour Operators	33
Total	1383

### 6.16 Tourist Charters

During the period from 1st January 2010 till 31st October 2010, a total of 388 Inclusive Tour Package (ITP) Tourist Charter Flights operated into India bringing a total of 76,218 foreign tourists.

### 6.17 Tourist Visa-on-Arrival

Ministry of Tourism felt that “Tourist Visa-on-Arrival” (TVOA) facility for those countries, which are potential source markets for India, and where there have been no security related issues in the past or are likely in future, can be taken up under this Scheme. Accordingly, the Ministry of Home Affairs had accepted the proposal of Ministry of Tourism and introduced “Visa-on-Arrival” Scheme on a pilot basis for a period of one year w.e.f. 1st January, 2010 for tourists from five countries viz., Finland, Japan, Luxembourg, New Zealand, and Singapore. During 2010, a total of 6549 TVOAs were issued under this scheme. The number of TVOAs issued under this scheme during 2010 for nationals of the five countries were Finland (1263), Japan (1457), Luxemburg (71), New Zealand (1944) and Singapore (1814). The maximum number of TVOAs were issued at Delhi airport (3493), followed by Mumbai (1511), Chennai (1211) and Kolkata (334).

The Tourist Visa-on-Arrival scheme has been extended by Ministry of Home Affairs for the nationals

of four more countries viz. Cambodia, Laos, Philippines and Vietnam. with effect from 1st January 2011. Further, as per the MHA Circular dated 25th January, 2011 the TVOA facility has also been extended to tourists from Indonesia and Myanmar. During the month of January 2011, a total of 790 TVOAs were issued under this scheme for the nationals of New Zealand (242), Finland (156), Japan (155), Singapore (125), Philippines (98), Luxembourg (6), Cambodia (4), Vietnam (4). In January 2011, the maximum number of TVOAs were issued at Delhi Airport (406), followed by Mumbai (214), Chennai (137) and Kolkata (33).

### 6.18 Tourist Security

Ministry of Tourism, in consultation with State/ UT Administrations has proposed to set up Tourist Police at prominent tourist spots. Some State Governments have deployed Tourist Police in one form or another.

For the safety and security of tourists, the guidelines for formation of Tourist Security Organization(s) comprising ex-servicemen were formulated by the Ministry of Tourism in consultation with the Ministry of Defence, Directorate General of Resettlements and forwarded to State Governments/ Union Territory Administrations in May, 2008.

While a few of the State Governments have taken initiatives to deploy ex-servicemen as Tourist Security personnel or have separately earmarked Tourist Police, Ministry of Tourism is contemplating launching of a scheme of Central Financial Assistance for having Tourist Facilitation Security Organization (TFSO) at identified tourist destinations for all the States and Union Territories.



## HOTELS AND TRAVEL TRADE

### 6.19 Seamless Travel

To overcome the bottlenecks of multiple inter – state road transport barriers, Ministry of Tourism has been advocating implementation of seamless travel for commercial tourist vehicles. It was felt that for seamless travel that there was a need for a system, which would ensure single window payment of taxes through which tax could be collected centrally and apportioned to states. This would facilitate smooth movement of tourist traffic and avoid delays and inconvenience to tourists.

Ministry of Tourism in collaboration with the Ministry of Road Transport & Highways and the State Governments of NCT of Delhi, Rajasthan, Haryana & Uttar Pradesh has made an arrangement whereby taxes would be collected centrally at each of the four starting nodes at Delhi, Gurgaon, Jaipur & Agra in such a way that the taxes thus collected are to be apportioned and the tourist coach / car would be allowed unhindered movement in the Golden Triangle.

As a successful culmination of the collaborative and proactive efforts of Ministry of Tourism with Ministry of Road Transport & Highways and other stakeholders, the seamless movement of commercial tourist vehicles finally took off as the first tourist vehicle left for Agra on 18th July, 2010.

### 6.20 Code of Conduct for “Safe & Honourable Tourism”

Ministry of Tourism has adopted the Code of Conduct for “Safe & Honourable Tourism” on 1st July, 2010 essentially to strengthen the critical pillar of ‘Suraksha’ (Safety), and ensure that Indian tourism follows international standards of safe tourism practices, applicable for both tourists and

local residents, i.e., local people and communities who may be impacted by tourism in some way. The Code has been formed to sensitize travelers and the travel industry, prevent exploitation, specifically of women and children, and to make India a safe & Honourable tourism destination.

The initiative was launched by Ministry of Tourism in association with PATA India Chapter, Save the Children – India, United Nations Office on Drugs & Crimes (UNODC) and Equitable Tourism Option (EQUATIONS) for its implementation. It is an important and essential measure to enhance the image of the country and add more value to the ‘Incredible India’ campaign.

The specific objectives of this code are:-

1. To encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation, of both tourists and local residents, i.e., local people and communities who may be impacted by tourism in some way.
2. Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations to safeguard the safety of persons, in particular, women and children.
3. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

The Code of Conduct has been adopted by all tourism service providers so as to ensure protection of our culture, values and heritage for long term sustainable and responsible tourism within India.

To carry forward this agenda, a half-day workshop to develop a National Action Plan was organized on



23rd July, 2010 at Hotel Ashok, New Delhi. It was attended by key stakeholders such as hoteliers, tour operators, PATA India chapter, State Governments, International Labour Organization (ILO), etc. The workshop deliberated upon the key areas such as Training & Capacity Building of stakeholders, ensuring effective adoption of the code & implementation of its different provisions, and building public awareness on “Safe & Honourable Tourism”.

The ceremony in which the pledge to adhere by the tenets of “Safe & Honourable Tourism” was formally signed by more than 100 stakeholders, was held on 27th September, 2010 at Hotel Ashok, New Delhi. The Presidents and designated representatives of various Hospitality / Hotel and Travel Trade related Associations such as Federation of Hotel & Restaurant Associations of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotels Association

of India (IHHA), Indian Tourism Development Corporation (ITDC), Indian Association of Tour Operators (IATO), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators Association of India (ATOAI), Indian Tourist Transporters Association (ITTA) and the representatives from the Tourist Guides Federation of India (TGFI) & Airlines signed the pledge in the presence of Kumari Selja, the then Hon’ble Minister (Tourism & HUPA). The code of conduct has been incorporated in the guidelines for classification of hotels as well as in the guidelines for approval of various categories of tourism service providers.



# HUMAN RESOURCE DEVELOPMENT







## HUMAN RESOURCE DEVELOPMENT

**7.1** It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education with necessary infrastructural support so as to meet and create sufficient manpower to meet the needs of hospitality & tourism industry. There are 33 functional Institutes of Hotel Management (IHMs) comprising 21 Central IHMs and 12 State IHMs. Additionally, there are 6 Food Craft Institutes (FCIs). These Institutes were set up as autonomous societies with specific mandate to impart/conduct hospitality education/ training in hospitality skills.

### **7.2 National Council for Hotel Management & Catering Technology**

For steering and regulating the academic efforts of the IHMs and FCIs, the Ministry had set up, in 1982, the National Council for Hotel Management and Catering Technology (NCHMCT). The mandate of the NCHMCT is to coordinate the growth and general advancement in the development of hospitality management education through its affiliated institutes. Its jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, examinations, results; regulation of building plans and equipment, training, publishing periodicals, magazines, etc. as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body, and 33 IHMs and 6 FCIs that have come up with the support of Ministry are affiliated to it for admissions and regulation of examinations. The NCHMCT has been given the mandate to affiliate private IHMs. As of now, 19 private Institutes are affiliated to the NCHMCT.

The NCHMCT also conducts Joint Entrance Examination (JEE) on all-India basis for admission to the first year of the 3-year B.Sc programme in Hospitality & Hotel Administration in its

affiliated institutes.

Admission to M.Sc. programme in Hospitality Administration is centrally carried out by the Council. In the case of other courses, i.e. PG Diploma in Accommodation Operation, Diploma in Food Production/Food & Beverage Service/House Keeping Operation/Bakery & Confectionery, Craftsmanship Course in Food & Beverage Service, admission is directly carried out by the respective Institutions as per eligibility criteria prescribed by the Council for each course.

### **7.3 Indian Institute of Tourism and Travel Management**

The Indian Institute of Tourism & Travel Management (IITTM), set up in 1983, is an apex Institute dedicated to travel and tourism education and training for providing specialized training and education. Its Headquarters are at Gwalior with centres at Noida, Bhubaneswar and Goa. In the year 2009-10, the South Centre has been sanctioned at Nellore. The IITTM conducts PG Diploma Programme besides training guides in its special programme, namely, 'Earn while you learn'.

### **7.4 National Institute of Water Sports**

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 on the beach of Panjim. The administrative control of NIWS stands entrusted to the IITTM.

### **7.5 Further efforts to meet the Skill Gap**

The gap between the demand and supply of skilled manpower is proposed to be met by (i) periodic assessment of the skilled manpower needs of the

hospitality & tourism industry and formulation of policy and strategy to meet the skill gap, (ii) strengthening and expansion of institutional infrastructure for training and education, (iii) steering and regulating the academic efforts of the Ministry sponsored Institutes, and (iv) Training of aspiring and existing service providers, including certification of their skills.

The Ministry has extended Central Financial Assistance for setting up 19 new State Institutes of Hotel Management (SIHM) and 11 new FCIs. The SIHMs will be located at Ranchi (Jharkhand), Raipur (Chhattisgarh), Bungbunglow (Mizoram), Dimapur (Nagaland), Fursatganj (Uttar Pradesh), Banderdewa (Arunachal Pradesh), Bodhgaya (Bihar), Rohtak (Haryana), Solapur (Maharashtra), Jorhat (Assam), Ponda (Goa), Indore (Madhya Pradesh), Agartala (Tripura), Medak (Andhra Pradesh), Hamirpur (Himachal Pradesh), Bhatinda (Punjab), Kozhikode (Kerala), Tirupati (Andhra Pradesh) and Durgapur (West Bengal). Of these, the SIHMs at Bhatinda, Kozhikode and Hamirpur have since become functional. Normal grant to an SIHM is upto ₹ 10 crore, of which ₹ 8 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional ₹ 2 crore can also be paid for construction of hostels. The expenditure over and above the central grant is met by the respective state Governments. The FCIs will be located at Jammu, Leh (Ladakh), Garhmukteshwar (Uttar Pradesh), and Hassan (Karnataka), Muzaffarpur (Bihar), Hoshiarpur (Punjab), Dharamshala (Kangra Himachal Pradesh), Nowgaon (Assam), Tura (Meghalaya), Namchi (Sikkim) and Jabalpur (Madhya Pradesh). For an FCI, the central assistance is limited to ₹ 4.75 crore. Financial assistance for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories is also extended to Central IHMs.

### **7.6 Introduction of 3-year B.Sc. Programme in Hospitality and Hotel Administration as Semester Programme**

It was increasingly being felt that the annual 3-year B.Sc. programme must be converted into a 6 semester programme so as to align it with the academic structure of similar courses generally in place the world over. The merits of the semester system include year-round study and better retention and learning after every six months. After concurrence of Industry and IGNOU, the 6 semester programme was launched during the academic year 2009-2010.

Another aspect of specialisation in Semester IV, V and VI was also introduced as a pilot programme in selected IHMs. Both the generic and specialisation programs would run concurrently at affiliated IHMs. The introduction of the semester program with specialisation was consequently reported in the brochure for the Joint Entrance Examination 2009-2010.

### **7.7 Broad Basing of Hospitality Education**

To strengthen and expand the institutional infrastructure for training and education, assistance is extended to vocational schools, ITIs, polytechnic institutes, government colleges, universities and PSUs for creating infrastructural facilities necessary for starting hospitality and tourism related courses. This new dimension has been brought in view of the realization that it would be difficult to meet the skill gap that afflicted the Industry with a sectoral approach to hospitality and tourism education and that the efforts in the direction needed to be broad-based and main-



## HUMAN RESOURCE DEVELOPMENT

streamed. This initiative has been well received especially in the northern part of the country.

### 7.8 Capacity Building

For upgrading the skills and capacity building of service providers of the Industry, the Ministry has put in place a Scheme of Capacity Building for Service Providers, under which trainings are undertaken to cover a wide range of services like health & personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, energy saving techniques, guides' training, etc. It, inter-alia, covers service providers such as porters /servers/waiters / helpers/front office staff/ reception and counter staff/ food kiosk and dhaba staff/personnel engaged in handling tourists, airport security staff, immigration officials and customs officers.

These training programmes are implemented, amongst others, by IHMSs, FCIs, IITTM, NCHMCT, Tourism Departments of States/UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/central training/ academic institutions. Under the scheme, the participants of the 4-day programmes are compensated for the loss of wages. The fee and other costs of training for all the programmes are covered. For the promotion of Rural Tourism, Ministry of Tourism extends assistance for capacity building in selected villages.

### 7.9 Special Training Programme to Create Employable Skills

During the year 2009-10 the Ministry of Tourism had launched a special programme 'Hunar Se Rozgar' for creation of employable skills amongst minimum eighth pass youth in the age group of 18 to 28 years. The Programme offers short but quality training

courses covering (i) Food and Beverage Services, and (ii) Food Production. The trainees are also paid ₹ 1500/- or ₹ 2000/- each, depending on the length of the course. The first round of trainings commenced from 17th August, 2009. 5610 youth were trained up to 31st March, 2010. For the financial year 2010-11, the target is for training of 5500 youth. As on 31st December, 2010, 4960 youth have been trained. Initially, the programme was being conducted by the IHMs and FCIs sponsored by the Ministry of Tourism. The Programme's intrinsic merits and its pro-poor stress made it very popular. In view of the tremendous response to the Programme, it has now been extended to the State Governments and U.T. Administrations also so as to eventually reach out to people in much larger numbers.

### 7.10 Skill Testing and Certification of the Existing Service Providers

A programme for certification of skills of service providers employed in the hospitality sector has been instituted by the Ministry under which the service providers would undergo a 5-day orientation followed by practical test and viva voce. The Programme is being implemented through 16 IHMs, at Delhi (Pusa), Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Goa, Jaipur, Gandhi Nagar, Srinagar, Chandigarh, Guwahati, Dehradun, Tiruchirapally, Bhubaneswar and Lucknow.

### 7.11 Certified Hospitality Trainers Programme

To meet the shortage of teachers specific to hospitality education, a Certified Hospitality Trainers Programme is being conducted at IHMs at Pusa (Delhi), Gwalior, Lucknow, Kolkata, Hyderabad, Bengaluru and Gandhi Nagar. During the training, each student is entitled to a stipend of ₹ 10,000/- per month.

## 7.12 Training of Teachers of IHMs and FCIs

With a view to upgrading the skills and broadening of vision, providing exposure to multiple pedagogical approaches, firsthand experience of tourism milieu in advanced countries, much needed intellectual stimulus, camaraderie, Inter-Institute cohesion, the Ministry has been organizing a Management Development Programme for the teachers of the IHMs, FCIs and IITTM and the officers of the NCHMCT, ITDC and Ministry of Tourism. Under this effort 90 teachers have been trained so far. The Programme also included study visits to certain hospitality institutes of repute in other countries.

## 7.13 Earn While You Learn Programme

Under the Ministry's 'Earn While You Learn' programme, funded under the scheme of Capacity Building for Service Providers, the Indian Institute of Tourism and Travel Management (IITTM) conducts training of college going students for a period of 21 days. The basic purpose of the training is to sensitize youth to tourism and also give skills to handle tourism in the country. The Programme acquired an added significance as the Organizing Committee of the Commonwealth Games 2010 drew volunteers from amongst the pass-outs of the Programme. During the course of this year and up to the Games, about 2845 students were trained under this programme.

## 7.14 Training efforts in connection with the Commonwealth Games

This Ministry, through Government agencies like Haryana Institute of Public Administration (HIPA), India Tourism Development Corporation, Delhi Institute of Hotel Management (DIHM), Indian Institute of Public Administration, Delhi Police and IHM, Pusa, trained 8855 personnel as a part of its training efforts for the Commonwealth Games.

They included 3595 Student Volunteers, 694 ITDC staff, 1315 Guest House staff, 864 owners of Guest Houses/Hotels, 1552 Taxi Drivers and 835 Auto Rickshaw Drivers. These trainings were funded under the Scheme for Capacity Building for Service Providers.

## 7.15 Important initiatives taken during the year 2010-11

### 1. Evolving of Blue-print for Hotel Management Courses in +2 of CBSE

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

### 2. Save Our Tiger

Ministry of Tourism has launched a "Save Our Tiger" campaign. As part of its responsibility, NCHMCT sensitized National Park Authorities, Lodge Employees, Car Drivers etc. about basic courtesies and behaviour. Select Institutes at Guwahati, Bhopal, Bengaluru, Chennai and Hyderabad were identified to conduct surveys and training programs to cover six National Parks of India at Kaziranga – Assam, Kanha and Bandhavgarh – MP, Mudumalai – Tamil Nadu, Pench – MP & Maharashtra and Jim Corbett National Park - Uttarakhand.



## HUMAN RESOURCE DEVELOPMENT

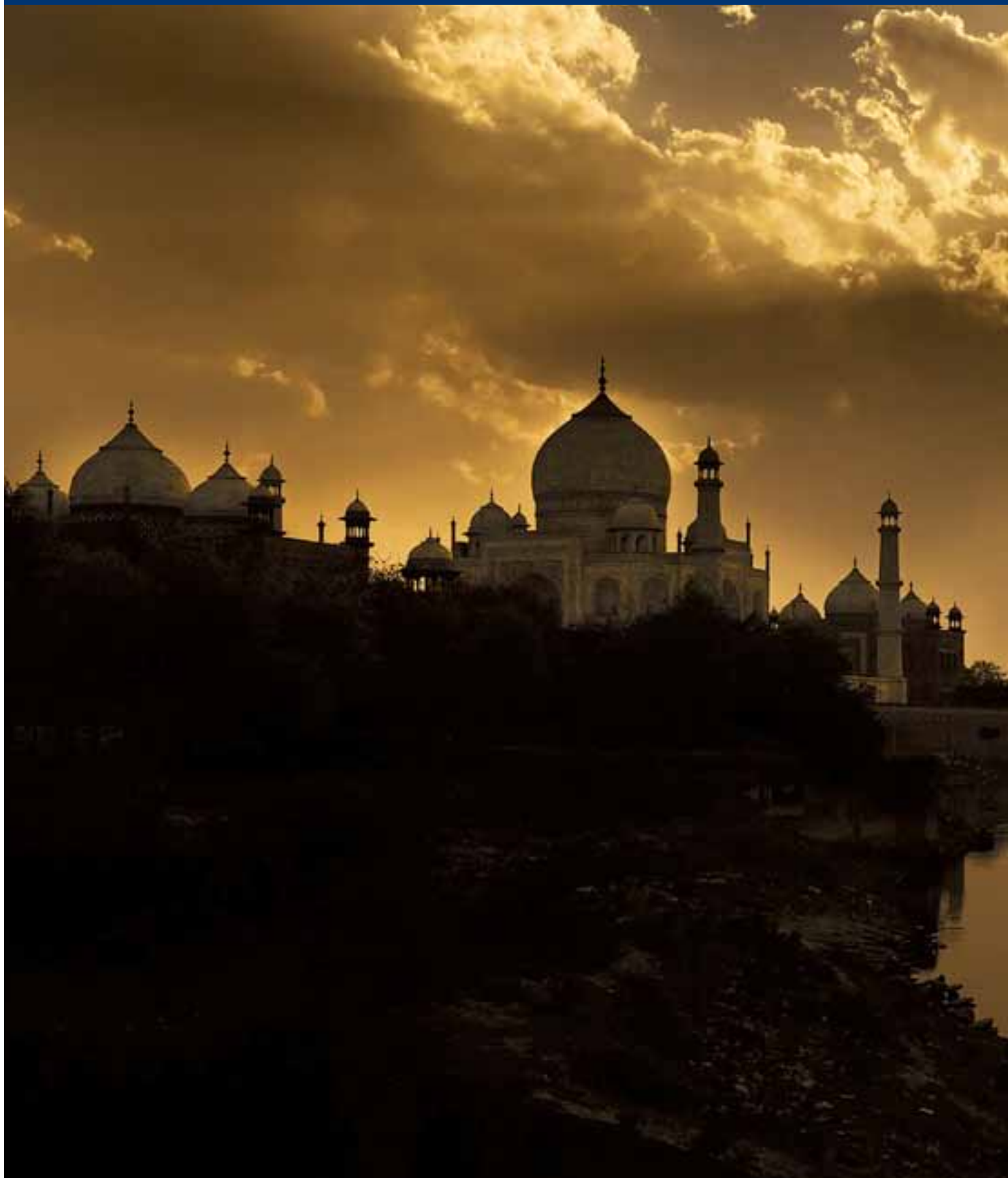








# PUBLICITY AND MARKETING







## PUBLICITY AND MARKETING

### 8.1 Domestic Media Campaigns

During the financial year 2010-11, Ministry of Tourism undertook various activities for promotion of Domestic Tourism and the spread of Social Awareness messages.

The Ministry released a television and radio campaign in September 2010 to promote Delhi as a Tourist Destination in view of the Commonwealth Games. An outdoor campaign on Airport sites, bus shelters, metro stations and trains in Delhi was undertaken to promote the tourism destinations and products of the country during the Commonwealth Games.

Social Awareness Campaigns were released on Radio and Television channels in June/July 2010, September 2010 and January/February 2011. A Social Awareness Campaign was also launched in the Outdoor media in Delhi/NCR during June/July 2010.

In December 2010, the Ministry released campaigns on Doordarshan and leading television channels to promote tourism to the North East Region.

A campaign to promote the state of Jammu & Kashmir as a tourist destination was also released on Doordarshan and leading television channels in February 2011.

### 8.2 Incredible India International Campaigns

Ministry of Tourism commenced its International TV Campaign (2009-10 – Extended to 2010-11) for Europe and Americas region, which finished in the first half of the 2010-11.

In December, 2010, the Ministry launched its International TV Campaign 2010-11 - Europe. Leading TV channels of pan-regional reach are part of the Media Plan of the Ministry .

### 8.3 Incredible India Online Campaign

A domestic online campaign was launched in the month of August-September, 2010 to promote tourism within the country.

Central Financial Assistance is being provided by the Ministry to the State Governments / Union Territories for development of Information Technology infrastructure and computerization.

### 8.4 Other Promotions

The Ministry of Tourism produced India Map, India Brochure and Delhi city maps for distribution during the Commonwealth Games held at Delhi in October, 2010.

Incredible India promotional standees were also produced during the period.

Thematic posters to promote various tourism products and destinations of India were produced by the Ministry.

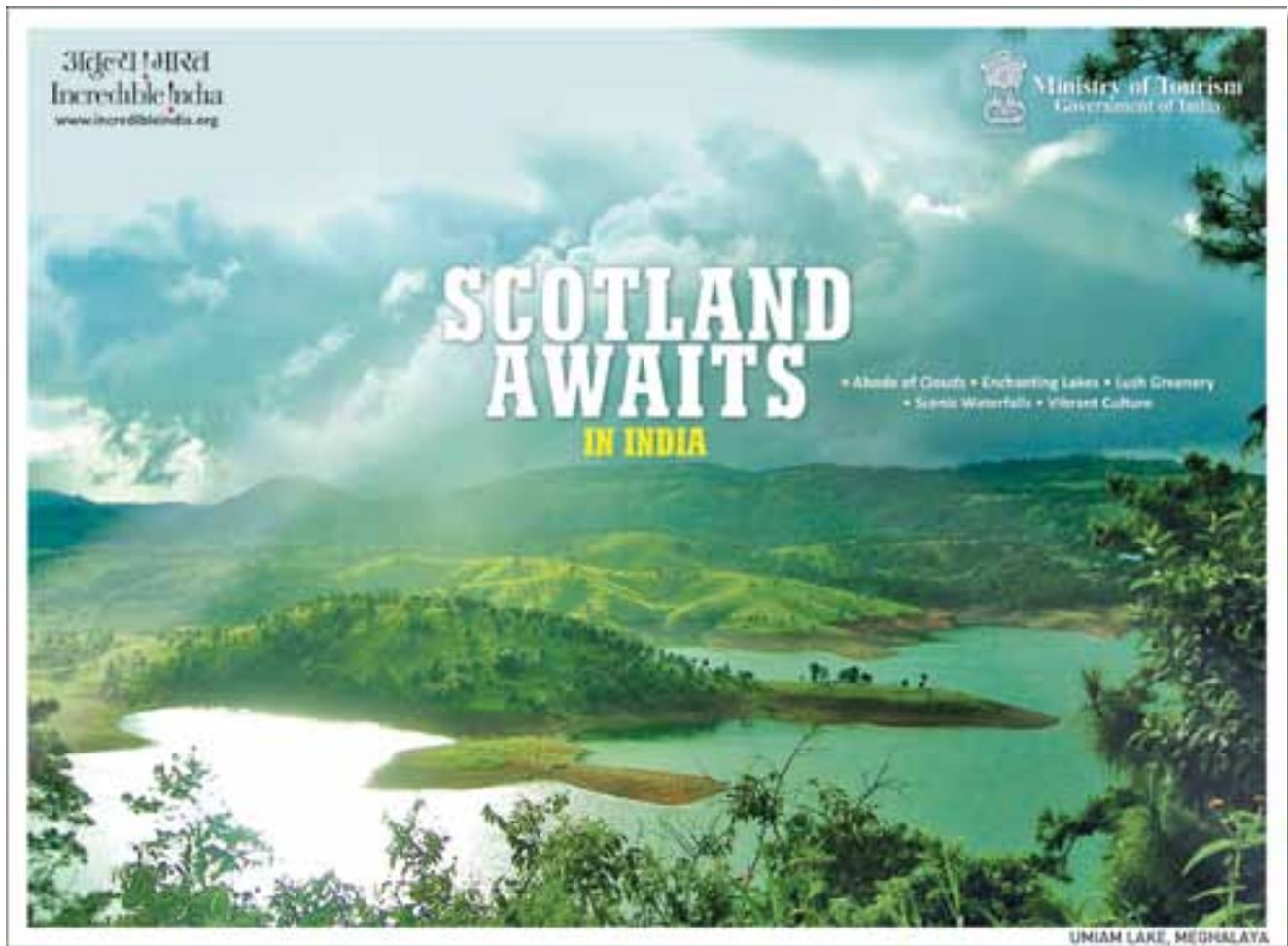
The Ministry also produced an 'Incredible India' promotional calendar for the year 2011.

Radio Jingles were produced for the promotion of Delhi as a destination during Commonwealth Games 2010 in the domestic as well as International markets.

Two TV commercials along with two radio spots were produced on Social Awareness themes. The commercials featured Shri Aamir Khan, noted film actor and social activist.

The Ministry produced 5 regional creatives for release in the domestic markets.

The Ministry of Tourism also released advertisements in the domestic in-flight magazines in addition to ad-hoc advertisements in various magazines.



### 8.5 International Accolades

- PATA Grand Award 2010 : Heritage Category - Rural Tourism Project - A Case Study of Hodka Village.
- PATA Gold Award 2010 : Marketing - Primary Government Destination - Eco Tourism Marketing Campaign.
- PATA Gold Award 2010 : Marketing Media - Travel Advertisement Print Media -Mahatma Gandhi Creative.
- India has been voted as the 7th best destination in the world in the Conde Nast Readers' Travel Awards 2010.
- World Travel Award 2010 for "World's Leading Destination Marketing Campaign 2010".
- Asian Guild Award 2010 recognizing the "contribution made by the Incredible India campaign in creating awareness about India among Britishers and British Asians living in UK".
- Global Traveler Award 2010 : India has been voted as the "Best International Tourism Destination" by readers of the Global Traveler Magazine, USA.



## PUBLICITY AND MARKETING



### 8.6 Marketing Objectives of Overseas Offices

The Ministry of Tourism, Government of India, through its 14 offices overseas endeavors 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 above 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 Fairs & Exhibitions, Organising Seminars, Workshops, Road Shows & India Evenings, Printing of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators, Inviting the Media and Travel Trade to visit the country under the Hospitality Programme etc.

### 8.7 Assistance to Service Providers under the MDA Scheme

Under the Market Development Assistance Scheme, the Ministry of Tourism, Government of

India 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-cum-Study Tour
2. Participation in Fairs / Exhibitions
3. Publicity through printed material.

A total number of 135 claims are settled till February 2011 under the MDA scheme.

### **8.8 Familiarization Tours under the Hospitality Programme**

One of the important elements of the Marketing Strategy and Plan of the Ministry of Tourism is the Hospitality Programme under which the Ministry of Tourism invites editorial teams of travel publications, journalists, photographers, T.V. teams, travel agents, tour operators etc. from overseas, 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 products during their familiarization tours on the Ministry of Tourism's hospitality.

During the year, Travel Agents, Tour Operators and Media Representatives from important tourist generating markets overseas were invited, not only to visit the varied tourist attractions of the country but to participate in and cover events including the Great Indian Travel Bazaar 2010, Himalayan Run & Trek Event etc. Familiarisation Tours on the Mahaparinirvana Special Buddhist Tourist Train were also arranged for trade and

media representatives, particularly from East and South East Asia, for promoting Buddhist sites in the country.

361 guests are extended hospitality till February 2011 under the Hospitality Scheme of the Ministry of Tourism.

### **8.9 Participation in Travel Fairs and Exhibitions**

Indiatourism offices overseas 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 Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Macau, World Expo 2010 in Shanghai, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt, FITUR in Madrid and ITB in Berlin.

Indiatourism, Beijing was awarded the “Best Tourism Promotion Award” at the World Travel Fair in Shanghai. Indiatourism, Tokyo was awarded the “Best Booth Operation Award” at the Korea World Travel Fair and the “Best Tourism Promotion Award” at the Busan International Tourism Fair in South Korea.

### **8.10 Some Major Promotional Activities Undertaken for Overseas Promotion**

The Ministry of Tourism, Govt. of India undertook a series of promotional initiatives to aggressively promote tourism to India.

As part of the promotional initiatives



## PUBLICITY AND MARKETING

undertaken, Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry.

- (i) Road Shows, in collaboration with the Indian Association of Tour Operators were organized in CIS Countries, during the months of September-October 2010. Road Shows in collaboration with the PATA India Chapter were organised in May 2010 in USA and Canada. 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. The delegation for the Road Shows was led by the Secretary (Tourism).
- (ii) Indiatourism Toronto undertook massive advertising and outdoor publicity during the Vancouver Winter Games 2010 in Vancouver and also Paralympics Games 2010 from February to March 2010.
- (iii) India Tourism Paris participated and supported the 3rd France-India Business Cup Golf Tournament held at St. Tropez, France during 13th – 17th October 2010. A high level delegation led by Hon'ble Minister Tourism, Joint Secretary (T), Regional Director, India Tourism Frankfurt attended the event. Hon'ble Minister of Tourism inaugurated the France-India Business Cup Golf Tournament on 14th of October and there was a meeting held with various Stakeholders for promotion of Golf Tourism.
- (iv) Indiatourism, Dubai organized the Golf Tournament at Ras Al Khaimah, United Arab Emirates.

- (v) Indiatourism Johannesburg organised “Know India” seminar to the group of 12 people travelling to India and for the group of 6 ladies travelling to south India giving information about shopping, hotels, Ayurveda and spas and safe travelling for women.

### 8.11 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 organized in Buenos Aires (Argentina), Asuncion, Paraguay, Tokyo, Nicosia (Cyprus), Beijing, Shanghai, Moscow and St. Petersburg.

India tourism office in Los Angeles will be organizing two week India food festival in hotel Presidente Intercontinental in collaboration with Embassy of India Mexico city in the month of March, 2011.

### 8.12 Outdoor Publicity

For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising on taxis / buses / trams, hoardings & billboards have been undertaken in Beijing, Shanghai, Guangzhou & Kunming, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Bahrain, Kuwait, Doha, Riyadh, Ras-al-Khaimah, Johannesburg, Helsinki, Stockholm, Oslo, Amsterdam, Rotterdam, London, Manchester, Edinburgh, Belfast, Moscow, St. Petersburg, Vienna, Frankfurt, Munich, Dusseldorf, Hamburg, Berlin, Davos, Paris, Cannes and Nice, New York, Washington, Miami, Boston, San Francisco, Los Angeles, Vancouver, Ottawa, Toronto and Buenos Aires.

### 8.13 Printing of Brochures

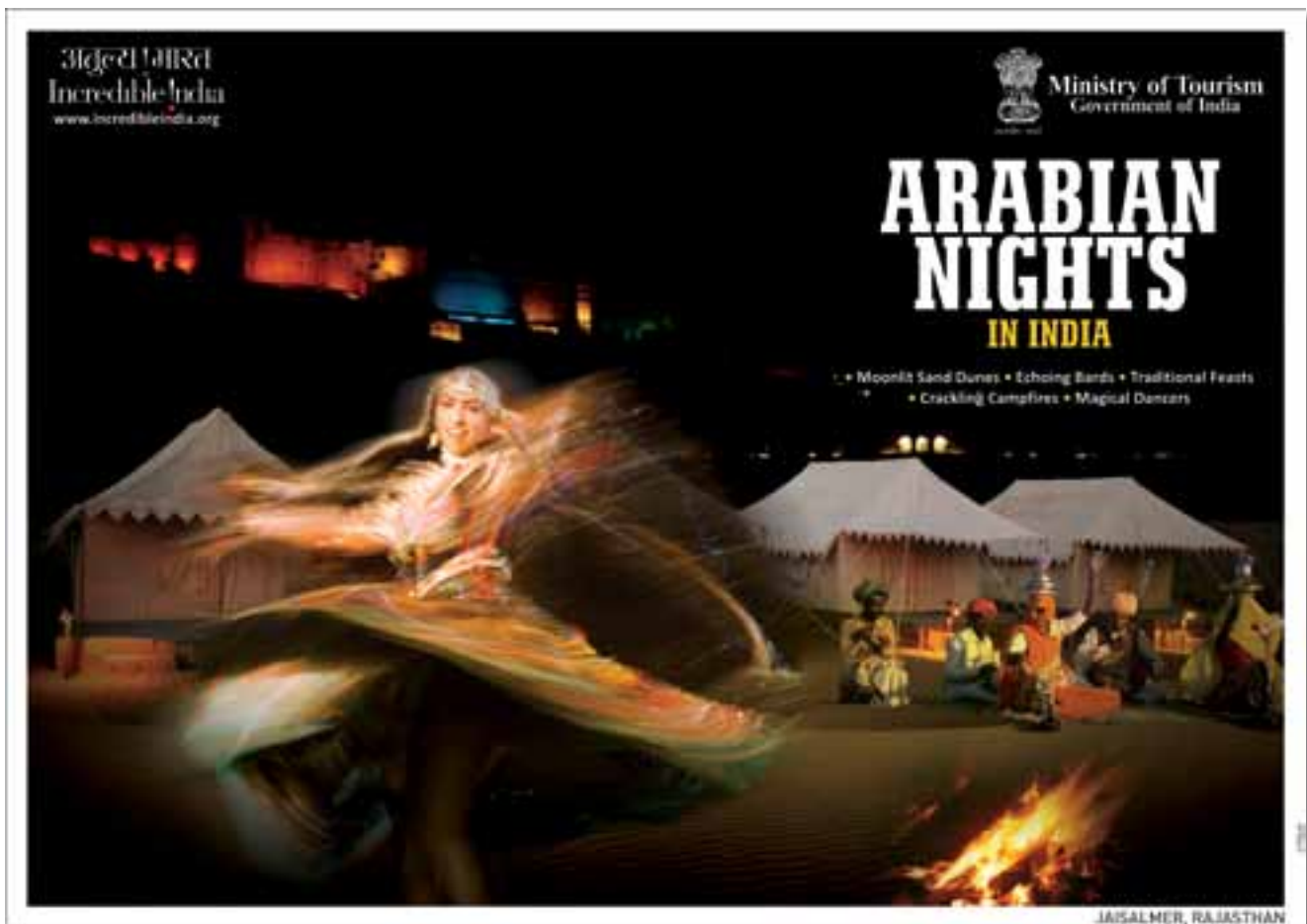
Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish.

### 8.14 Commonwealth Games 2010 Promotions

Road Shows focusing on Promotion of tourism to India as part of the Queen's Baton Relay (QBR)

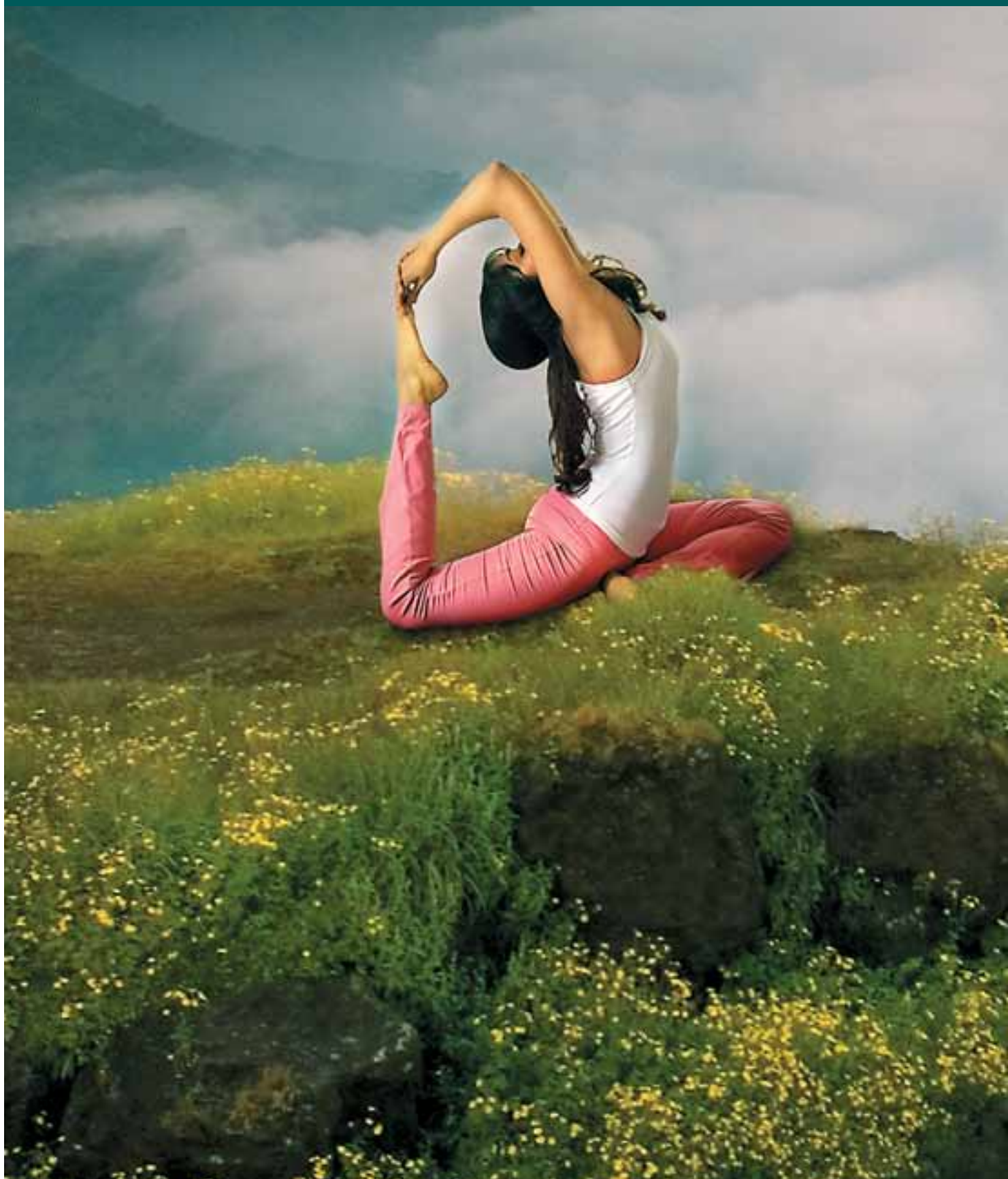
were organized in Sri Lanka, Singapore, Malaysia, London, Glasgow, Toronto, Ottawa, Sydney, Melbourne and Auckland including holding run or walk relay through the towns.

Radio broadcast were done in South Africa, United States and Dubai in English and local language. The places which were not covered by QBR, Indiatourism offices promoted the Commonwealth games by outdoor publicity by putting up billboards at important places like airports, by distributing Commonwealth related literature to stakeholders, by organizing road shows, seminars, workshops etc.





# STATISTICS, SURVEYS AND STUDIES







## STATISTICS, SURVEYS AND STUDIES

### 9.1 Information and Research Activities

The Market Research Division of the Ministry of Tourism is responsible for compilation, tabulation and dissemination of information on various aspects of tourism in India. The statistics collected by the Division include data on foreign tourist arrivals, foreign exchange earnings from tourism, domestic and foreign tourist visits to the States, visits to the centrally protected monuments of the Archaeological Survey of India, etc. International Passenger Surveys and State Tourism Surveys are also undertaken periodically to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences and satisfaction levels, etc. Apart from surveys, studies on topical subjects are also taken on the request of other divisions of the Ministry. The Market Research Division also undertakes preparation of master plans/perspective plans/detailed project reports (DPRs) for development of tourism in the country.

### 9.2 Foreign Tourist Arrivals

The Foreign Tourist Arrivals (FTAs) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%.

### 9.3 Foreign Exchange Earnings from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's foreign exchange earnings (FEE). The FEE from tourism during 2010 is estimated at US\$ 14.19 billion as compared to FEE of US\$ 11.39 billion during 2009. In rupee terms, FEE from tourism during 2010 is estimated at ₹ 64889 crore as compared to FEE of ₹ 54960 crore during 2009.

A statement giving FTAs in India and FEE from tourism for the years 2000 to 2010 is given below:

#### Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2000-10

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (₹ in Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in Million US\$)	Percentage Change Over Previous Year
2000	2649378	6.7	15626	20.6	3460	15.0
2001	2537282	-4.2	15083	-3.5	3198	(-)7.6
2002	2384364	-6.0	15064	-0.1	3103	(-)3.0
2003	2726214	14.3	20729	37.6	4463	43.8
2004	3457477	26.8	27944	34.8	6170	38.2
2005	3918610	13.3	33123	18.5	7493	21.4
2006	4447167	13.5	39025	17.8	8634	15.2
2007	5081504	14.3	44360	13.7	10729	24.3
2008	5282603	4.0	50730#	14.4	11747#	9.5
2009	5167699	-2.2	54960#	8.3	11394#	(-)3.0
2010	5583746@	8.1	64889#	18.1	14193#	24.6

# Advance Estimates

@ Provisional Estimates



### 9.4 Domestic Tourism

The estimates of domestic tourism are compiled on the basis of data collected and furnished by State/UT Governments to Ministry of Tourism. As per the figures reported by the State/UT Governments, the domestic tourist visits during the year 2009 are estimated to be 650 million, showing a growth of 15.5 % over 2008.

### 9.5 Annual Publications

The Market Research Division brought out the following 2 annual publications during 2010-11:

- India Tourism Statistics 2009
- Tourism Statistics at a Glance

### 9.6 Surveys & Studies

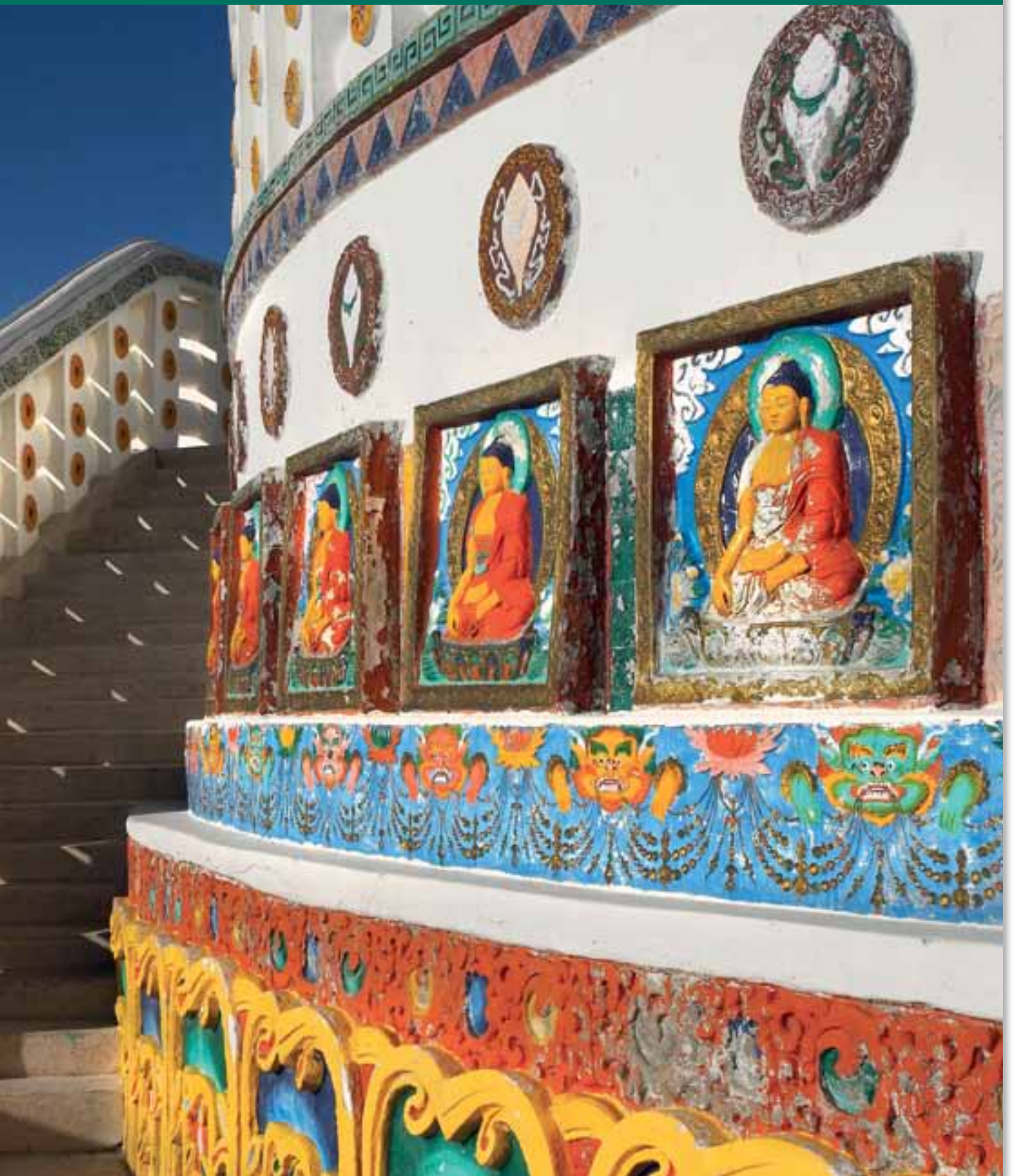
One of the important activities of Ministry of Tourism is to sponsor studies and surveys to get important inputs for formulation of policies and programmes for the development of tourism in the country. In addition, evaluation studies are also conducted to find out the effectiveness of the schemes being implemented by the Ministry of Tourism. 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 of statistical surveys.

The Details of Surveys, Studies, DPRs, Feasibility Studies, etc. completed/commissioned during 2009-10 and 2010-11 (up to 15th December, 2010) are given at Annexure II.



# INTERNATIONAL COOPERATION







## INTERNATIONAL COOPERATION

### 10.1 Cooperation with International and Multilateral Organizations

Ministry of Tourism engaged in various consultations and negotiations with various international and multilateral organisations such as United Nations World Tourism Organization (UNWTO), Economic and Social Commission for Asia and the Pacific (ESCAP), Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation (BIMSTEC), Mekong - Ganga Cooperation (MGC), Association of South East Asian Nations (ASEAN), South Asian Association for Regional Cooperation (SAARC) and South Asian Sub-Regional Economic Cooperation (SASEC).

India participated in the 88th Session of the Executive Council of UNWTO in Puerto Iguazu, Argentina from 6-8 June, 2010 and the 89th Session of the Executive Council of UNWTO at Kish Island, Iran from 24-26 October, 2010. India was last elected to the Executive Council of UNWTO in October 2009 during the UNWTO General Assembly Session held in Astana, Kazakhstan. India has been a member of the Executive Council of UNWTO continuously for the last 19 years. Indian delegations also participated in the 4th meeting of SAARC Working Group on Tourism, 3rd meeting of the SAARC Tourism Ministers held in Kathmandu, Nepal in January, 2011 and 6th India-ASEAN Tourism Working Group meeting held in Phnom Penh, Cambodia in January, 2011.

A Memorandum of Understanding was signed between Ministry of Tourism and International Finance Cooperation (A member of the World Bank Group) on 27.10. 2010 for the development and implementation of Integrated Buddhist Circuit Development Strategy targeting, inter alia, increased private investment, local employment,

tourism numbers and SME growth in destinations along the Buddhist Circuit.

### 10.2 Bilateral Tourism Cooperation Agreements

Ministry of Tourism holds consultations and negotiations with other countries for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism, as also the Joint Working Group Meetings with other countries. The Ministry coordinates with the Ministries of Commerce, Culture, Civil Aviation, External Affairs, Finance, Petroleum etc for development and promotion of tourism.

India has signed 47 bilateral/tripartite Agreements/MoUs / Protocols with other countries to widen the links of friendship and promote cooperation in tourism sector. During the year 2010, an MoU on Tourism Cooperation was signed with Government of Malaysia on 27th October, 2010.

The Ministry held meetings of the Joint Working Groups on Tourism with Syria and Indonesia on 11th May, 2010 and on 20th December, 2010 respectively in New Delhi.

### 10.3 External Assistance

The Ministry of Tourism also takes up development of tourism related infrastructure with external assistance. The projects under implementation/under consideration for implementation with external assistance are as follows:

#### a) Ajanta – Ellora Conservation and Tourism Development Project Phase-II

A loan agreement for 7331 million Japanese Yen was signed with Japan Bank of International

## INTERNATIONAL COOPERATION

Cooperation (JBIC) now known as Japan International Cooperation Agency (JICA) on 31st March, 2003 to undertake the Ajanta – Ellora Conservation and Tourism Development Project (Phase II). The main components of the project are monument conservation, improvement of Aurangabad Airport, afforestation, improvement of roads, construction of tourist complexes, water supply at tourist attractions, public awareness activities, human resource development and computerization of tourist information. Work on the project is in full swing and several components of the project have been completed.

### **b) Uttar Pradesh Buddhist Circuit Development Project**

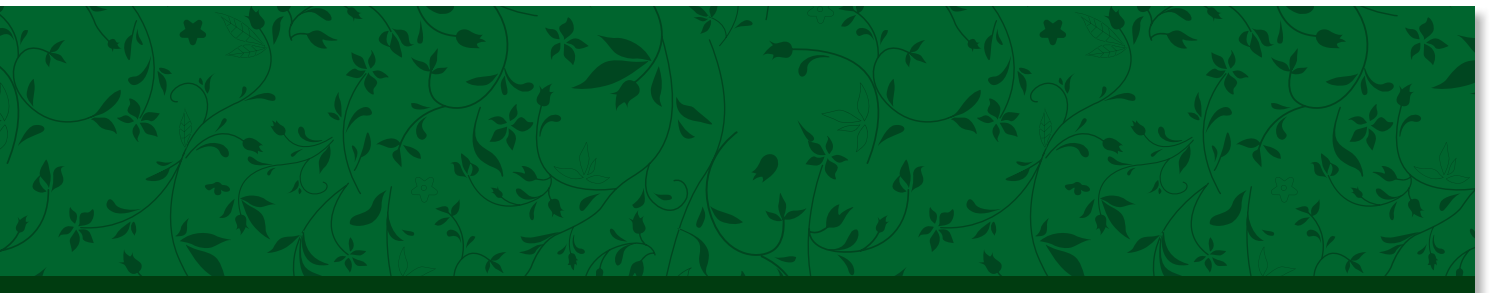
A loan agreement for Uttar Pradesh Buddhist Circuit Development Project was signed on 31st March, 2005 for an amount of 9495 million Japanese Yen with Japan Bank of International Cooperation (JBIC) now known as Japan International Cooperation Agency (JICA). The scope of the project covers improvement of roads, public utilities, site development, support programmes etc at selected Buddhist sites in Uttar Pradesh.





# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED







# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

## 11.1 Introduction

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

The 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, training consultancy in hospitality sector, event management and mounting of Son-et-Lumiere (SEL) Shows, etc.

## 11.2 Organisational Set-up

The present organizational set-up at the Corporate level comprises Chairman & Managing Director, Functional Directors and heads of business groups viz. Ashok Group of Hotels, Corporate Marketing, Events Management, Ashok International Trade, Ashok Travel & Tours, Ashok Creatives, Ashok Institute of Hospitality & Tourism Management and Engineering Services Division, etc. supported by Human Resource Management, Finance & Accounts, Vigilance & Security, Administration and Secretarial, etc.

## 11.3 Network of ITDC Services

The present network of ITDC consists of 8 Ashok

Group of Hotels, 7 Joint Venture Hotels including one yet to be completed hotel, 2 Restaurants, 11 Transport Units, 1 Tourist Service Station, 5 Duty Free Shops at airports / seaports, 1 Sound & Light Show and 4 Catering Outlets. Besides, ITDC is also managing a Hotel at Bharatpur, a Tourist Complex at Kosi.

## 11.4 Subsidiary Companies

Details below indicate ITDC's investment of ₹ 8.47 crore in seven subsidiary companies as on 31.12.2010 (provisional) :

(₹ 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.	0.36
Assam Ashok Hotel Corporation Ltd.	0.51
Pondicherry Ashok Hotel Corporation Ltd.	0.31
Donyi Polo Ashok Hotel Corporation Ltd.	0.51
Punjab Ashok Hotel Company Ltd.	1.27
Total	8.47

## 11.5 Capital Structure

The Capital Structure as on 31.12.2010 is as under:-

(₹ in crore)

	2008-09	2009-10	2010-11 (Provisional up to Dec 2010)
Authorized Capital	150.00	150.00	150.00
Paid up Capital	67.52	85.77	85.77
Reserves & Surplus	187.59	228.03	*
Net Worth	325.92	313.80	*

# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

Capital Employed	291.74	231.14	*
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*\*These figures will be worked out after finalisation of annual accounts.*

The Government has contributed ₹ 73 crore towards additional equity in December 2007 and the allotment has been made during September 2009.

## 11.6 Pattern of Shareholding

The authorised and paid-up capital of the Corporation as on December, 2010, stood at ₹ 150 crores and ₹ 85.77 crores respectively. The pattern of share holding is indicated below:-

Government	92.108%
Indian Hotels Ltd.	7.870%
General Public and Employees	0.022%

## 11.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last four years and for the year 2010-11 are tabulated below:

The decrease in turnover and profitability of the

Corporation is mainly attributed to general recession in the tourism sector because of global financial crisis and terrorists attack on Mumbai on 26 November, 2008 and also due to closure of main building of Ashok Hotel for renovation. The profitability of the Corporation was also affected due to enhanced wage bill on account of pay revision and also due to charging of a part of renovation expenditure to revenue expenditure in compliance with accounting standard.

## 11.8 Plan Schemes

The RBE for 2009-10 envisaged a plan outlay of ₹ 97.45 crore, which included ₹ 95.80 crore for renovation/improvement in existing hotels and remaining fund for other activities of the Corporation. The plan capital expenditure during 2009-10 was ₹ 16.30 crore. Besides this ₹ 40.45 crore relating to hotel units including ₹ 39.31 crore for the 'The Ashok' has also been spent during the year on the incomplete works relating to renovation works of hotel properties.

(₹ in crore)

	2006-07	2007-08	2008-09	2009-10	2010-11 (Provisional) (31.12.2010)
Turnover	564.11	470.27	410.67	299.75	256.87
Operating Profit (Before Interest and Depreciation)	74.33	77.45	42.95	- 8.53	-18.13
Profit before Tax	68.77	69.41	38.19	-20.51	-23.18
Profit after Tax	45.56	44.08	25.38	-14.31	*
Direct Foreign Exchange Earnings	149.10	57.23	20.10	15.09	5.49

*\* This will be worked out after finalisation of annual accounts.*



# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

## 11.9 Memorandum of Understanding (MoU)

The MoU for the year 2010-11 was signed between the Ministry of Tourism and ITDC envisaging targets for Financial, Dynamic, Sector-specific and Enterprise-specific parameters. The various criterion of MoU include targets for Gross Sales and Gross Margin, Customer Satisfaction, Corporate Social Responsibility (CSR), HRD (Employees training), enrolment of hotels under Ashok Alliance, handling of conferences/exhibitions for outside agencies, renovation of ITDC hotels, multiple of ARR and occupancy of ITDC hotels.

## 11.10 Commonwealth Games – 2010

ITDC hotels in Delhi had been nominated as Games Family Hotels while the Ashok was Games Flagship Hotel for Commonwealth Games 2010. The event at these hotels was a grand success. Accolades were received from the VVIP delegates from 71 nations who stayed in the hotels. In addition to the delegates of CGF and International media, those who stayed at The Ashok included HRH Prince Edwards, HRH Prince of Jordon and HRH Prince of Bhutan. The services were appreciated by one and all.

Apart from above, more than 600 National Technical Officers stayed at Vasant Kunj flats which were managed by ITDC and also apartments for stay of athletes in the Commonwealth Games Village at Akshardham were furnished. ITDC also operated Operation & Maintenance (O&M) Cell at the Village comprised of a team of dedicated engineers till the games were over. In addition, ITDC also provided housekeeping services in two towers at Commonwealth Games Village which were occupied by the athletes.

Illumination of ASI monuments at (i) Sher Shah Gate

and Khairul Manzil Masjid (ii) Subj Burj (iii) Purana Quila and (iv) Safdarjung Tomb was completed earlier. During the year illumination of various ASI monuments namely Khane-e-khana, Dadi Poti Ka Gumbad, Lal Darwaza, Choti Gumti, Sikri Gumti, Barakhamba and Biran Ka Gumbad have been completed.

## 11.11 Ashok Group of Hotels

The Ashok Group of Hotels continued to play host to several prestigious national and international level conventions and events. Many events related to Commonwealth Games were hosted at The Ashok during the year namely CWG Com meeting, CWG Security meeting, CWG sporting teams (Lawn Bowl, Wrestling, Badminton, Tennis, Athletics). The focus of the year 2009-10 remained to be getting ready for the Commonwealth Games in October 2010. All the three Delhi-based hotels, namely The Ashok, Samrat and Janpath had been designated as the 'Games Family Hotels' for the Games.

The renovation of the hotels was completed well in time and a new, renovated product was presented to the delegates of CWG 2010. The public area at The Ashok was totally renovated along with rooms at 3 floors. Rooms at two floors of Samrat Hotel were also upgraded while the renewed public area alongwith renovation of 148 rooms of Hotel Janpath gave it a brand new and refreshing look which was much appreciated by the guests.

Special stress was laid on ensuring security for the CWG delegates in our hotels during the event. State-of-the-art security equipment including CCTV, UVSS, DFMD, baggage scanners and Boom Barriers were installed at all the three Delhi based hotels.

Success of CWG event has given ITDC an impetus to consolidate its brand image. The guest profile has been upgraded to bring better returns in long term.

## INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

Some of the other major conventions and exhibitions held at The Ashok are Ophthalmology IDO Conference, 12th World Congress on Environment Management, Asia Golf Industry Show, Chief Commissioners Conference (Income Tax department), Bride and Groom Exhibition, Viva Homes Exhibition etc.

The existing Food & Beverage outlets, F-Bar, Capitol, Frontier, Mashrabiya, Sagar Ratna, The Chakraas and Cibo continued to retain their popularity in their respective segments. The Oudh at The Ashok, New Delhi won the 'Best Awadhi Cuisine Restaurant' award from HT City.

**'Shiro'** – A fine dining Pan Asian restaurant with the highest level of clientele opened at Hotel Samrat. The restaurant comes from its highly awarded and appreciated lineage of 'Shiro' of Bengaluru.

The newly opened outlets LAP (a high-end club at Hotel Samrat); China Garden (a very well known chain of Chinese restaurants from the much awarded Nelson Wang at The Ashok); Kungang (a much awarded 'Korean' restaurant at The Ashok) and Swagath (an non-vegetarian Coastal cuisine restaurant at Hotel Janpath) remained much in news, catering to the who's who of the city.

Some of the new outlets namely International cuisine Resto-Bar at Samrat Hotel; Jain Vegetarian cuisine restaurant at The Ashok and renewed wine lounge at The Ashok shall be launched soon.

A high-end showroom marketing **Porsche cars** has started functioning from the premises of The Ashok, adding value to the brand.

Ashok Group of Hotels globally popularized Indian cuisine by participating in the food festivals abroad. Food festivals in various hotels across the country were organized for connoisseurs of food to experience the Ashok Hospitality. A new banquet hall at Hotel

Patliputra Ashok would be operational shortly to meet discerning needs of customers.

### 11.12 Corporate Marketing

The Corporate Marketing Division is responsible for promotion and marketing of ITDC hotels and reservation of ITDC hotels through Centralized Reservation Service. The division has taken various initiatives during the year such as :

- Continuous upgradation of the Official website – [www.theashokgroup.com](http://www.theashokgroup.com) for ITDC and State Government Hotels. A new URL is registered with the domain name of [www.govhotels.in](http://www.govhotels.in).
- Successful maintenance of the operations of online Hotel Reservation Service in all ITDC Hotels.
- Organizing Product Familiarization visits for the Indian/foreign Travel Agents to apprise them of the new developments.
- Formulation of tariff for all the ITDC Hotels for the year 2010-11.
- Devising Summer Getaway Packages from April – Sept. 2010.
- Re-establishing Regional Marketing Office concept
- Creating and reinforcing the brand image through participation in various national/international travel marts like TAAI, IITM, IATO, KTM and ADIOI etc.

### 11.13 Ashok Reservation & Marketing Services

The Ashok Reservation & Marketing Services division is working in the field of Event Management since 2002. The division manages



## INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

Events, Conferences and Exhibitions etc. both within the country and abroad. As an Event Manager, it is responsible for planning, coordinating and delivering various requirements/arrangements that contribute to the success of an event, conference, exhibition etc. It has established itself as a dominant Professional Conference Organizer and as a leading Event Manager.

Some of the major events handled by the division during 2010-11 include : Commonwealth Sports Ministers Meeting; Micro, Small & Medium Enterprises (MSME) Award Function; Central Council for Research in Ayurveda & Siddha (CCRAS) Conference; Civil Service Day; Web Ratna Awards, Petrotech 2010, India Pavilion for PATA 2010, Macau.

Through its event management activity, the division also acts as a catalyst in the generation of business for other Divisions of the company like Ashok Group of Hotels, Ashok Creatives and ATT.

### 11.14 Ashok International Trade

The process of consolidation which was started in 2009-10 was given further impetus during this period.

Chennai seaport duty free shop was successfully launched. It has given all indications of being a success going by the impressive growth in sale it has shown till now. ITDC has been able to beat off the competition from a private operator. The success of this shop has provided ITDC with a new business avenues which were tapped earlier. The seaport Duty Free Shops at Haldia and Kolkata have also been successfully commissioned during the year.

Besides above, ITDC has secured the right to operate another Seaport Duty Free Shop at Vishakhapatnam (Vizag). The commissioning of this shop is expected in 2-3 months. The division is further pursuing to secure seaport duty free shops along the Western Coast in Gujarat.

The division now has a network of five duty free shops – two duty free shops at Goa and Coimbatore airports and three duty free shops at seaports namely Kolkata, Haldia and Chennai.

### 11.15 Ashok Travels & Tours

Ashok Travels & Tours (ATT), the in-house Travel Agency of ITDC with pan India presence, provides all travel related services namely air tickets, transport, tour packages etc. During the year, ATT further developed its Mumbai-Pune services from one trip per day to nine trips per day. Further, it is in the process of linking Pune with Aurangabad. ATT also handled the CWG-2010 movements of Doordarshan. It also provided the ground handling services for PETROTECH'10. International groups from Thailand were also served.

### 11.16 Ashok Creatives

The Ashok Creatives continued to play a key role in tourism promotion and developmental projects of the Ministry of Tourism as also for various clients.

The division is concentrating to execute creative jobs which are its forte as well as sourcing more work from its existing clients as well as prospective clients.

Advertising assignments were also taken up for clients namely Directorate of Income Tax, Ministry of Tourism, Ministry of Culture, Central Pollution Control Board, Indian Institute of Travel & Tourism Management, Gwalior, Archaeological Survey of India etc. Advertising releases as well as advertorials on recent activities at The Ashok Group Hotels were released to the print media.

On the Design and Print-production front, the division designed and produced several jobs for the Ministry of Tourism (MOT), Election Commission of India (ECI), Archaeological Survey of India

## INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

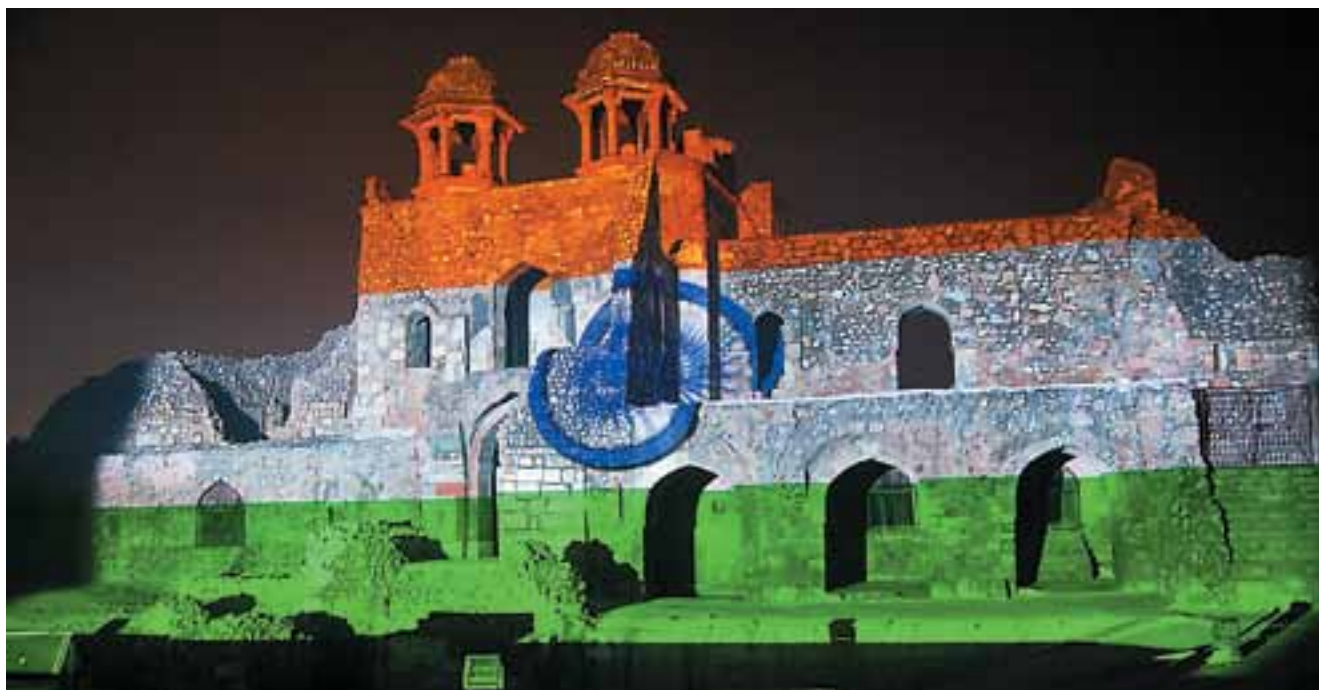
(ASI) and various collaterals and invitation cards for commonwealth Games Delhi 2010 etc. Work is in progress on ASI's Coffee Table Book on "Monuments of India" (Hindi) and "Monuments of Haryana" (Hindi).

Ashok Creatives is on the panel of the Ministry of Tourism, Directorate of Income Tax, Central Pollution Control Board for print jobs as a Creative Agency/Advertising Agency/Agency for print jobs. It was on short empanelment with the Ministry of Road Transport & Highways (Road Safety Cell) for a period of six months (ending September, 2010) for the publicity campaign on Road Safety through electronic media and Commonwealth Games Delhi 2010.

The Ashok Creatives being a pioneer in mounting of Sound & Light Shows (SEL) at different locations of the country, is under process of implementing of SEL Shows at Kanyakumari (Tamil Nadu), Talatal Ghar (Assam), Deoghar (Jharkhand),

Hampi (Karnataka), Ludhiana (Punjab) and Sabarmati Ashram (Gujarat), Ross Island (Port Blair), Sarnath (Uttar Pradesh), Mehrauli (New Delhi). The show at Kumbhalgarh (Rajasthan), Jalianwala Bagh, Amritsar (Punjab) have been commissioned and handed over to the respective authorities for operation. The show at Purana Quila has been ready for launch and upgradation of SEL Show at Red Fort, Delhi is under progress. The upgradation of SEL Show at Cellular Jail, Port Blair is under finalization with Andaman & Nicobar Authorities.

With a view to enlarge its area of activities and to strengthen its commercial base, Ashok Creatives is making aggressive efforts for empanelment as an advertising agency and also to secure creative and print production assignments in various Government organizations on the basis of public-private partnership. Further, to bring in new clients as well as to retain the existing clients,





## INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

panels of various genres of creative areas are being finalized for using their expertise for jobs received by Ashok Creatives and partnering them whenever they can source business for Ashok Creatives.

### 11.17 Engineering Services Division

The Engineering Division continued to prepare Detail Project Reports (DPRs) for the development of major tourist circuits/destinations in various states of the country. Some of the important DPRs submitted to Ministry of Tourism/State Government during the year are :

- 1 DPR for Andaman & Nicobar for Port Blair – Neil Island – Havelock Island – Baratang Tourist Circuit.
- 2 DPR for Puducherry as Mega Tourism Destination
- 3 DPR for Development of Leh as Spiritual Destination
- 4 Concept/DPR and proposal for wayside amenities for 272 existing Petrol Pumps
- 5 DPR for Development of Tourism infrastructure in Mizoram

To provide hospitality services of international standard during CWG 2010, various ITDC properties were renovated. During the period, the Engineering Division completed major renovation work of public areas and 186 rooms in The Ashok. The renovation work of the Lobby in Hotel Janpath was completed. Refurbishing of 96 guest rooms including public area at Hotel Samrat has also been completed. During the year the division also handled work relating to renovation in Hotel Jaipur Ashok, Hotel Jammu Ashok, Daawat Khana Restaurant, Red Fort, Delhi and roof-top restaurant at Taj, Agra. Renovation of Hotel Patliputra Ashok comprising of Banquet Hall and 24 guest rooms was also completed. Project

relating to illumination of prestigious various ASI monuments in Delhi for night tourism during Commonwealth Games-2010 has been executed.

The division is also executing tourist infrastructure projects funded by Ministry of Tourism/various State Governments in the States of Uttar Pradesh, Bihar, Delhi, Arunachal Pradesh, Mizoram, Imphal, Punjab, Puducherry, Manipur, Jammu & Kashmir, Tamil Nadu and Guwahati.

### 11.18 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM), an ISO 9001-2000 certified institute run by ITDC in New Delhi has been undertaking “Education and Training” related activities as a ‘Strategic Business Unit’ of ITDC during the year 2010-11.

The AIH&TM has been conducting 4 years ‘Bachelors in International Hospitality Business Management’ Course affiliated to the Kurukshetra University, Kurukshetra (Haryana) since 2004.

Ministry of Tourism, Government of India had entrusted ‘Capacity Building Training for Service Providers’ to the AIH&TM as one of its implementing agency which included training of stake holders for the ‘Commonwealth Games 2010’. Under which the training has been imparted to CISF jawans, auto rickshaw drivers, unclassified hotels and the staff of States Emporia.

AIH&TM has also been conducting following training programmes:

- 1 Apprentice programme as per the Government Apprenticeship Act 1961 in Front Office, Housekeeping, F&B Service and Food Production.

# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

- 2 Diploma programmes in Front Office, Housekeeping, F&B Service and Food Production in affiliation with Board of Technical Education, Delhi.
- 3 Diploma Courses in Air Hostess, Travel & Hospitality Management are being conducted at Bengaluru on behalf of Karnataka Government and Ministry of DONER, Government of India.
- 4 The training programmes in Hospitality Skills for BHEL, NTPC, IFC Academy, ITBP, IRCTC, CAG and many more.
- 5 Industrial Exposure Training to Hotel Management students of Government and private colleges.

The AIH&TM has also launched franchising of its courses in Bachelors in International Hospitality Business Management., Diploma in Air Hostess, Travel & Hospitality Management and Certificate Courses in Hotel Operational Departments. Under this franchising arrangements, agreements have been signed with Institutes in Mumbai, Kolkata and Goa.

In addition to above, a Strategic Alliance Agreement has been signed with the 'Indian Institute of Learning & Advanced Development' (INLEAD), Gurgaon and AIH&TM and INLEAD have jointly launched Ashok Inlead School of Hospitality (AISH). AISH has started PG Diploma Programmes in Facilities Management, Event Management & PR and Hospitality Operations Management with effect from 01.01.2010.

## 11.19 Corporate Social Responsibility

In the background of guidelines issued by Department of Public Enterprises, the Corporation has decided to impart training to students belonging to economically backward classes, and Scheduled Castes/Scheduled

Tribes etc. in tourism/hospitality sector to make them self-dependant.

## 11.20 Human Resource Management

Human Resource Management Division is of vital importance especially for service industry.

The total manpower of ITDC as on 31.03.2011 is expected to be 2182. Of these, 667 employees belong to Scheduled Castes (SCs), 50 to Scheduled Tribes (STs) and 116 to other Backward Classes (OBCs).

## 11.21 Industrial Relations

The overall industrial relations situation in ITDC continued to be harmonious and cordial. There was no loss of mandays in ITDC Hqrs. and its units as on 30.11.2010.

## 11.22 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 Week celebrations for giving impetus to the use of official language in day-to-day work.

## 11.23 Conservation of Energy

ITDC is committed to energy conservation at every stage of its operations. Efforts in this direction are driven by commercial considerations as well as energy conservation policies and practices. During the year, ITDC continued to maintain its thrust on energy conservation.



# WELFARE MEASURES AND VIGILANCE









## WELFARE MEASURES AND VIGILANCE

### 12.1 Scheduled Castes/ Scheduled Tribes Cell

The Liaison Officer for the Scheduled Castes/ Scheduled Tribes Cell in the Ministry who attends to the grievances on service matters of Scheduled Caste and Scheduled Tribe employees of the Ministry and its attached/ subordinate offices is a Director level Officer. The Cell issues directions to all the administrative authorities for compliance with the reservation orders issued from time to time.

### 12.2 Reservation for SC, ST and OBC Candidates

All recruitments in the Ministry and its subordinate

offices are being made as per the orders of reservation issued by the Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the Ministry of Social Justice and Empowerment.

### 12.3 Employment Opportunities to Physically Challenged Persons

There is no specific scheme or budget allocation for disabled persons in the sphere of activities of the Ministry. As per Government orders, efforts are continued by the Ministry for exploring job opportunities for physically challenged persons.



### 12.4 Complaints

The Ministry of Tourism has a Complaint Cell headed by Assistant Director General. Regional Complaint Cells exist in the Regional Indiatourism offices. The State Governments have also been requested to set up Complaint Cells at the state level.

### 12.5 Vigilance

The Vigilance Division in this Ministry is headed

by a Chief Vigilance Officer of the rank of Joint Secretary, assisted by a Director, Under Secretary and Confidential Assistant. All possible efforts are made to process complaints received in the Ministry and to get them investigated on time. Wherever necessary, the cases are also referred to the Central Vigilance Commission / Central Bureau of Investigation (CBI).





# PROGRESSIVE USE OF HINDI









## PROGRESSIVE USE OF HINDI

**13.1** Joint Director, Official Language (OL) heads the Hindi Unit. The Unit ensures compliance with the provisions of the Official Language Act, 1963, Official Language Rules and various orders/instructions issued by the Department of Official Language from time to time on progressive use of Hindi for official purposes.

**13.2** Apart from monitoring the implementation of the Official Language Policy and Programmes of the Government, the Unit arranges training of the staff in the use of Hindi, Hindi typing and Hindi Stenography, preparation of bilingual documents and translation from English to Hindi and vice-versa.

The Official Language Implementation Committee (OLIC), constituted under the Chairmanship of Additional Director General, holds regular quarterly meetings for necessary follow-up on the progressive use of Hindi.

**13.3** The Ministry of Tourism has a scheme, introduced in 1989, named “Rahul Sankrityayan Paryatan Puraskar Yojana” to award books written originally in Hindi on subjects related to Tourism. Under this scheme three prizes of ₹ 20,000, ₹16,000 and ₹ 10,000 respectively and one consolation prize of ₹ 6,000, are given. For the year 2009-10, entries have been received.

### 13.4 Correspondence in Hindi

In pursuance of Section 3(3) of the Official Language Act, 1963, all resolutions, notifications, communiques, press releases, rules, regulations, administrative reports and all official papers meant for laying in the Parliament were issued bilingually and efforts were made to achieve the targets of correspondence in Hindi with offices located in “A” “B” & “C” Regions.

### 13.5 Translation and Bilingual Printing

### of Manuals, Rules, etc.

All the manuals, codes, etc. being used in the Ministry are the ones prescribed and brought out by the Department of Personnel & Training. However, all other rules relating to Tourism, such as Guidelines regarding Central Financial Assistance, Guidelines for Recruitment of Tourist Guides, National Tourism Policy, etc. have been translated in Hindi.

### 13.6 Special Measures for Promoting the Use of Hindi

- i. Notifying Office under Rules 10(4): The Ministry of Tourism has already been notified under Rules 10(4) of the Official Language Rules, 1976 for doing original official work in Hindi.
- ii. Incentive Scheme and Cash Awards: Eight officers/employees have been awarded cash prizes under Annual Incentive scheme for the year 2009-10 for doing original official work in Hindi.
- iii. Hindi Diwas and Hindi Pakhwada: Hindi Pakhwada was organised in Ministry of Tourism from 1st-14th September, 2010. Six competitions namely Essay in Hindi, Noting Drafting in Hindi, Tourism Memoirs, Correct Word Writing, Hindi Typing and Hindi Letter Writing were held during this period. Cash prizes and Certificates were awarded to the winners.
- iv. Hindi Workshop: Two Hindi workshops were organised on 15-12-2010 and 07-01-2011 in which nine and ten officers/officials participated respectively.
- v. Inspections of Field offices and Divisions of Ministry of Tourism:

The Official Language Division carried out inspections of the following attached/ subordinate

offices of Ministry of Tourism to ensure compliance with implementation of Official Language Policy in these offices: Indian Institute of Tourism and Travel Management (IITTM) Gwalior on 30-06-10, Institute of Hotel Management (IHM) Gwalior on 01-07-2010, India Tourism Agra on 08-07-10, India Tourism Patna on 21-07-10, Institute of Hotel Management (IHM) Hajipur on 22-07-10, India Tourism Bengaluru on 22-09-10, Institute of Hotel Management (IHM) Bengaluru on 23-09-10, IITTM, Bhubaneswar Centre on 10-02-11, IHM, Bhubaneswar on 11-02-11, Hotel Kalinga Ashok, Bhubaneswar on 12-02-11.

Two Divisions and two sections of Ministry of Tourism, namely MR Division, TT Division, Admn IV Section and Cash Section were inspected by the Officials of Hindi Section.

### 13.7 Hindi Salahakar Samiti

Reconstitution of the Hindi Salahakar Samiti of the



Ministry of Tourism is under process.

### 13.8 Departmental Website

Hindi version of Ministry's promotional website [www.incredibleindia.org](http://www.incredibleindia.org) is available. Hindi Software has been provided to various Divisions and Sections in the Ministry so that they can work in Hindi on the computers.

### 13.9 Inspections by Committee of Parliament on Official Language

Committee of Parliament on Official Language inspected Hotel Samrat, Chanakyapuri, New Delhi-110021 on 6th July, 2010, and Hotel Janpath, New Delhi on 10th January, 2011 respectively.





# GENDER EQUALITY — THE PRIME CONCERN







## GENDER EQUALITY – THE PRIME CONCERN

**14.1** Tourism is a service industry with a strong female presence. That is all the more reason why gender sensitisation 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.

**14.2** 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.

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





## GENDER EQUALITY – THE PRIME CONCERN





# CAT CASES









## CAT CASES

**15.1** The following cases involving the Ministry of Tourism and its subordinate offices are pending before the Central Administrative Tribunal (CAT) as on 31st December 2010:-

1. Shri Sai Girdhar, Ex-principal, IHM Gwalior against IHM, Gwalior before CAT Jabalpur. The applicant has sought quashing of penalty imposed on him by the Board of Governors of the Institute of Hotel Management, when the applicant was the Principal of the said IHM.
2. Smt. Pattanayak, Librarian IHM, Bhubaneswar vs IHM, Bhubaneswar before CAT Cuttack. The applicant is seeking the implementation of the DOPT orders regarding upgrading the pay scales of Librarians.
3. Shri B.B. Mukherjee v/s G.O.I. before CAT Kolkata. The applicant has sought grant of first ACP after completion of 12 years of regular service on 2/11/2001 as Information Assistant.
4. Shri Sukomal Sarkar, UDC v/s G.O.I. before CAT Kolkata regarding his reversion.
5. Shri K.S Sabu, Tourist Information Officer (TIO) India Tourism Kochi v/s Union of India & others before CAT Ernakulam against the termination of his ad-hoc service as Tourist Information Officer.





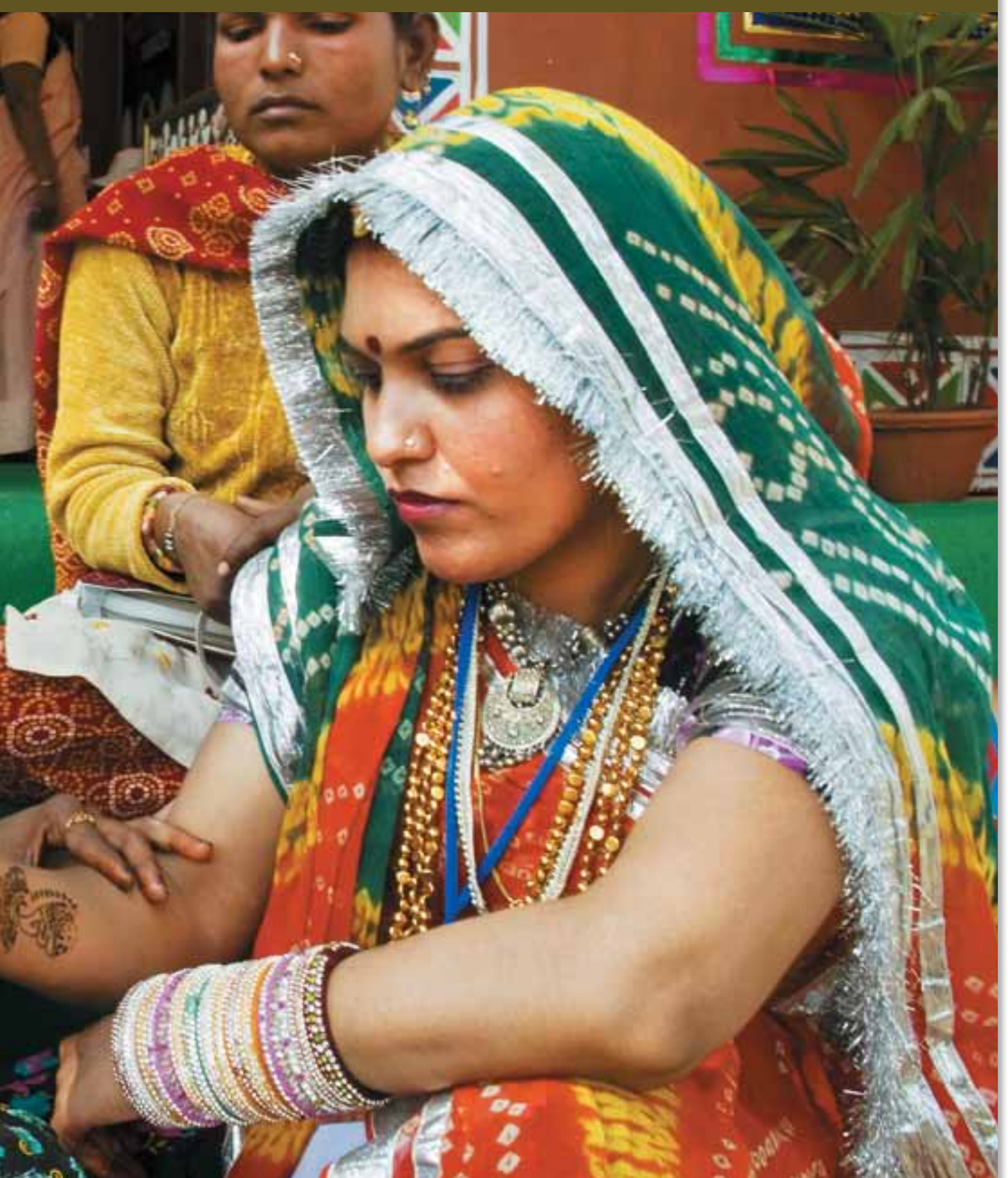




# IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005









## IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

**16.1** The Right to Information Act (RTI Act), 2005 of the Government of India seeks to promote transparency and accountability in the working of every public authority and to empower citizens to secure access to information available with them. To this end and in accordance with the provision of Section 4 (I) (b) of this Act, the Ministry of Tourism brought out a Handbook for information and guidance of the stakeholders and general public and posted it on the Ministry's official website [www.tourism.gov.in](http://www.tourism.gov.in) under a distinct section namely RTI Act. The handbook provides information on various schemes, projects and programmes being implemented by the Ministry along with its organizational set-up, functions and duties of its officers and employees, records and documents available, etc. It is appropriately hyperlinked to other sections of the website.

**16.2** Information on the activities of the Ministry is provided in its Annual Reports. These Reports are available on the Ministry's website.

**16.3** The Ministry designated thirty four of its officers as the Central Public Information Officers (CPIOs) with each CPIO responsible for a distinct functional domain. Sh. A.K. Gupta, Additional Director General has been designated as the First Appellate Authority for the Ministry.

**16.4** Information that is not available in the Handbook and the official website can be obtained after paying the requisite fee.

**16.5** Shri A.K. Gupta, Additional Director General has been nominated as the Transparency Officer for Implementation of the provisions of RTI Act, 2005 for the Ministry.

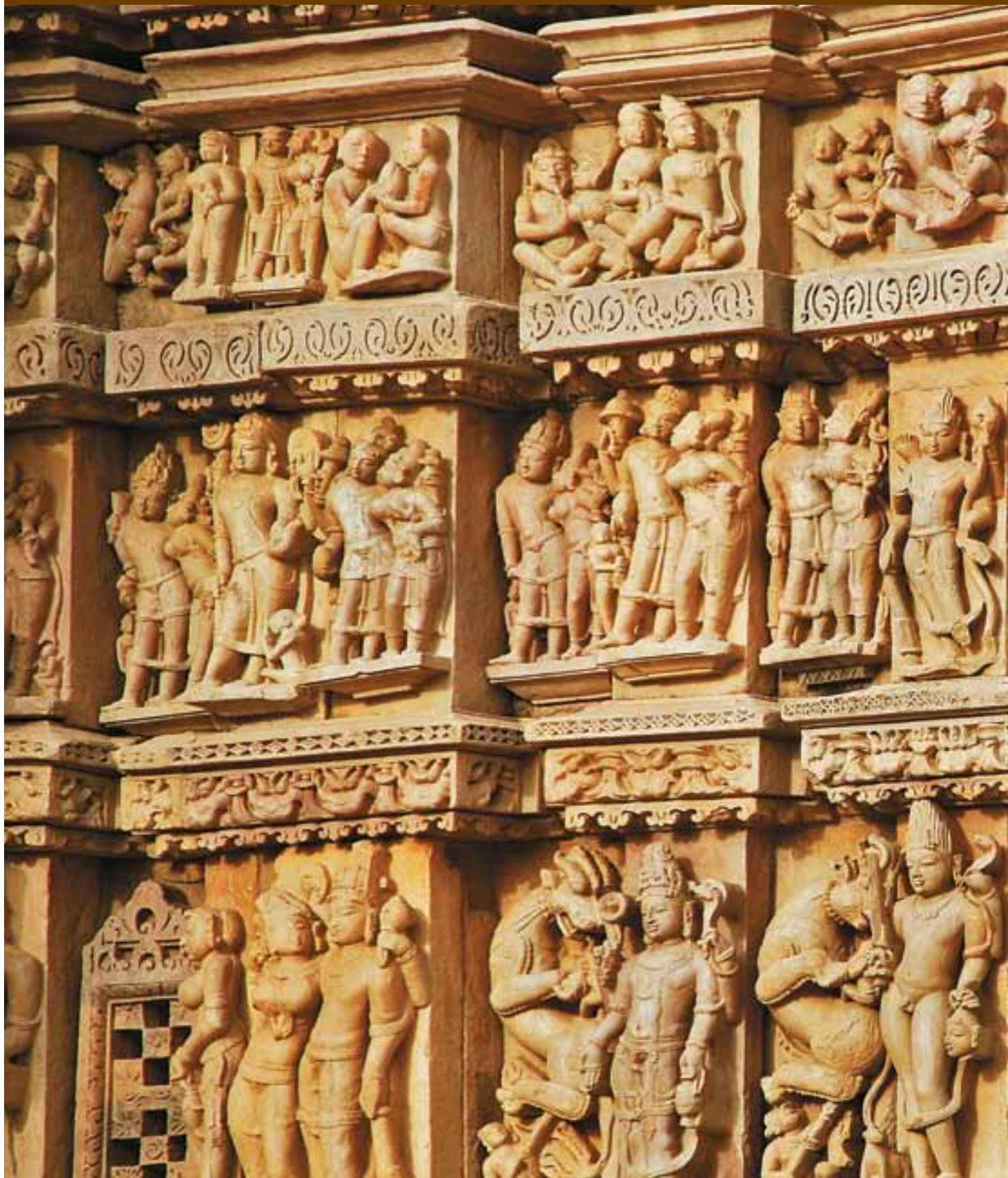


## IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005





# DEPARTMENTAL ACCOUNTING ORGANISATION









## DEPARTMENTAL ACCOUNTING ORGANISATION

**17.1** 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 Financial Controller. The Financial Controller heads the accounting organization and reports to the Secretary through the AS & FA. The accounting organization comprises the Principal Accounts Office, Internal Audit Wing and one Pay & Accounts Office at Delhi. The Financial Controller is Head of the Department for the accounting organization and is responsible for:

- (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 Demands for Grants for the 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.
- (iii) Payment of loans and grants to the State Governments through the Reserve Bank of India.
- (iv) Preparation of manuals keeping in view the objective of management accounting system, if any, for rendition of technical advice to Pay & Accounts Offices, maintaining necessary liaison with the Controller General of Accounts Office and to effect overall coordination and control in accounting matters.
- (v) Maintaining Appropriation Audit Registers for the Ministry of Tourism as a whole and to watch the progress of expenditure under

various Grants operated by the Ministry of Tourism.

- (vi) Arranging internal inspection of payments and the accounting records maintained by various subordinate formations and Pay & Accounts Offices of the Ministry and inspection of records pertaining to the transactions of the Ministry of Tourism, maintained in Public Sector Banks.

Pay & Accounts Office carries out precheck of bills submitted by the Drawing & Disbursing Officers (DDOs) for payment. In some cases Pay and Accounts Officers authorize Cheque Drawing & Disbursing Officers to operate funds up to a certain level through issue of "Letter of Credit". All payments made by DDOs are subject to post-check. Any discrepancies/shortcomings found in the working of the DDOs (both cheque & non-cheque drawing) are pointed out in the Internal Audit reports of those offices.

### 17.2 The Pay & Accounts Office

The Pay and Accounts Office compiles the monthly accounts on the basis of the receipts collected and the payments authorized by them after reconciling and incorporating the accounts of cheque Drawing & Disbursing Officers (DDOs) and submit these accounts to the Principal Accounts Office. The other important functions of the Pay & Accounts Office include authorization of Loans/Grants-in-aid to statutory bodies/other institutions, maintenance of General Provident Fund accounts and settlement of retirement benefits of Government employees, including authorization of pension etc.

Ministry of Tourism operates Grant No. 93 for which the Budget Provision during 2010-11 is as under:

## DEPARTMENTAL ACCOUNTING ORGANISATION

	(₹ in crore)
<b>Revenue Section</b>	
Plan	1039.00
Non-Plan	69.41
<b>Capital Section</b>	
Plan	11.00
Non-Plan	00.00
<b>TOTAL</b>	<b>1119.41</b>

### (i) Computerization

The office of the 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.

### COMPACT

One of the important initiatives in Computerization of Accounting System, taken at the initiative of the O/o Financial Controller is the implementation of COMPACT package which touches upon the functioning of most of the areas in a 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 the same data again and again. 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 compilation of monthly accounts, or generating MIS Reports etc.

The system not only enriches the accounting and provides better management information, but also help in improving the analysis of the accounting

information. There are various functions, especially those relating to reconciliation, which involves lot of manual drudgery. This package helps in taking care of such functions apart from improving the over all accuracy and exchequer control through the system. The package also provides for internal controls and audit through computerized validation and thus be of great help in improving the quality of accounts.

### 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/elekhahome.asp](http://www.cga.nic.in/elekha/elekhahome.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.

### (ii) Computerization in the Principal Accounts Office

Those accounts are consolidated in Principal Accounts Office through software called "CONTACT". The compilation done by the Pay and Accounts Office in the COMPACT and CD is generated and forwarded to Principal Accounts Office. The Principal Accounts Office consolidates the accounts through these CDs in CONTACT software. The consolidated account of the Ministry is kept in the Head Quarters and its print out is taken for comparison with the PAOs uploaded accounts through e-lekha. The Principal Accounts Office also checks the monthly accounts submitted by the PAOs in e-lekha and then forwards the Monthly accounts to office of the Controller General of Accounts in e-lekha.



## DEPARTMENTAL ACCOUNTING ORGANISATION

The Principal Accounts Office has a major role to play in CPSMS Portal a system developed for monitoring of Plan Schemes. The Pr. Accounts Office performs the following functions in CPSMS Portal.

- (i) Registration of PAOs, CDDOs & Programme Division.
- (ii) Checking & forwarding of Agency for registration to Project Cell, office of the Controller General of Accounts.
- (iii) Generation of e-bill for payment to states of Jammu & Kashmir, Sikkim and Delhi.
- (iv) Uploading of Advice Number and Clearance Memo against each Sanction ID generated for payment to State Government except Jammu & Kashmir, Sikkim and Delhi of pending Sanction IDs.
- (v) Monitoring through various reports in CPSMS Portal.

The Principal Accounts office through NIC is regularly uploading Monthly receipts and Payments figures at website **[www.tourism.nic.in](http://www.tourism.nic.in)**.

The Financial Controller submits the Monthly MIS on line to Controller General of Accounts through its website **[www.cga.nic.in](http://www.cga.nic.in)**. The MIS contains status of accounts, adherence to the due dates of various targets, etc.

The special team headed by an officer of Principal Accounts Section periodically visits PAO Unit for checking the implementation of different parameters fixed for smooth follow up of COMPACT. The outcome of the inspection is communicated to CGA on quarterly basis.

Apart from these initiatives being undertaken, several other steps are being taken in the office of Financial Controller to increase the Computerization process

for which the officials are regularly being sent for training at the Institute of Government Accounts & Finance (INGAF).

### **(iii) Internal Audit**

Internal Audit Wing in the Ministry of Tourism is headed by the Financial Controller who is assisted by the Assistant Financial Controller, one Senior Accounts Officer and four Assistant Accounts Officers.

Internal Audit 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.

The Internal Audit Section at the headquarters maintains a Control Register of Internal Audit for each financial year to serve as a basic and permanent record of the inspection of various units carried out by the Internal Audit Inspection Wing. The Internal Audit Section at the headquarters draws an Internal Audit plan based on the classification of the units to be audited annually, biannually depending on the budget allocation and staff strength of the units. Every year in the first week of March, particulars of all units due for inspection during the ensuing financial year are recorded in the Control Register of the next financial year. Based on such information, Internal Audit programmes are prepared on quarterly basis.

Intimation of the proposed visits of the Inspection parties is sent to the concerned Heads of the Offices/ Pay and Accounts Offices at least one month in advance so that all the (accounts books and other) relevant records are kept ready to facilitate smooth working of the inspection. Simultaneously, an intimation regarding inspection of the office of the

## DEPARTMENTAL ACCOUNTING ORGANISATION

DDO is sent to the Pay and Accounts Office.

The Senior Accounts Officer/ Accounts Officer supervises the inspection party. The percentage of supervision is determined with due regard to the nature of the unit inspected and the volume of work involved. Where necessary, the Financial Controller / Assistant Financial Controller may himself supervise the working of any Inspection party.

In order to speed up the progress and to achieve the targets of auditing the units of the Ministry of Tourism, additional Internal Audit parties are constituted consisting of officers from the Regional Pay and Accounts Offices situated in Mumbai, Kolkata and Chennai.

In the financial year 2010-11, 22 units were audited till December, 2010 against overall 40 units completed during the financial year 2009-10.

### Scope of Internal Audit

- (i) To study the Accounting Procedure prescribed by the Department with a view to ensuring that they are correct, adequate and free from any defects or lacunae.
- (ii) Watch implementation of the prescribed procedures and other issues from time to time.
- (iii) Scrutiny and check of payments and accounting work of the accounting units.
- (iv) Investigation of important areas on accounting and other connected records.
- (v) Coordination with other Ministries and the office of the Controller General of Accounts regarding audit procedures.
- (vi) Periodical review of all accounts records.
- (vii) Pursuance / settlement of objections taken in test audit notes issued by the 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 and the Pay and Accounts Offices in the Ministry / Department.
- (ix) Preparation and submission of Annual Review on performance of Internal Audit Wing to the Internal Audit Wing of the Controller General of Accounts.

### Nature of Audit

The nature of checks by the Internal Audit Wing are as follows:

- (i) Detailed scrutiny of accounts and records required to be maintained in the Pay and Accounts Offices and in the Drawing and Disbursing Offices.
- (ii) Verification of payments and accounting procedure in the Departmentalized System of Accounts including procedure to be followed by the Cheque Drawing DDOs.
- (iii) Verification of the extent and frequency of control and checks exercised by the Heads of the Offices in order to locate any lacunae in the procedure whereby frauds or defalcations may be possible either by individual or in collusion. Wherever necessary, steps to remove such lacunas are suggested.
- (iv) Scrutiny of sanctioning and purchase procedure in the offices inspected.
- (v) Checking procedure in regard to disposal of assets to ensure that there exists adequate scrapping.



## DEPARTMENTAL ACCOUNTING ORGANISATION

- (vi) Scrutiny of General Office Management procedure adopted by the Heads of the Offices locally where they have financial and accounting implications, so as to suggest tightening up administrative and financial control, savings in expenditure or streamlining of accounting.

### Internal Audit Performance During 2010-11

The number of units due for audit in the financial years 2009-10 and 2010-11 and audited in 2009-10 and in 2010-11 ( up to December) are as under:-

	No. of units due for audit	No. of units audited	No. of units due for audit	No. of units audited
	2009-10	2009-10	2010-11	2010-11 (up to Dec.)
Outside Delhi	40	35	35	16
Delhi	5	3	5	2
Overseas	14	2	13	4
<b>Total</b>	<b>59</b>	<b>40</b>	<b>53</b>	<b>22</b>

### (i) Follow-up and Remedial Action

The Internal Audit Section at the Headquarters maintains a Control Register of Internal Audit to keep a watch on the receipts and issues of the Internal Audit Report.

The Head of Office is expected to furnish para-wise replies to the Inspection Report through the Controlling Officer / Head of the Department within six weeks from the date of issue of the final report. The progress of the settlement of objections is watched through the Control Register of outstanding reports/ paras. First reminder for para wise replies to the inspection report is issued after six weeks from the date of its issue.



## DEPARTMENTAL ACCOUNTING ORGANISATION



An objection book is maintained at the headquarters entering therein objections having money value. The progress of recovery or sanction to write off the loss is watched through this book.

Objections of routine nature relating to initial records i. e. cash book, log book, overtime allowance register, stock register and service books etc. where Department / Office has accepted the Internal Audit point of view and has intimated that the necessary compliance can be verified during the course of checking of all such records at the time of next inspection, may be treated as finally settled.

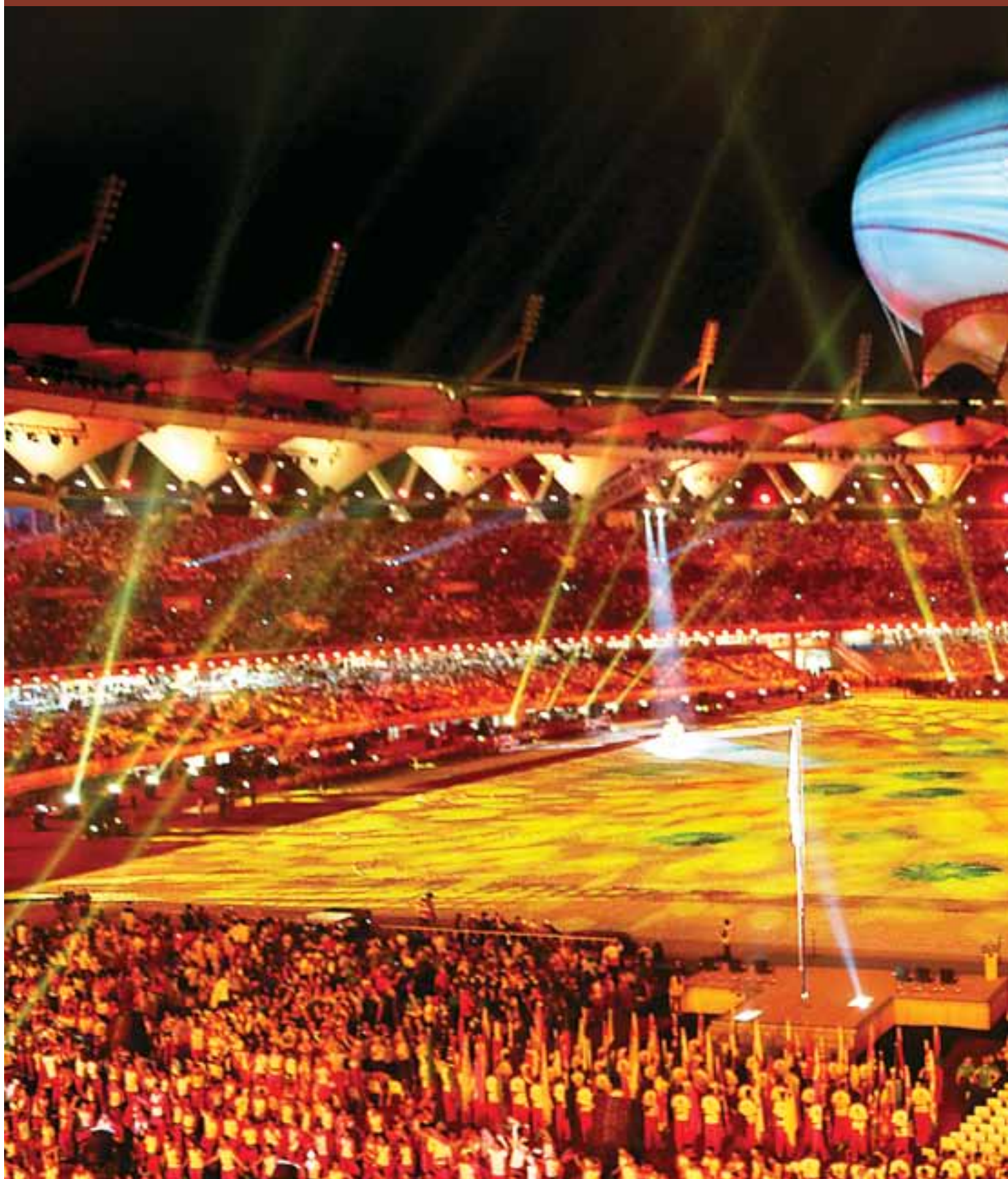
Specific objections pointing out over payments, short and non-realization of Government dues, irregular

payments of grants, non-utilization of costly stores, equipments and machinery, irregular purchases and other serious irregularities where the Department / office has furnished satisfactory replies are treated as settled subject to the verification at the time of next audit. The outstanding audit reports/ audit paras are reviewed periodically.

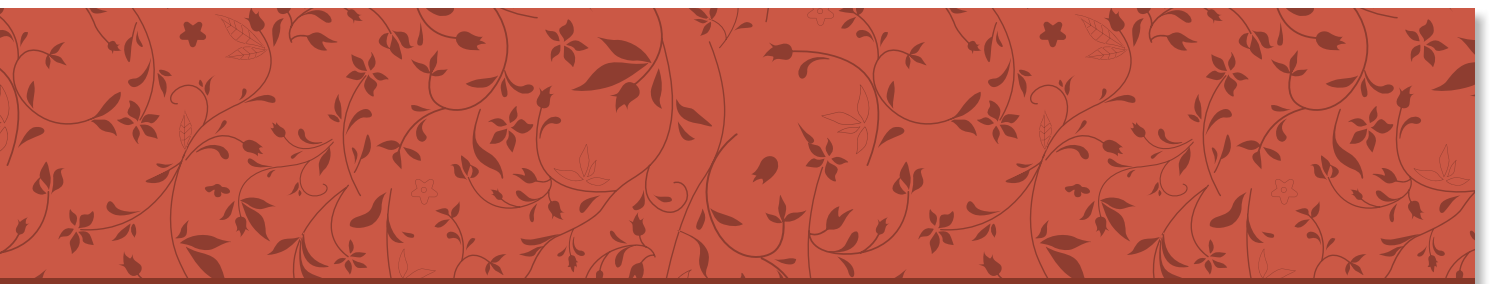
An annual review on performance of Internal Audit is sent to the Department of Expenditure, Controller General of Accounts and the Secretary (Tourism).



# COMMONWEALTH GAMES DELHI - 2010









## COMMONWEALTH GAMES, DELHI – 2010



**18.1** The Commonwealth Games during 2006 in Melbourne had attracted 90,000 visitors and it was expected that around 1,00,000 domestic and foreign visitors/tourists would come to Delhi for the Commonwealth Games 2010 (CWG 2010) for which, an estimated 40,000 rooms would be required in the National Capital Region of Delhi. Further, a study conducted by the Indian Institute of Tourism & Travel Management (IITTM), Gwalior also confirmed that the average number of hotel rooms required per day for the foreign and domestic tourists would be 40,190.

There were about 10,161 rooms in the star category hotels in the National Capital Region (NCR) of Delhi and therefore it was estimated that an additional 30,000 hotel rooms would be required in the NCR to cater to the requirements of the visitors during the Commonwealth Games. Accordingly, Ministry of Tourism monitored the progress of hotel projects of the various Land Owning Agencies for creation of additional hotel accommodation in NCR of Delhi for the Commonwealth Games – 2010.

A Task Force was constituted in Ministry of Tourism, under the chairmanship of Secretary

(Tourism) for monitoring the progress in the NCR region for creation of additional hotel accommodation for the Games. A total of 35 meetings of the Task Force were conducted. Honourable Tourism Minister also reviewed the position by chairing three such meetings. The last meeting of the Task Force was held on 15.09.2010 with the following room position:

1. Availability of additional 9,099 new hotel rooms in the Delhi NCR Region.
2. 1,287 housing flats of the Delhi Development Authority (DDA) under various categories at Vasant Kunj.
3. With a view to augment additional alternative accommodation, the Ministry of Tourism had launched the “Incredible India Bed and Breakfast / Homestay Scheme” all over the country, around 2,199 “Incredible India Bed and Breakfast / Homestay” units were ready and available during the Games.
4. 11,412 rooms from Licensed Guest Houses in NCT of Delhi.
5. As an alternative source, 50 units each of ‘Tented Accommodation’ were provided for the Games at Surajkund and Dhundahera in Haryana.

There was no report of shortage of rooms for visitors during the Commonwealth Games.

Further, with a view to upgrade the standards and soft skills of service providers, under its scheme of Capacity Building for Service Providers, Ministry of Tourism trained 962 Guest House Owners and 1,472 staff of licensed Guest Houses in Delhi through the Institute of Hotel Management, Pusa, New Delhi.

## COMMONWEALTH GAMES, DELHI – 2010

Ministry of Tourism provided financial assistance for training of service providers like Tourist Taxi Drivers, Auto Drivers and Immigration personnel in Delhi, NCR region and Agra for making them tourist friendly and hospitable. A total of 2,200 taxi/coach drivers were trained in Haryana Institute of Public Administration, and 277 immigration personnel were trained by Indian Institute of Tourism & Travel Management (IITTM), Gwalior.

The Ministry had provided services of students of Institutes of Hotel Managements (IHMs), Indian Institute of Tourism and Travel Management (IITTM) and also trained Graduate/Graduating youths under its “Earn While You Learn” scheme for the volunteer programme of the Organizing

Committee. About 3,800 volunteers were provided for CWG 2010.

With a view to encourage the growth of additional hotel rooms for the Games, the Ministry of Finance had announced a Five Year Tax Holiday for 2, 3 and 4 star category hotels which would become operational by 31.03.2010 in NCT Delhi and some adjoining districts of Delhi in the NCR. Delhi Development Authority (DDA) / Ministry of Urban Development had also announced the increase in Floor Area Ratio (FAR) from 150 to 225 for hotels in Delhi, excluding the hotels falling in the Lutyens Bungalow Zone.





## COMMONWEALTH GAMES, DELHI – 2010

Ministry of Tourism had undertaken major overseas promotional campaigns in the key commonwealth markets to attract more visitors during and after the Games. Road shows coinciding with the Queens Baton Relay were organized in the cities of Johannesburg, Toronto, Sydney, Melbourne, Auckland, Singapore, Kuala Lumpur and Colombo.

**18.2** For CWG 2010, no additional funds were specifically allocated to Ministry of Tourism for development of tourism infrastructure. Projects were sanctioned in Delhi under the existing

schemes of Ministry of Tourism. Considering the importance of showcasing our rich culture and heritage at the time of CWG 2010, it was decided that as a one time exception, the Ministry will support a fair/festival/event that may be organized by each State and UT coinciding with the CWG 2010. Some of the projects taken up by the State Governments in view of CWG 2010 are given in the following statement.



## COMMONWEALTH GAMES, DELHI – 2010

(₹ in lakh)

Sl. No.	Name of the Scheme	Name of the Project	Amount Sanctioned
<b>Delhi</b>			
<b>2009-10</b>			
1	PIDDC	Multilevel Parking in Karol Bagh	500.00
2	PIDDC	Multilevel Parking In Paharganj	480.00
3	PIDDC	Construction of Urinals & installation of signage in Paharganj	180.70
4	PIDDC	Upgradation of Urinals in Karol Bagh	280.00
5	PIDDC	Illumination of 14 ASI monuments in Delhi	698.23
6	PIDDC	Signages & Rotaries in Karol Bagh area	115.00
<b>2010-11</b>			
1	PIDDC	Illumination of 3 monuments in Delhi Jantar Mantar, Delhi Gate and Wazaribad Tomb	309.75
2	PIDDC	Development of soft Adventure Park at Sanjay Lake, Delhi	451.82
<b>Fairs/Festivals during Games period - CFA released to State Governments /UTs in 2010-11</b>			
1	DPPH	Celebration of Incredible India Festivals at Baba Kharak Singh Marg, New Delhi	100.00
2	DPPH	Celebration of Deepotsav at Jaipur to Govt. of Rajasthan	50.00
3	DPPH	Organizing Shilpotsav & Cultural Programme in Agra to Govt. of Uttar Pradesh	50.00

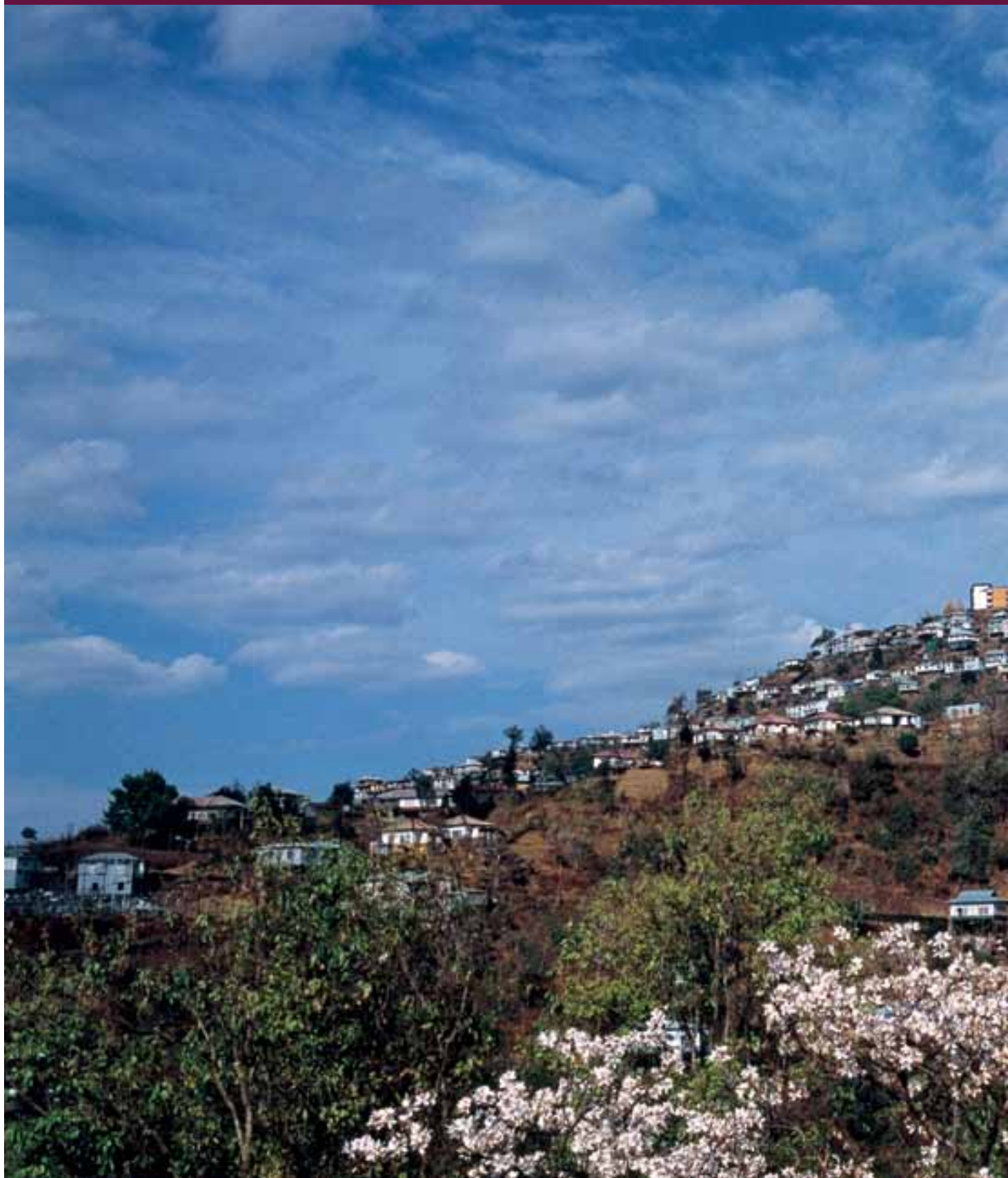
PIDDC : Product/ Infrastructure Development for Destinations and Circuits.

DPPH : Domestic Promotion and Publicity including Hospitality

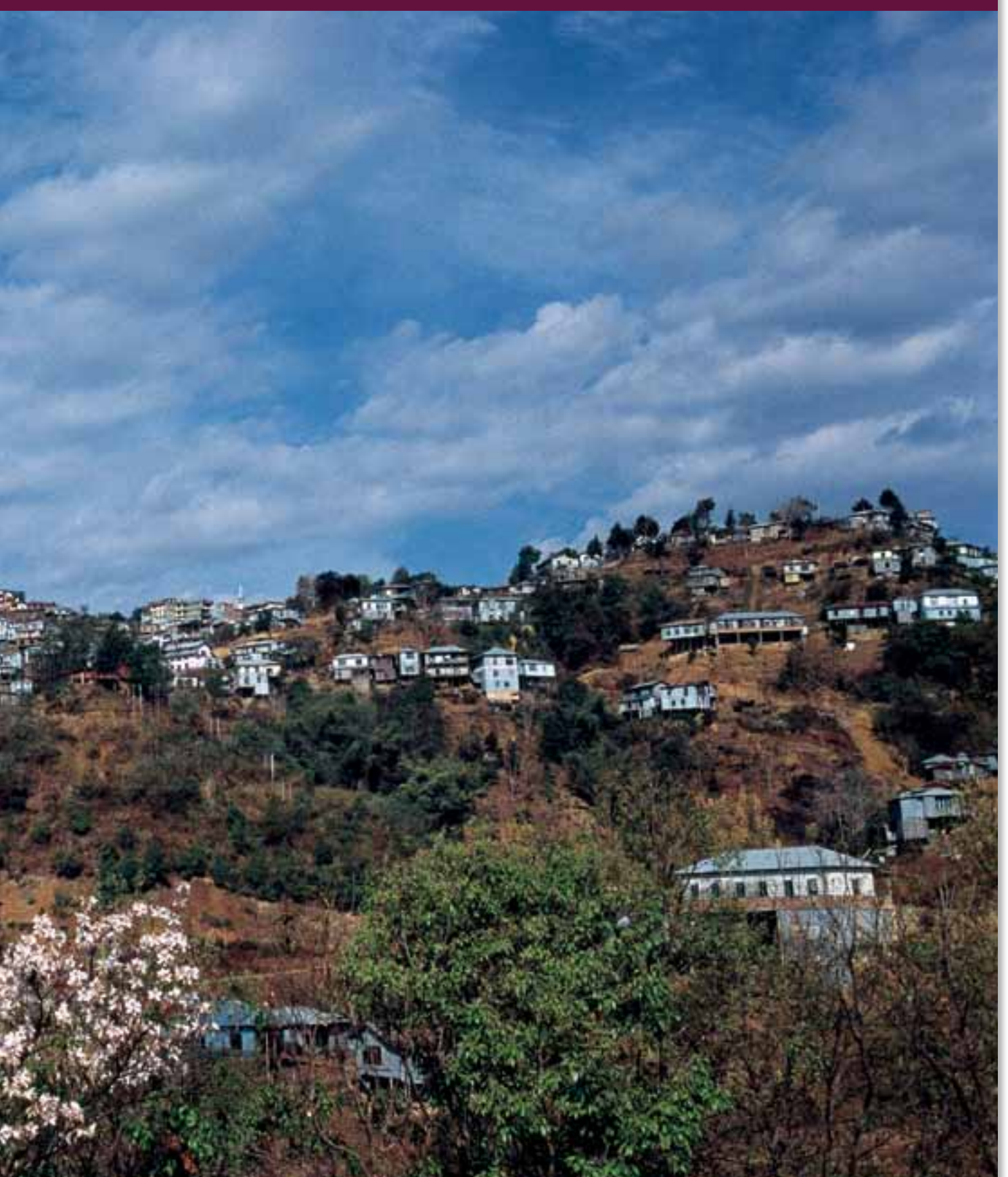




# AN OVERVIEW OF NORTH EASTERN REGION









## AN OVERVIEW OF NORTH EASTERN REGION



**19.1** North East Region of India comprises of 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 rich natural beauty, serenity and exotic flora and fauna of the area offers 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.

For the development and promotion of North East Region, 10% of the plan allocation of the Ministry has been earmarked. An amount of ₹105.00 crore has been earmarked in B.E. 2010-11 for the region. The financial assistance being given to North East States includes assistance for development of tourist Infrastructure, promotion of fairs/festivals and tourism related events in the region, Information

## AN OVERVIEW OF NORTH EASTERN REGION

technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing, etc.

In order to develop and promote tourism in the region, Ministry of Tourism has taken the following steps:-

### 19.2 Infrastructure and Other Projects

In 2010-11, an amount of ₹ 175.43 crore has been released for development of infrastructure under the Product/Infrastructure Development of Destinations/Circuits Scheme of the Ministry of Tourism(as on 31.12.2010).

A mega project named “INA Memorial Complex at Moirang”, Manipur has been sanctioned for ₹ 12.39 crore.

In order to promote Meetings, Incentives Conventions and Exhibitions(MICE), Ministry of Tourism has decided to consider proposals for grant of financial assistance upto ₹5.00 crore for construction of one Convention Centre in each State/UT under the scheme of Product/ Infrastructure development for destinations and circuits.

In the current financial year i.e 2010-11 Govt. of Arunachal Pradesh has been granted Central Financial Assistance to the tune of ₹3.33 crore for construction of Convention Centre at Mechuka.

### 19.3 Rural Tourism

The Rural Tourism Scheme of the Ministry of Tourism aims at improving the rural economy by promoting traditional rural art, craft textile, culture etc. based livelihood through tourism process. The Ministry gives Central Financial Assistance for creating infrastructure and for human resource development in rural areas for developing sustainable tourism in



the form of rural tourism projects. In 2010-11, an amount of ₹3.46 crore has been sanctioned for Rural Tourism projects to different States of the North Eastern Region.

### 19.4 Participation in International Travel Fairs and Exhibitions

Free space is provided to North Eastern States in the India Pavilion at SATTE and at important international travel fairs and exhibitions such as ITB Berlin, WTM London etc. This is given on complimentary basis so that the States can showcase and promote their tourism products in the international markets.

### 19.5 Marketing Development Scheme

Under the scheme, the Tour Operators of North East Region, which are approved by the State Government, will also be eligible for assistance for trips overseas for promoting India for participating in international travel trade fairs or for sales promotion.

### 19.6 Hospitality to Foreign Media/ Travel Trade Personnel

Familiarization tours are being arranged



## AN OVERVIEW OF NORTH EASTERN REGION



by Ministry of Tourism for Travel and Media representatives from Overseas to the States in the North Eastern Region on a regular basis under the Hospitality Scheme of the Ministry so as to promote the Region.

In the current financial year, i.e. 2010-11, nine familiarization tours were organized for 25 guests, as on 31.12.2010 comprising of prominent tour operators and media personalities who visited various destinations/locations in the States of North East Region.

### 19.7 Publicity

In order to give wide publicity to the tourist attractions of the North East Region, the Ministry has produced a series of collaterals including

brochures and posters. A compendium on North East as a whole and a set of six display scrolls on the individual state of North East have been produced. A logo and brand line for the North East titled “India’s North East-Paradise Unexplored” has been devised for the North East Region. CD of the brochure and a high resolution image CD on the Region have been produced. Films and commercials on North East and a film on Eastern Himalayas have also been produced. A booklet on the legends and folklores of North-East of India has been produced by the India Today Group supported by Ministry of Tourism. In 2009-10, Ministry of Tourism has also produced a new 60 seconds TV commercial which was aired on various TV channels to promote North East of India in the Domestic Market. During the current financial

## AN OVERVIEW OF NORTH EASTERN REGION



year, a Television Campaign promoting the North East Region has been launched on leading television channels in the country in December 2010.

### 19.8 IHMs/FCIs

Ministry of Tourism provides financial assistance for setting up of Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI) in the state. As per the recent decision of Council of Ministers, the scheme's scope has been broad-based to cover the funding of infrastructure creation in vocational schools, polytechnics/ITIs, Universities, etc for starting courses in Tourism and Hospitality sector.



# IMPORTANT AUDIT OBSERVATIONS









## IMPORTANT AUDIT OBSERVATIONS

### 20.1 Non-observance of Financial Propriety

Deliberate circumvention of canons of financial propriety and the expenditure incurred or committed resulted in unsanctioned expenditure of ₹ 5.59 crore in Government of India Tourism Office, New York. The propriety of the expenditure also becomes suspect in the absence of adequate documentation and control.

(Report No. 9 of 2010-11)





## IMPORTANT AUDIT OBSERVATIONS





# ANNEXURES









## ANNEXURE-I

### SENIOR OFFICERS OF THE MINISTRY

#### Secretary

- Shri R.H. Khwaja,  
Secretary to the Government of India  
and Director General (Tourism)

#### Additional Secretaries

- Shri Sanjay Kothari
- Ms. Dipali Khanna  
Additional Secretary and Financial Advisor

#### Joint Secretaries and equivalent

- Shri Anand Kumar  
Joint Secretary
- Dr R.N. Pandey  
Additional Director General
- Shri Devesh Chaturvedi  
Additional Director General
- Shri Ajay Kumar Gupta  
Additional Director General
- Ms Urvashi Sadhwani  
Economic Advisor



## **SURVEYS/ STUDIES ETC. COMPLETED/ COMMISSIONED DURING 2009-10 AND 2010-11**

### **I. Surveys/ Studies/ Detailed Project Reports (DPRs) completed during the year 2010-11 (as on 15.12.2010)**

#### **(a) Survey/ Studies**

1. Study on Problems and prospects of Accessible Tourism in India.
2. Study to analyze the factors responsible for slow-down in tourism sector in India.
3. Study to ascertain the Infrastructure Gaps in tourism sector at 5 identified tourist destinations/ circuits /locations based on the perceptions of tourists.
4. Tourism development plan for the States of Arunachal Pradesh.
5. Tourism development plan for the States of Meghalaya.
6. Tourism Survey for the State of Andhra Pradesh.
7. Tourism Survey for the State of Delhi.
8. Tourism Survey for the State of Jharkhand.
9. Tourism Survey for the State of Maharashtra.
10. Tourism Survey for the State of Punjab.

#### **(b) Detailed Project Reports (DPRs)**

1. DPR for development of Puducherry as a Mega Tourist Circuit.
2. Destination Development of Chabimura in Tripura.
3. Destination Development of Tirthaukh in Tripura.

4. Circuit Development of Amarpur-Udaipur-Pilak-Trishna-Melagarh in Tripura.
5. Circuit Development of Ambassa – Gandacherra -Amarpur- Udaipur-Santibazar in Tripura.
6. Rural Tourism at Santi Kalibari, Jirania in Tripura.
7. Rural Tourism at Tui Sitapuri Tourist complex, Kanchanpur in Tripura.
8. DPR for Rural Tourism at Boxanagar under Sonamura Sub-Division in Tripura.
9. DPR for Rural Tourism at Manu Valley under Kailashahar Sub-Division in Tripura.
10. DPR for Rural Tourism at Sania Reang Para under Kamalpur Sub-Division in Tripura.
11. DPR for destination of Vangmun under Jampui Hills in Tripura.

### **II. Surveys/ Studies/DPRs taken up during 2010-11**

#### **(a) Surveys/Studies**

1. Study on Problems & Challenges faced by Medical Tourist Visiting India.
2. Study on Tourism in Overseas Markets of Australia & New Zealand, UAE and UK.
3. Study to assess the requirement of skilled manpower specific to hospitality and travel trade sector.
4. Study to evaluate the scheme of Visa on Arrival.
5. Study to evaluate the effectiveness of financial incentives for hotel sector.
6. Tourism Surveys for the State of Chhattisgarh



## ANNEXURE-II

7. Tourism Surveys for the State of Haryana
8. Tourism Surveys for the State of Himachal Pradesh,
9. Tourism Surveys for the State of Madhya Pradesh
10. Tourism Surveys for the State of Sikkim.
11. Study to Evaluate the Effectiveness of "Visit India 2009" Scheme.
12. Study to Evaluate the Scheme of Social Awareness Campaign with theme "Good Behavior towards Tourists".
13. Study of demand and supply employment generation in Tourism sector and Human Resources Development in Odisha.
14. Study on investment opportunities in Tourism Sector like Hotels, Boating activities, Development of Adventure Tourism in Odisha.
15. Tourism enterprise survey in Bodhgaya, Rajgir and Nalanda in Bihar
16. A study on Preparation of Pre-qualification standards for the member Hospitals in Hyderabad for Medical Tourism Society in Andhra Pradesh.
7. DPR for South Eastern Tourist Complex Development in Mizoram.
8. DPR for Rural Tourism Development 7 projects in Mizoram.
9. DPR for construction of heliport at Champhai in Mizoram.
10. DPR for Development of Panch Prayag-Srinagar (Kalimath) Tourism Circuit in Uttarakhand.
11. DPR for Development of Back Waters of Tehri Lake as destinations in Uttarakhand.
12. DPR for Development of Almora as destination in Uttarakhand.
13. DPR for Development of Purola-Netwar-Harkidun Circuit in Uttarakhand.

### (b) Detailed Project Reports (DPRs)

1. DPR for Tourism Destination at Mukutmanipur, Bankura Distt. in West Bengal.
2. DPR for Tourism Destination Development at Maithon, Bardhaman Distt. in West Bengal.
3. DPR for Tourism Circuit Development at Malda-Gour, Malda Distt. in West Bengal.
4. DPR for Tourism Destination at 24-Parganas (North) in West Bengal.
5. DPR for Aizawl City Destination in Mizoram.
6. DPR for Serlui 'B' lake Destination in Mizoram.



## INDIA TOURISM OFFICES IN INDIA

### Regional Offices

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

### Other Offices

1. Patna
2. Jaipur
3. Bengaluru

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





## ANNEXURE-IV

### INDIA TOURISM OFFICES ABROAD

Sl. No.	Operation/Station	Countries Covered
	<b>AMERICA</b>	
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
	<b>U.K.</b>	
4.	London	UK, Ireland and Iceland
	<b>EUROPE</b>	
5.	Frankfurt	Germany, Poland, Czech Republic, Slovakia, Austria, Romania, Bulgaria, CIS countries, Israel
6.	Paris	France, Switzerland, Spain, Portugal
7.	Amsterdam	Netherlands, Luxembourg, Belgium, Scandinavian countries.
8.	Milan	Italy, Greece, Malta
	<b>WEST ASIA</b>	
9.	Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
10.	Johannesburg	South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar
	<b>AUSTRALASIA</b>	
11.	Sydney	Australia, New Zealand, Fiji and The Pacific
12.	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam
	<b>EAST ASIA</b>	
13.	Tokyo	Japan, South & North Korea, The Philippines
14.	Beijing	Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau