

ESTIMATES COMMITTEE

THIRTY-FOURTH REPORT

(1956-57)

MINISTRY OF TRANSPORT

TOURISM



**LOK SABHA SECRETARIAT
NEW DELHI**

October, 1956

CORRIGENDA

THIRTY-FOURTH REPORT OF THE ESTIMATES COMMITTEE ON THE MINISTRY OF TRANSPORT - TOURISM.

Contents Page (i), Chapter III - Tourist Publicity - *read '13-21' for '13-17'.*

Contents Page (i), Chapter III - B. Tourist Literature - *read '13-17' for '13-33'.*

Contents Page (ii), Chapter VI - Promotion of Tourism - *read '34-51' for '34'.*

Contents Page (ii), Chapter VI - F. Development of Home Tourism - *read '44-51' for '44-49'.*

Contents Page (iii), Chapter VII - Miscellaneous - *read '52-63' for '51-52'.*

Page 6, Para 13, Lines 8-9, *delete 'or a corporation'.*

Page 9, Para 27, Line 3, *read 'an' for 'in'.*

Page 14, Para 43(b), Line 3, *read 'proceeds' for 'proceed'.*

Page 27, Para 93, Line 7, *read 'Hotel and Restaurant/Associations' for 'Hotels and Restaurants Association'.*

Page 32, Para 110, Line 8, *read 'hope' for 'hoped'.*

Page 36, Para 124, Line 4, *read 'has been established by the Government of' for 'is established by'.*

Page 44, Para 158, Line 5, *read 'recommend' for 'recommended'.*

Page 44, Para 159, Line 8, *add '...' after 'taken' and read 'Feasibility' for 'feasibility'.*

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INTRODUCTION

1. the Chairman, Estimates Committee, having been authorised by the Committee to submit the Report on their behalf, present this thirty-fourth Report on the Ministry of Transport on the subject 'Tourism'.

2. The Committee wish to express their thanks to the Secretary and other Officers of the Ministry of Transport for placing before them the material and information that they wanted in connection with the examination of the estimates. They also wish to express their thanks to the representatives of the Federation of Hotel & Restaurant Associations of India, Delhi, the Automobile Association of Upper India, New Delhi, the Delhi Caterers' Association, Delhi, Messrs. Mercury Travels, New Delhi, Messrs. Trade Wings Ltd., Bombay, Calcutta and Delhi, and Shri R. N. Aggarwal and Shrimati Tara Ali Baig, Chairman and Member respectively of the Regional Tourist Traffic Advisory Committee, Delhi for giving their evidence and making valuable suggestions to the Committee.

BALVANTRAY G. MEHTA,
Chairman,
Estimates Committee.

NEW DELHI;
The 25th October, 1956.

MEMBERS OF THE ESTIMATES COMMITTEE 1956-57

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2. Shri B. S. Murthy
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SECRETARIAT

Shri S. L. Shakhder—*Joint Secretary.*

Shri H. N. Trivedi—*Deputy Secretary*

Shri R. P. Kaushik—*Under Secretary.*

* Resigned on 20th Nov., 1956

** Died on 6th October, 1956.

TOURISM

I. INTRODUCTION

A. INTRODUCTORY

Travel has been and continues to be one of the important means of social inter-course between the nations of the world. Throughout the ages, men have always had a great urge to see and to learn the customs and manners of other countries. Thus travel has been aptly called the best part of one's education and the world would have been poorer today but for the records and impressions of travels and journeys undertaken by great travellers in the past, like Marco Polo, Hieun Tsang, Fa Hien and Bernier etc. With the modern advances in technology and development of faster and safer means of communication, the urge to travel and to see the distant lands is now receiving greater and greater scope for satisfaction, and tourism is now regarded as one of the important industries in many countries.

2. Modern Tourism has considerable cultural, political and economic significance. Visits to foreign countries enable the people of one nation to know the ways of living of the people of other nations. First hand acquaintance made with the architecture, history, geography and social customs often result in the wrong impressions and unfounded prejudices being gradually broken down by such visits. An individual, instead of merely boasting about his national heritage begins to think in terms of a common human heritage, which promotes goodwill and amity between nation and nation. After the Second World War, practically all the countries in the East and West have entered an era of gigantic reconstruction. A personal glimpse of the modern monuments of human endeavour, whether they are the River Valley Projects, the Locomotive Factories, the Steel Plants or the Model Villages, enables the foreign visitors to assess and appreciate the efforts of the people and to estimate directly without coloured glasses the degree to which a country has succeeded in meeting the dreams and aspirations of the common man.

3. From the economic point of view also, tourist traffic is an important source of earning foreign exchange.

4. The figures of tourists' expenditure based on foreign exchange earnings on travel account as extracted by the Reserve Bank from unclassified receipts, during the last five years are as under:

<i>Year.</i>	<i>Rs. in crores.</i>
1951	7.7
1952	9.8
1953	7.1
1954	8.4
1955	10.1

These constitute approximately one percent of the export traffic of the country.

B. DEFINITION OF 'TOURIST'

5. In 1937 the League of Nations with the concurrence of member countries defined the 'Tourist' as one who goes to another country for pleasure or business or for reasons of health, etc. This definition was confirmed by the United Nations in 1945 and it was stated that the 'Tourist' was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose. The definition accepted by the Government of India is that a 'Tourist' is a foreigner who comes to India for reasons of pleasure or sight-seeing or in a representative capacity to attend a conference of an international character. The period assigned by the Government of India is: 'more than 24 hours and less than 3 months'.

C. SARGENT COMMITTEE

6. The first conscious and organised effort to promote tourism in India was made only recently in 1945, when a Committee was set up by the Government of India under the Chairmanship of Sir John Sargent with the following terms of reference:—

- (i) After reviewing the nature and extent of tourist (and pilgrim) traffic in India both from within the country and from overseas which existed before the war to examine what scope there is for increasing such traffic or for developing other like traffic during the post-war period.
- (ii) To suggest ways and means of creating, both within India and Overseas, the desire for touring including visits to holiday resorts, good climate stations, scenic places, places of pilgrimage, of historical, and of archaeological interest, etc. in India.
- (iii) To suggest what facilities should be provided at places to be developed and advertised [See (ii) above] for: (a) Indian Visitors; and (b) Foreign Visitors. The facilities to be considered should include means of travel from nearest Railway station, residential accommodation, supply of literature and guide books, provision of authorised guides etc.
- (iv) To recommend what action should be taken for providing the necessary facilities by (a) Indian States and/or Local Governments; (b) Various departments of Central Government.
- (v) To deal with other aspects of tourist traffic not covered by above terms of reference.

7. The Sargent Committee submitted their interim report in October, 1946. They were unanimously of the opinion that it was in the interest of India to encourage and develop tourist traffic by all possible means. They rightly felt that successful steps in the promotion of tourism would result in a substantial addition, both direct and indirect, to India's revenues and that, if properly organised, every

aspect of business could benefit greatly by an influx of tourists. They opined that cottage industries would particularly thrive provided their marketing was properly organised. Appendix I shows the main recommendations of the Sargent Committee and the action taken thereon by the Government of India.)

D. INCREASE IN TOURIST TRAFFIC DURING RECENT YEARS

8. The number of foreign tourists who visited India during the last five years (1951 to 1955) is given below:

1951	20,000
1952	25,448
1953	28,060
1954	39,333
1955	43,645

9. From these figures, it will be seen that the tourist traffic has more than doubled during the last five years. This is due to several reasons, the more important being:

- (a) better means of communication, specially air travel;
- (b) the economic rehabilitation of the various countries after the Second World War;
- (c) growing interest in India by foreign countries; and
- (d) greater publicity and better facilities to foreign tourists, partly due to the efforts of the Tourist Division of the Ministry of Transport. Appendix II gives the breakdown of the above figures nationality-wise.

II. ORGANISATION AND FUNCTIONS OF THE TOURIST DIVISION

A. INTRODUCTORY

10. The first step was taken by the Government of India towards promotion of tourism in 1948 when the Ministry of Transport constituted an *ad hoc* Tourist Traffic Committee consisting of representatives of the Ministries concerned and of tourist, transport and hotel industries. As a result of the recommendations made by the Sargent Committee, a separate Tourist Traffic Branch was created in the Ministry of Transport in 1949. Soon, Regional Tourist Offices were established at the four major points of entry, namely: Bombay, Calcutta, Delhi and Madras. The first office overseas was opened in New York in 1952. Tourist Offices were opened in San Francisco in March, 1955 and in London in July, 1955.

B. ORGANISATIONAL SET-UP

11. Appendix III shows the set-up of the Tourist Organisation in the Ministry of Transport including its sub-offices both in India and abroad. Appendix IV shows the actual expenditure incurred on the development and promotion of tourist traffic and also on running of tourist offices since 1950-51 to 1955-56.

C. DUTIES OF THE TOURIST TRAFFIC DIVISION

12. (a) The duties performed in the main Secretariat are described below:—

(i) *Tourist Traffic Section*

1. Development of Tourist Traffic both internal and external.
2. All legislative matters relating to tourism.
3. Five Year Plans.
4. Meetings of the Central Tourist Traffic Advisory Committee and Regional Tourist Traffic Advisory Committee.
5. Recognition of Travel Agencies.
6. Hotels, Dak Bungalows and Rest Houses.
7. Passports, Visas, Tourist Introduction Cards, Registration, Customs and Health Formalities.
8. Shikar Agents.
9. Buddha Jayanti.
10. Monthly reports from subordinate offices.
11. Tourist Traffic Statistics.

12. All miscellaneous questions relating to Tourism.
13. Tourist Traffic to Kashmir.
14. International conferences on tourism and all references relating to U.N.O. and its agencies and all other foreign references.
15. Improvement in train timings and provision of retiring room facilities, taxis and road connections etc.
16. Supply of material for inclusion in reports, e.g., annual reports of Ministry and President's address etc.
17. Conducted Tours.
18. Establishment of tourist bureaux.
19. Development of tourist centres.
20. Periodical returns.
21. Training of Guides.

(ii) *Tourist Administration Section*

1. Administration work relating to the Tourist Offices.
2. Appointments in Tourist Offices.
3. Budget work of the Traffic Organisation.
4. Delegation of financial and other powers to tourist officers.
5. Opening of new Tourist Offices in India and abroad.
6. Reports and returns to be received from Tourist Officers.
7. Periodical inspection of Tourist Offices.

(iii) *Tourist Publicity Section*

1. Preparation of tourist literature such as Guide Books etc.
2. Issue of Advertisements, Articles, Newsletters bearing on tourist traffic and travel magazine.
3. Participation in Exhibitions, Fairs etc.

(iv) *Distribution Section*

Distribution of the Tourist Publicity material in India and abroad.

13. The Tourist Traffic Division of the Ministry of Transport started from scratch in the year 1949-50. With increase in its activities, this Division expanded considerably and during the year 1955-56, the Headquarter establishment was increased from one branch to four branches and is at present functioning under one Deputy Secretary and two Under Secretaries. The Committee understand that a proposal for the creation of a Directorate-General of Tourism is now under consideration. While appreciating the good work that has been done by the Tourist Traffic Division for the promotion of Tourism, the Committee are definitely of the opinion that there is no adequate justification for the creation of a Directorate-General of Tourism. One reason advanced in favour of setting up a Directorate-General of Tourism was that, at present, the policy making

and executive functions are combined in the existing staff of the Tourist Division of the Secretariat and that these should be separated. While in general, this is a good principle to serve as a guide, in the case of tourism, the Committee do not consider it of vital importance for the simple reason that the subject of tourism has not yet developed to such an extent as to require an immediate separation of these two functions. Moreover, this point of separation of policy making and executive functions will be adequately met when a Board or a Corporation is set up for tourism on the lines indicated by the Committee in the last chapter.

14. While on the subject, the Committee observe that there is a post of Distribution Officer attached to the main Secretariat of the Ministry, in the scale of Rs. 530-30-800. In justification of this post, the representative of the Ministry informed the Committee that 6 to 7 million pieces of tourist literature brought out in all the principal languages, viz., English, French, German etc. are to be distributed to 30 to 40 countries. As the problem of distribution was enormous, a Branch was created in the main Secretariat to take over the entire distribution work a year and half ago. The Ministry of Transport has drawn up a mailing list of nearly 4,200 parties throughout the world to whom literature has to be distributed. The Distribution Branch also distributes Films, models in Plaster of Paris, Ivory, etc. received through the Ministry of Information and Broadcasting. The Branch has got a number of clerks and a carpenter and 7 to 8 packers recruited on a weekly basis.

15. The Committee were informed that the post of the Distribution Officer was advertised by the U.P.S.C. but somehow no candidate was selected. Therefore, one of the existing Assistant Regional Tourist Officers who was considered very suitable for this kind of job was appointed with additional allowance of Rs. 75 per month. The Ministry proposed to go back to the U.P.S.C. for re-advertising the post or to persuade them to accept the present officer.

16. The Committee are not convinced that the duties involved in the matter of distribution of the material are so onerous as to justify the creation or continuance of the post of the Distribution Officer in the present scale. The Committee understand that the distribution of publicity material in the Press Information Bureau of the Ministry of Information and Broadcasting is being managed by a Section Officer Grade III. The Committee recommend that the present post of the Distribution Officer should be downgraded and entrusted to a Section Officer Grade III in the scale of pay of Rs. 275 (325)—25—500. The Committee consider it a waste of talent to utilise an A.R.T.O. for this work.

17. The main duties performed by each of the Regional Tourist Officers in India are as under:—

- (i) To keep in touch with the State Governments, the local tourist agencies, the railway authorities, airlines, shipping agencies and hotels etc. in regard to travel trade of the region.

- (ii) To make suggestions for the improvement of tourist traffic facilities in the region.
- (iii) To offer information pertaining to tourist centres, prepare tourist itineraries when requested, and in general answer any question on India that the tourist is interested in.
- (iv) To assist the Ministry of Transport in the preparation and distribution of publicity material *i.e.* to furnish factual data on transport, communication, accommodation, sight-seeing etc. for inclusion in the publicity material. (A regular mailing list is maintained by the Regional Tourist Offices covering travel trade, cultural institutions, schools, colleges, commercial houses etc.).
- (v) To sell tourist literature supplied by the Ministry of Transport and State Governments and Director, Publications Division, Information and Broadcasting Ministry.
- (vi) To issue Kashmir permits and cards to foreign tourists holding tourist visas and tourist introduction cards and to distribute embarkation and disembarkation cards to the Airlines, Travel Agents and Security Control for observance of frontier formalities.
- (vii) To attend to the complaints of tourists and travel trade regarding lack of amenities and to bring the same to the notice of the Ministry of Transport and local authorities.
- (viii) To maintain records and statistics of tourists who visit the office and of the assistance given to the tourists.

18. The main duties performed by the Information Offices in India are as under:

- 1. To survey tourist resources in the region and maintain an up-to-date record of available facilities.
- 2. To organize tourist promotional activities.
- 3. To attend to all enquiries regarding tourist amenities and tourist attractions, which may be made at the Tourist Information Office whether personally or by correspondence.
- 4. The officer may also be required occasionally, to receive parties of tourists at aerodromes and railway stations and assist them in getting the facilities required by them.
- 5. To keep close liaison with the travel trade and the local authorities.

19. The duties performed by the Tourist Offices abroad are more or less similar to those performed by the Regional Offices in India, with this difference that whereas the Regional Offices in India mainly assist the foreign tourists who have arrived in India, the tourist offices abroad furnish preliminary information to the would-be tourists who intend to visit India. Their duties include publicity and public relations, sales promotion and reporting to the Tourist Division of the Ministry of Transport about trends in the tourist travel abroad.

D. NUMBER AND STRENGTH OF TOURIST OFFICES IN INDIA

20. The regional tourist offices are functioning at four places viz., Delhi, Calcutta, Bombay and Madras. In addition, there are nine information offices at Simla, Agra, Banaras, Jaipur, Aurangabad, Darjeeling, Bhuvaneshwar, Bangalore and Ootacamund. The regional offices in India started with one Regional Officer, one Assistant Regional Officer, one Receptionist, two clerks and 2 peons and the Information Offices in other towns like Agra, Banaras, Jaipur consisted of one Class II Information Officer, one Clerk (Lower Division) and one peon. The staff composition of the foreign offices to start with, was the same as that of the regional offices. As the volume of work and scope of activities have increased gradually, the following staff have been added to various offices:

Regional Offices

- (i) Receptionists to work at airports and for out-door duties;
- (ii) Superintendent or Accountant; and
- (iii) One or two extra clerks etc.

Information Offices

21. In some of the Information Offices, e.g. Agra, Aurangabad, Banaras, where the volume of traffic is comparatively heavy and where the focal points at which tourists can be met are numerous, a Receptionist has been added.

22. The Committee suggest that the question whether the existing number of Regional Tourist Offices is adequate to serve the needs of the country or not should be carefully considered in consultation with the Ministry of Education, taking into account the national monuments, places of historical, cultural and religious interests and other relevant factors from the tourist point of view. The number may be suitably increased, if found necessary. The same criteria should also apply to the opening of additional information offices.

23. In regard to other Tourist Centres of comparatively less importance the State Governments should be encouraged to open tourist-bureaus for which suitable subsidies may be granted.

E. NUMBER AND STRENGTH OF THE TOURIST OFFICES ABROAD

(a) *Existing Offices*

24. The following tourist offices are functioning in foreign countries at present:

- (i) New York.
- (ii) San Francisco.
- (iii) London.
- (iv) Paris.
- (v) Colombo.

25. The Committee understand that the office at Colombo has been opened temporarily to deal with the influx of Buddhist tourists from Ceylon coming to India for the Buddha Jayanti celebrations.

(b) *Criteria observed in opening offices abroad*

26. The Committee were given to understand that the number of tourists arriving from each foreign country or group of countries and the tourist potential from that area are kept in mind while deciding the opening of a foreign tourist office. It was also stated that the position was constantly kept under review on the basis of international tourist trends and various factors which govern new developments in the tourist field. The officials of the Tourist Division and the Directors of foreign tourist offices are constantly in touch with senior Executives of well-known foreign travel agencies, international airline companies, editors of well known travel journals and travel supplements of important newspapers and with heads of tourist departments of other countries regarding these matters. The advice of the External Affairs Ministry and through them of the Indian Missions abroad is invariably taken before the final decision regarding the opening of a foreign tourist office is taken.

27. The Committee are of the opinion that the number of tourists that visited India during the past three years is the only dependable guide for deciding whether an independent Tourist Office should be opened in a foreign country. They are of the view that unless the tourist traffic figures clearly justify the opening of a separate Tourist Office, the work of disseminating tourist literature and providing factual information to the potential tourists should be entrusted to the staff attached to the Indian Embassies and Consulates.

28. The Committee understand that a Tourist Office is being opened at Sydney and Frankfurt in Australia and in West Germany respectively. The officer, who is to take charge of the office in Sydney, left India on the 10th September, 1956. To start with, the office in Australia will be functioning at Melbourne, where there will be a good number of people collecting because of the International Olympic Games. This would also facilitate wide dissemination of information about India. As regards the office at Frankfurt, the Committee understand that the matter is being pursued in consultation with the Indian

Embassy in Bonn. Efforts are being made to secure premises in Frankfurt in a suitable locality in a building which is under construction and is expected to be completed in January, 1957. The Committee are not fully satisfied about the justification for opening these two offices. As a matter of fact the figures in Appendix II indicate that Japan has a greater claim for a Tourist Office than Australia. They have, however, no objection to the opening of these two offices purely as an experimental measure for one year. The position should be reviewed after one year and unless there is a substantial increase in the number of tourists, these offices should be closed down. The Committee also suggest that one tourist office should be similarly opened as an experimental measure in Japan especially, because there is not a single office in the Far East.

F. RECRUITMENT AND POSTING OF THE STAFF IN TOURIST OFFICES

29. The Committee were given to understand that approximately 20 per cent. of the Class I and Class II posts have been lying vacant for the reason that the tourist organisation has been expanding rapidly in the last three or four years particularly and the process of recruitment has not kept pace with the increasing demand. This has been due to two factors, viz. (1) U.P.S.C. takes at least six to eight months (if not more) to make the recruitment from the date of requisition, and (2) the verification of credentials of the candidates causes considerable delays, exceeding six months. In regard to the first factor, the Committee would like to draw attention to their recommendation contained in para. 56(5) of their Ninth Report on the Administrative, Financial and other Reforms:

"As regards the recruitment of various posts, the U.P.S.C. should arrange to make recommendations within six weeks to two months from the date of receipt of the requisition in their office. The internal procedure of the U.P.S.C. should be so arranged that this timetable is followed, as far as possible in all cases. Where some kind of delay is anticipated, the U.P.S.C. should at once inform the Department concerned of the probable delay and the Department may take such action in such circumstances as it may deem necessary."

It has been represented that in view of a large number of intermediate steps involved, it would be difficult to observe the time limit of two months. In that case, the Committee suggest that the time limit of four months may be fixed up to start with, which should be rigidly adhered to.

30. In regard to the second factor, the Committee suggest that the Home Ministry should evolve a new procedure in consultation with the State Governments and the U.P.S.C. to reduce these delays to a period of two months at the most. The Committee lay stress on the elimination of these two factors, because these factors are not peculiar to the recruitments for the Tourist Division alone, but are common for recruitments to all the Ministries.

G. QUALIFICATIONS AND TRAINING TO REGIONAL TOURIST OFFICERS.

31. The Committee understand that general qualifications that are expected of the candidates for recruitment to the gazetted posts in the Tourist Offices in India and abroad are as under:—

- (i) A good knowledge of India's history, culture and heritage;
- (ii) Some capacity for developing public relations (the type of personality having capacity to develop public relations and having experience of public relations);
- (iii) In the case of the R.T.Os. some administrative experience which is not insisted upon in the case of A.R.T.O.

32. The Committee were given to understand that two months' training was being given to the Regional Tourist Officer before he or she was posted in an independent charge of a tourist office. The Committee consider this to be totally inadequate and recommend that a proper training of 6 months should be laid down for the Regional Tourist Officers as well as the Assistant Regional Tourist Officers. They also recommend that knowledge of at least one foreign language besides English should be insisted upon for all future recruitment.

33. The Committee also recommend that the staff in the tourist offices should be encouraged to learn foreign languages by offering them suitable inducements.

34. The pay scales of the Regional Tourist Officers and the Assistant Regional Tourist Officers are as under:

- (i) Regional Tourist Officer/Director, Government of India:
Tourist Office abroad—Rs. 720—40—1,000—30—1,150.
- (ii) Assistant Regional Tourist Officer/Tourist Reception and Information Officer/Assistant Director, Government of India Tourist Office abroad—Rs. 350—25—650.

35. The Committee observe that the pay scale of the Regional Tourist Officers has been fixed at a high level. The Committee were informed that whereas the officers who are taken into the Indian Administrative Service are recruited below the age of 25, the maximum age limit for the R.T.Os. is 30. The representative of the Ministry of Finance said that by the time an I.A.S. Officer will be aged 30, he would also be drawing about Rs. 800 or so. The Committee are not fully convinced with the reasoning adduced in justification for the higher start of pay for the R.T.Os., even after allowing for a margin for the difference in age of recruitment. The Committee would like to observe that the duties of the R.T.Os. are not so onerous requiring more than double the minimum of an officer in the junior cadre of the I.A.S. Suitable revision of the scale commensurate with the responsibilities appear to be necessary.

36. The Committee understand that 33 per cent. of the posts of Regional Tourist Officers have been reserved to be filled in by promotion of departmental candidates and 66 2/3 per cent. by direct

recruitment. The Committee suggest that this percentage should be raised to 50 per cent. A minimum of five years' service as an A.R.T.O. should be laid down as one of the conditions for promotion. This will serve as a good incentive to the new recruits joining service as Assistant Regional Tourist Officers.

H. POWERS OF REGIONAL TOURIST OFFICERS

37. The Committee understand that the R.T.Os. are heads of their offices and have the financial and administrative powers ordinarily vested in the heads of the Government offices and that it is proposed to enhance them so as to empower them to purchase the books, magazines, newspapers, maps, etc., to undertake local printing and to incur expenditure on items of publicity not entailing more than Rs. 100 on each item at a time. On the administrative side also the R.T.Os' powers are to be enhanced in the matter of appointment, granting of leave, making of officiating arrangements in respect of Class III staff etc.

38. The Committee understand that a list of enhanced powers which should be given to the R.T.Os. had been prepared after a great deal of discussion with the Tourist Officers and on the basis of that, draft orders have been framed. The orders have not yet been issued because some of the matters required discussion with other Ministries. The Committee suggest that in order to avoid further delay, orders can be issued on those points on which final decision has already been taken. This devolution of powers would facilitate speedier action being taken by the Tourist Officers and would avoid unnecessary correspondence between the Main Secretariat and the Regional Tourist Offices.

I. COST OF ADMINISTRATION

39. The Committee observe that the cost of establishment and publicity including other charges of the Regional Tourist Organisations both in India and abroad since 1950-51 to 1955-56 amounts to Rs. 33.97 lakhs. It would be observed that the cost of publicity amounts to Rs. 26.49 lakhs (after adding the expenditure on Tourist publicity incurred by the Ministry of Information and Broadcasting to the tune of Rs. 16.65 lakhs) as against the expenditure on establishment viz. Rs. 24.13 lakhs. The Committee were assured that as years go by, there would be greater appropriation of the expenditure on publicity than on administration. Nevertheless the Committee consider that the cost of administration has been rather on the high side, possibly due, *inter alia* to the higher scales of pay given to the R.T.Os., the exorbitant rent for the buildings occupied by the offices, etc. and recommend that steps should be taken to bring down the cost of administration in relation to the amounts spent directly for promoting tourism.

III. TOURIST PUBLICITY

A. INTRODUCTORY

40. A person who undertakes a journey to a foreign country, whether for sight-seeing, entertainment or relaxation naturally wants to get the best of the time and money to be spent by him. He would, therefore, prefer to visit those places where he is sure of getting reasonable facilities for his stay, meals and transport and where he would be reasonably sure of seeing sites really worth seeing. In order, therefore, to attract a prospective tourist it is necessary to acquaint him with the various facilities that would be available to him and a rough estimate of the cost involved in making use of those facilities. The normal information which a prospective tourist would like to have will be (i) the places worth visiting, (ii) the modes of transport available and the time involved, (iii) the places of stay, (iv) the type of food available, (v) the type of climate and the nature of clothing required, (vi) a rough estimate of expenditure and (vii) any special features of interest. It is, therefore, necessary to disseminate this information amongst the prospective tourists, if they are to be attracted to visit a particular country and particular places. Tourist publicity, therefore, assumes considerable importance in the promotion of tourism. There are two fundamental criteria to be observed for developing this kind of publicity viz., (a) the publicity should be sufficiently simple and attractive to permit of wide and easy dissemination and (b) it must bear absolute fidelity to facts, as they are.

B. TOURIST LITERATURE

(a) *Existing Agencies for Publication*

41. The Committee understand that a tourist publicity programme is prepared by the Transport Ministry and discussed each year in January-February for the next financial year at an inter-departmental meeting at which representatives of the Ministries of External Affairs, Information and Broadcasting and Finance are present. On the basis of anticipated requirements, stocks of various publications to be brought out in the next year are grouped under three priorities viz., publications which have to be brought out (i) by July of the ensuing year; (ii) by November and (iii) by the end of the next financial year.

42. Tourist literature is brought out through the agency of the Publications Division, and the Directorate of Advertising and Visual Publicity, Information and Broadcasting Ministry.

(b) *Tourist Literature: Cost of Production*

43. The following table shows the figures of expenditure incurred on the production and the earnings from the sale of tourist literature during the past five years.

(a) Cost of production of tourist publicity material brought out by the Director of Advertising and Visual Publicity (for free distribution).

Year	Cost of production
1951-52	Rs. 72,025
1952-53	Rs. 1,50,225
1953-54	Rs. 1,67,100
1954-55	Rs. 4,43,550
1955-56	Rs. 6,42,125

(b) Cost of production of tourist publicity material brought out by the Director, Publications Division and sale proceeds thereof.

Year	Cost of production	Approximate sale proceed
1951-52	Rs. 28,360	Rs. 10,548
1952-53	Rs. 45,113	Rs. 25,012
1953-54	Rs. 50,558	Rs. 13,768
1954-55	**	**
1955-56	**	**

44. The tourist literature is generally brought out under the following main heads:

1. General Guides.
2. Regional Guides.
3. City Guides.
4. Folders.
5. Inserts.
6. Posters.
7. Maps and Road Routes.
8. Picture Post Cards.

45. The details of tourist literature brought out so far and expected to be out during the financial year 1956-57 are shown in Appendix V.

46. The Committee have seen the tourists literature published on behalf of the Tourist Division. Though their standard is generally quite high, comparison with the tourist literature produced by some of the foreign countries such as the U.S.A., England, Switzerland, Italy, France etc. shows that there is still considerable scope for improvement. They would like to make three observations in this connection:

- (i) In some folders, the type used is very small, causing a strain to the readers' eyes. Such information is not likely to be widely read. This defect should be remedied.
- (ii) Some of the literature meant for foreign tourists includes information about places which a foreign tourist is not likely to visit. The Committee suggest that there should be a clear demarcation in the tourist literature meant for foreign tourists and that meant for home tourists.

**Information awaited from the Ministry.

- (iii) There is always a danger that the publicity might be over-done. That this is not an imaginary but a real danger will be borne out by the following extract taken from the Report of U.N. Fellowship Study of the Working of Official Travel Organisations of six European countries:

"Since each country is trying to do its best to 'sell' its tourist attractions and is bringing out shoals of printed publicity material, at some stage the process of mutual cancellation would start. My impression is that that process has already started and the European travel organisations are aware of it. They are further aware that a good part of the tourist literature produced goes waste, as it must, if there is so much of it cluttering the racks of travel agencies, hotels, airlines and shipping offices. This awareness has set in motion two tendencies on the part of the more intelligent travel organisations:

- (i) They are limiting expenditure on publications and are spending comparatively more on reaching the public at large and thereby the potential tourist directly through advertising, feature articles in newspapers and magazines of general interest (not travel trade journals) and the radio and film.
- (ii) The human interest is being emphasised more than the architecture of cathedrals and the scenic beauties of the countryside. The tourist is looked upon as a human being who is interested in meeting people, eating good food and amusing himself with various forms of entertainment. Hence there is more literature in the last one or two years on cuisine, wines, customs, festivals, shopping and places of entertainment and the approach is to present the day to day life of the country in as interesting a manner as possible. There is a noticeable tendency to play down the monuments, the cathedrals and the landscape of the country."

47. The Committee feel that the two tendencies referred to above need to be fostered in respect of the tourist literature produced by the Tourist Division.

(c) Publication of tourist literature by the Regional Tourist Offices.

48. The Committee understand that since it has been decided that all the Government publications should be printed by the Director, Publications Division and Directorate of Advertising and Visual Publicity which are located in Delhi, it has been found necessary to have a Central Agency (in this case the Tourist Division) to co-ordinate the production of tourist literature. This is because constant liaison with the Director, Publications Division and Directorate of Advertising and Visual Publicity has to be maintained regarding the production of tourist literature e.g., approval of text, photographs, art-work, paper etc. and frequent discussions are

necessary before the final proof goes into print. The Tourist Officers are, however, consulted about the inserts to folders which give factual information. In fact the inserts are prepared by tourist offices. Besides, by having a central agency to handle the production of tourist literature, uniformity is maintained in the general layout, quality of paper etc. of the publications.

49. Moreover, production of each publication entails a lot of preliminary work which to name but a few, is approving and proof-reading of the text, selection of photographs, discussion about and approval of the design, art-work, quality of paper to be used, layout and checking of the machine-proofs before the publication is given for final printing. The existing staff of the Regional Tourist Offices will not be able to undertake all this work in addition to their regular work. This would mean that additional staff will have to be appointed in the four Regional Tourist Offices if the work of producing tourist literature pertaining to their region is to be delegated to them. From the financial point of view, therefore, it is much more economical to centralise this work in the Tourist Division. The Regional Tourist Officers should, however, be encouraged to prepare material to be utilised by the Transport Ministry as publicity literature.

50. Some of the Regional Tourist Offices have been given duplicating machines for duplicating newsletters, itineraries, tour registers and other hand-outs of regional interest prepared by the Regional Tourist Officer for distribution. Powers are also being delegated to the Regional Tourist Officers to enable them to negotiate with the Railways, I.A.C. and Automobile Associations to bring out in co-operation with them tourist folders/brochures for which material can be supplied by the Regional Tourist Offices while the production and printing cost can be borne by the Railways/IAC/Automobile Associations. Minor hand-outs pertaining to matters of purely local interest will be prepared by Regional Tourist Officers.

51. It was pointed out by the representative of the Ministry of Transport that the centralisation of the editing, production and publishing work by the Ministry of Information and Broadcasting had resulted in heavy delays in the past. It was suggested that the work of editing, production and publishing of tourist literature should be entrusted to the Tourist Division of the Ministry of Transport. The Committee do not agree with this suggestion. They feel that such delays can be minimised by proper planning and co-ordination.

52. In this connection, the Committee would like to reproduce the following observations made by them in para 74 of their Eleventh Report on the Ministry of Information and Broadcasting:

"The Committee were given to understand that from the year 1951-52 onwards, there had been a gradual increase in the number of publications issued by other Ministries and that in fact, the Publications Division has gradually ceased to be the 'Central Publishing House' for all the Ministries of the Government. The

Committee are of the view that the existence of the Central Publishing House for the Government has many advantages, in that besides concentrating at one place the work relating to the preparation, printing and distribution of publications, it also enables the Central authorities to see that a uniform policy is adopted in publicity matters. Thus duplication is avoided, expenditure is kept to the minimum and technical advice as to the layout, presentation of matter and photographic arrangement is common and uniform. The Committee note, that it would not be possible for such a 'Central Publishing House' to produce publications on technical matters such as those relating to research journals issued by the I.C.A.R., the Council of Scientific and Industrial Research, the Forest Research Institute and such other bodies. With the exception of such technical material, the production of all other publications should, in the view of the Committee, be concentrated in the Publications Division as a 'Central Publishing House' of the Government, and that the position which has developed in recent years, of the various Ministries issuing their own publications on non-technical matters should cease."

(d) *Provision of Duplicating Machine for the Regional Tourist Office, Calcutta.*

53. During the course of their tours, the sub-Committees found that whereas the Regional Tourist Offices located in Madras and Bombay had been provided each with a Duplicating Machine for bringing out hand-outs and other publicity material, the Regional Tourist Office at Calcutta had not been provided with similar facility. The Regional Tourist Office at Delhi draws upon the Central Duplicating Section of the Ministry of Works, Housing and Supply. The Committee hope that the sanction for the purchase of the duplicating machine for the office at Calcutta would be expedited.

(e) *Non-availability of Tourist literature in the Tourist Offices.*

54. During the course of their tours the sub-Committees of the Estimates Committee found that adequate tourist literature was not stocked in the tourists offices. The Committee understand that each tourist office should submit to the Distribution Branch in the Tourist Division of the Ministry of Transport its monthly report showing the stock position so that shortages can be met, sometimes even by transfer of stocks from one office to another. The Committee understand that the tourist offices do run out of stock, particularly of publications of which the rate of consumption is very high and that it is not always possible to meet these requirements because of the overall shortage. The Committee do appreciate the difficulties in the form of the limited funds available and time lag in getting the reprint orders through. They, however, suggest that the number of publications should be kept strictly limited with a view to ensure that adequate copies of the same are always available.

C. AVAILABILITY OF ROAD MAPS OF INDIA

55. During the course of the tours of sub-Committees of the Committee it was represented that sometimes road maps of India were not available to the tourists. The Committee were informed by the Ministry that the Tourist Division, Ministry of Transport has brought out three publications which give information about road routes and contain a road map. These are "Road Routes to Bombay", "Road Routes to Calcutta" and "Road Routes to Madras". A similar booklet entitled "Road Routes to Delhi" is under preparation. Besides, the above booklets, the Tourist Division has also printed two regional maps viz., map of the Central Region and map of the South West Region—showing roads in these regions. Six other such road maps are under production by the Survey Department, Dehra Dun.

56. The Committee appreciate the importance of road maps and their easy availability to tourists. They, however, feel that the efforts in this direction need not be duplicated. The Committee, therefore, suggest that the issue of road maps should be entrusted entirely to the Survey Department, Dehra Dun. The Tourist Division may co-ordinate with the Survey Department and offer their suggestions regarding production of these road maps. It should also ensure that these road maps are readily available to the tourist at the Tourist Offices and through the Automobile Associations.

D. SOME SUGGESTIONS REGARDING TOURIST PUBLICITY

57. The Committee would like to make the following specific suggestions in regard to tourist publicity:

(a) *Sale of picture post cards.*

58. The Committee understand that 11 post cards in colour and 7 in black & white of tourist interest have been brought out by the Information and Broadcasting Ministry on behalf of the Transport Ministry. These are sold by the tourist offices in India and are given away free by the Indian Missions and tourist offices abroad. These are also sold by the Information and Broadcasting Ministry through its sales organisation.

59. The Committee further understand that these post cards containing pictures of important places of interest are not sold through or by the Posts and Telegraphs Department, and that generally the Post Offices in most countries do not sell such cards.

60. The number of tourist offices in India is not large. Nor has the Information and Broadcasting Ministry such a vast net-work of offices as the Posts and Telegraphs Department. In order to attract foreign tourists, the Committee consider that it would be worth-while to arrange for the sale of the post cards with stamps affixed thereon through Post Offices so as to facilitate their purchase and use by the public. To begin with, these might be made available at the General Post Offices at the capitals of the States.

(b) *Mail of India Government Offices abroad.*

61. The Committee also understand that as far as the Tourist Offices abroad are concerned the Tourist Division, Ministry of Transport has supplied them (as well as Tourist Offices in India) with a "Visit India" seal which bears the design of an elephant. This seal is pasted on all mail despatched from these offices. The Tourist Division has also supplied these offices with envelopes having line-drawings of interesting monuments, scenery, etc. for mailing tourist literature as well as separate envelopes for mailing itineraries having pictures of monuments etc. in colour.

62. The Committee consider that the "Visit India" seal might be used with advantage by the Indian Missions abroad in their mail. The Committee recommend that the question of the Indian tourists abroad using the seal in all their outgoing mail, and also sending their correspondence to foreign nationals in envelopes having drawings etc. similar to those used by the tourist offices may be taken up with the Ministry of External Affairs.

(c) *Tourist literature in Indian languages.*

63. Complaints have been heard that the tourist literature brought out in the different languages in the country reads more as translation from the English language than as original contribution in the respective languages. The Committee were informed that about two years ago, the Ministry of Transport decided to bring out some tourist literature in Indian languages also, to begin with in Hindi and then to follow it up in five other important languages like Bengali, Marathi, Gujerati, Tamil and Telugu. The Publications Division of the Ministry of Information and Broadcasting brings out the literature. The Committee suggest that the above criticism should be borne in mind while preparing the scripts for tourist literature in any of the Indian languages in future.

(d) *Information regarding picnic spots.*

64. The Committee observes that the guide books do not always highlight the picnic spots. They suggest that this should be done in future particularly in the city guides. In this connection, the Committee would also suggest that information regarding the water-falls in the country may be prominently mentioned in the tourist literature, so that the tourists may be attracted to these places also. (Water-falls of the river Cauveri near Dharmapuri and Sivasamudram Courtallam Water-falls and Jog Water-falls are some of the instances).

(e) *Information regarding present day achievements*

65. The Committee observe that in the Tourist literature produced so far, greater stress is laid on ancient monuments and places of scenic beauty than on the present day achievements such as Bhakra Nangal Dam and other River Valley Projects, Chittaranjan Locomotive Works etc. The Committee recommend that equal importance should be given to publishing literature on both the topics, whereby

it will be possible for the tourists to get interested in both. The Committee also recommend that the publications brought out by the Publications Division on the developmental schemes, projects, etc. should be displayed prominently, in the Regional Tourist Offices and at the Information Offices.

E. DOCUMENTARIES FOR TOURISTS

66. The Committee understand that so far the under-mentioned documentaries detailing the attractive fare for tourists in India have been released:

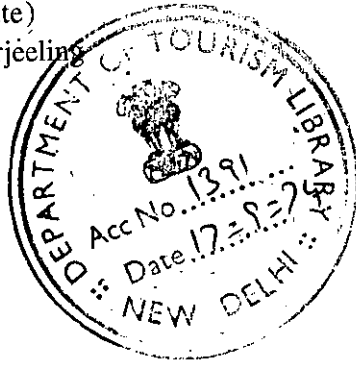
1. Kashmir
2. Delhi
3. Agra
4. Jaipur
5. Bombay
6. Madras
7. Hyderabad
8. Travancore
9. Mysore
10. Banaras
11. Kulu
12. Spiti
13. Bombay-II
14. Tiger Shikar in India
15. Kumaon Hills
16. Songs of the South
17. Heritage of India
18. Our Southern Homeland.

67. These documentaries are exhibited in foreign countries through Indian Tourist Offices and Missions.

68. The Committee also learn that the following films are under production and will be released during the current financial year:—

1. Rogue Elephant
2. Game Sanctuaries in Assam, Madhya Pradesh, and Travancore-Cochin
3. Hill Stations of South India
4. Magic of Mountains
5. Spring comes to Kashmir
6. Rajasthan
7. Agra-Fatehpur-Sikri
8. Delhi
9. Banaras

10. Mysore
11. Delhi-Bombay (Heron Route)
12. Calcutta-Bhuvaneshwar-Darjeeling
13. Konark
14. Bombay
15. Bharat Natyam
16. Calcutta
17. Folk Dances
18. Khajuraho
19. Kheda Operations
20. Darjeeling
21. Madurai
22. Tanjore
23. Girnar.



69. While the Committee are glad to note that sufficient attention is being paid to the production of an adequate number of documentaries, they recommend that these documentaries should also be widely exhibited in colleges and schools all over the country so as to encourage student tourism.

F. INTERNAL TOURIST PUBLICITY

70. The Committee are glad to learn that the Second Five Year Plan provides for a sum of Rs. 40 lakhs for internal tourist publicity. With this sum the Ministry of Transport expects to bring out tourist publicity literature in ten regional languages. The money is proposed to be given to the State Governments for producing the literature but the distribution of the material will be made from the Centre to avoid the possibility of over-lapping. The Committee suggest that in the matter of distribution of the tourist literature which is brought out in the various languages of the country, wide publicity to the fact of their being brought out in the respective languages should be given through the medium of advertisements in the regional newspapers concerned, so that the public may become aware of the existence of the publications.

71. The Committee came across a small and attractive publication called "This is Saurashtra" published by the Saurashtra Government. It is well illustrated with beautiful photographs of important monuments and places of interest and describes features of tourist interest in the State. The Committee suggest that the Tourist Division should circulate this publication to other States, and urge them to bring out similar publications for their respective States. Subsequently, the Tourist Division should arrange for the rendering of these publications in different Indian languages and their wide dissemination in different States. It should also ensure that such publications are made available in the Tourist Offices. Encouragement of Home Tourism is essentially a subject for the States and their co-operation should be obtained in securing suitable publicity for Home Tourism.

81. Those who come up to the required standard are declared successful and are granted certificates by the Government of India. The Government of India do not guarantee any employment or fixed income to the Guides but have prescribed a standard fee and other charges for approved Tourist Guides as under:—

I. In and around headquarters

- (b) For full day . . . Rs. 12/-
(a) For half day . . . Rs. 8/-

II. Outside headquarters

Rs. 15/- irrespective of the time actually spent on guide duty each day.

82. In addition, when outside the headquarters, all expenditure in connection with the boarding and lodging of the Tourist Guide, his taxi, bus or train fare (1st class) and other incidental charges such as fee for entry into forts, museums, etc. are borne by the tourist or tourist parties engaging him. The trained guides are open to engagement by Travel Agents and Tourists when their services are required.

83. The Committee were given to understand that the present system of granting certificates to Guides who have attended the Guides Training Course has been working satisfactorily and that the standard of Guides has improved considerably in the last 3 years.

84. It is often noticed that the staff of the Archaeological Department posted in charge of the various monuments act as Guides. It would, therefore, be advisable to arrange, in collaboration with that Department, that such staff also get the advantage of the training courses of Guides arranged by the Ministry of Transport. The Committee also suggest that the trained Guides should be encouraged to prepare suitable publicity material bringing out salient features of the places of tourist interest, for publication. They may be suitably remunerated for this type of work.

85. The following Courses have so far been held at Delhi, Bombay, Madras, Calcutta, Banaras and Agra. The number of qualified Guides are as follows:—

1. Delhi	29	(Women 2 and Men 27)
2. Bombay	26	(" 15 " 11)
3. Madras	19	(" 2 " 17)
4. Calcutta	31	(" 4 " 27)
5. Banaras	11	(" - " 11)
6. Agra	10	(" - " 10)

These figures indicate that only Bombay has adequate number of lady guides.

86. The Committee are glad to learn that it is proposed to hold refresher courses in Delhi and Bombay during the current year, where the recognised guides are 2 years old. In Calcutta and

Madras, the refresher courses would be started in due course soon after the Guides there acquire some experience. A course of training is stated to be in progress at Aurangabad. The Government of Rajasthan have also organised a similar course at Jaipur. In addition there will be a second training course for a limited number of Guides in Delhi and Bombay. While holding the second course, due regard will be paid to the volume of business which is likely to be distributed among the approved Guides. It is also hoped to start training courses at a number of other centres like Bangalore, etc. In addition, certain persons who are already working as Guides in a number of out-of-the-way places are being encouraged to receive training at one of the regional courses subject to their suitability otherwise. The committee are glad to note that the Ministry of Transport has been taking concrete steps in the matter of training guides and would suggest that besides the courses arranged for by the Government of India, other State Governments should be approached to organise similar courses of study as the Government of Rajasthan have done. This will ensure adequate and regular supply of suitably trained guides and interpreters all over the country.

87. In this connection it was brought to the notice of the Committee that untrained guides were sometimes given to the tourists. The Committee were assured that the tourists who were handled by the recognised travel agents almost always used officially trained guides whenever and wherever available. But there were tourists who preferred to 'do' India on their own. While the tourists who contacted the tourist offices were invariably given trained guides not all 'independent' tourists sought assistance from the tourist offices and some of them either because they were not particular or through ignorance at times engaged untrained guides.

88. The Committee realise the difficulty in ensuring that untrained guides do not operate in the absence of any legislation prohibiting their practice and hope that with the efflux of time, and in the face of superior competition from better educated and trained men, old untrained guides will disappear. The Committee suggest that while the tourists are 'handled' at the points of entry by the Government officials, a printed slip should be handed over to them unostentatiously suggesting that they should utilise only officially trained guides who can, if and when need be, be asked to produce their certificates issued by the Government of India. In the tourist literature also, mention may be made prominently of this fact.

89. The Committee also suggest that minimum educational qualifications should be prescribed for the future training courses of Guides. The Committee were informed that lectures by eminent authorities on the various subjects were arranged for the training courses of the Guides. The Committee suggest that these lectures should be collected in the form of a book and published for the benefit of Guides, travel agents, staff of the Tourist offices and other parties interested.

90. The Committee also suggest that while selecting candidates for training as Guides, preference should be given to those who have knowledge of a foreign language, besides English. Those guides who have undergone a training course should be encouraged to learn a foreign language by offering some suitable inducements. The fact that a guide knows a particular foreign language should be clearly mentioned in the list of trained guides maintained by the Tourist Offices and the recognised Travel Agencies.

D. ALL INDIA TRAVEL AGENTS' ASSOCIATION.

91. The Committee understand that the All India Travel Agents' Association was formed five years ago, and that it is a well-organised body whose annual functions are attended by foreign travel agents who travel all the way from the U.S.A. just to attend their functions for three days. The Committee understand that the Association has made a proposal to other component parts of the Travel trade that they should all get together and form an All India Travel Trade Council which will consist of representatives of Travel Agents, National Airlines, Shipping Agents, Hoteliers, etc. with the idea of promoting travel to India on a very comprehensive and coordinated basis. The Association is also of the view that they can present a unified demand to the Government of India as such and not fritter away their energies in having to deal with so many departments. The Committee understand that the Council will be holding their first meeting towards the end of October, 1956, when the Managing Committee will be elected. The Committee consider this move on the part of the All India Travel Agents' Association as a step in the right direction and consider that the Council as and when it is formed, will be a valuable adjunct in the private sector of the Tourist activities in the country.

10. Mysore
11. Delhi-Bombay (Heron Route)
12. Calcutta-Bhuvaneshwar-Darjeeling
13. Konark
14. Bombay
15. Bharat Natyam
16. Calcutta
17. Folk Dances
18. Khajuraho
19. Kheda Operations
20. Darjeeling
21. Madurai
22. Tanjore
23. Girnar.



69. While the Committee are glad to note that sufficient attention is being paid to the production of an adequate number of documentaries, they recommend that these documentaries should also be widely exhibited in colleges and schools all over the country so as to encourage student tourism.

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IV. TRAVEL AGENTS, SHIKAR AGENTS AND GUIDES

A. INTRODUCTORY

72. Tourists who visit a foreign country often prefer to secure the services of the Agents and Guides to assist them in order to make the best use of the time at their disposal. Sometimes, unauthorised persons offer themselves as Agents and Guides, and they fail to render satisfactory service, and even exploit the ignorance of the tourists for their personal benefit. The Ministry of Transport has, therefore, evolved a system of granting recognition to Travel Agents, Shikar Agents and Guides.

B. TRAVEL AND SHIKAR AGENTS

73. The rules for recognition of Travel Agents and Shikar Agents are given in Appendix VI (A & B). The list of recognised travel agencies and Shikar agencies is given in Appendix VII (A & B).

74. The Committee were given to understand that the present arrangement of granting recognition to Travel Agents has been working within its limited sphere (*i.e.*, in the absence of legal sanction) satisfactorily. As regards Shikar Agents, the Committee observe that no Shikar Agents have been recognised in the Western, Eastern, or Southern India. Three out of the five existing agents are in Madhya Pradesh, and one each in Delhi and Uttar Pradesh respectively.

75. The Committee were informed that the applications for Shikar Agents were required to be submitted through the respective State Governments, because the agents operate in out-of-the-way parts of the country and the Ministry of Transport does not have any other means of knowing their reputation etc. In the Ministry of Transport at present 15 applications were pending and the Committee were informed that it was very likely that five more agents would be granted recognition in the course of the next two months or so. The Committee hope that in the matter of according recognition, applications from the un-represented parts of the country would be given due consideration. In this connection the Committee have perused with interest the book "With Gun and Rod in India" issued on behalf of the Ministry and hope that the same would be published in important foreign languages like French, Spanish, etc., so as to benefit the tourists who do not know English.

C. RECRUITMENT AND TRAINING OF GUIDES

76. Until recently the usual Guides available even in very large cities were not of a high calibre, nor were all of them trained or educated. Since the correct interpretation of Indian history, culture, social customs, art and architecture etc. depends mainly on the ability, personality and background of the Guide, it was considered

necessary to induce right kind of young men and women to take to guiding as a profession. A beginning was accordingly made by appointing one or two Tourist Guides at the Regional Tourist Offices. Simultaneously training courses were instituted for Guides at different centres and a large number of young men and women from good families and with good educational background came forward to take these courses. The Committee were informed that it was not considered necessary to continue maintaining paid Tourist Guides on the establishment of the Tourist Offices, but a roster of qualified and certified Guides is now maintained by them and these Guides are available both to the Travel Trade as well as to the general public on payment of the prescribed fees.

77. The Guide Training Course, according to the syllabus, lasts for two to three months and consists of about 20 lectures, two or three times a week, and about five practical demonstrations. The syllabus, among other subjects on tourism, includes lectures on topography, geography, history, art and architecture, local customs, culture and festivals, entertainment, transport system, Government rules and regulations as affecting foreign tourists, structure of administration at the Centre, in the State and local bodies, municipal bodies in the city, progress since Independence, the Five Year Plan and India's development projects.

78. A communique is generally issued by the Tourist Office concerned asking candidates desirous of becoming Guides to apply in writing for admission to the Course. There are no prescribed qualifications. However, the following particulars are required from each candidate:—

1. Name
2. Address & Telephone Number, if any
3. Date of Birth
4. Academic qualification (subjects studied in College)
5. Experience including Travel, if any
6. Special interest, if any
7. Knowledge of Languages
8. Present occupation.

79. A selection is made from the candidates seeking admission by a screening committee appointed for the purpose. A preliminary admission test is also held to select candidates for training, if considered necessary.

80. The candidates are required to pay a fee of Rs. 15/- p.m. To ensure that the trainee acquires sufficient knowledge and proves a useful Guide, it is essential that the candidate attends at least 60% of the lectures to qualify for sitting for the test. After the conclusion of the Guides Training Course, a written and practical examination is held, in which 40% marks in both the written and practical tests have to be secured for obtaining the necessary certificate. A fee of Rs. 5/- is charged as examination fee.

81. Those who come up to the required standard are declared successful and are granted certificates by the Government of India. The Government of India do not guarantee any employment or fixed income to the Guides but have prescribed a standard fee and other charges for approved Tourist Guides as under:—

I. In and around headquarters

- (b) For full day . . . Rs. 12/-
(a) For half day . . . Rs. 8/-

II. Outside headquarters

Rs. 15/- irrespective of the time actually spent on guide duty each day.

82. In addition, when outside the headquarters, all expenditure in connection with the boarding and lodging of the Tourist Guide, his taxi, bus or train fare (1st class) and other incidental charges such as fee for entry into forts, museums, etc. are borne by the tourist or tourist parties engaging him. The trained guides are open to engagement by Travel Agents and Tourists when their services are required.

83. The Committee were given to understand that the present system of granting certificates to Guides who have attended the Guides Training Course has been working satisfactorily and that the standard of Guides has improved considerably in the last 3 years.

84. It is often noticed that the staff of the Archaeological Department posted in charge of the various monuments act as Guides. It would, therefore, be advisable to arrange, in collaboration with that Department, that such staff also get the advantage of the training courses of Guides arranged by the Ministry of Transport. The Committee also suggest that the trained Guides should be encouraged to prepare suitable publicity material bringing out salient features of the places of tourist interest, for publication. They may be suitably remunerated for this type of work.

85. The following Courses have so far been held at Delhi, Bombay, Madras, Calcutta, Banaras and Agra. The number of qualified Guides are as follows:—

1. Delhi	29	(Women 2 and Men 27)
2. Bombay	26	(" 15 " 11)
3. Madras	19	(" 2 " 17)
4. Calcutta	31	(" 4 " 27)
5. Banaras	11	(" - " 11)
6. Agra	10	(" - " 10)

These figures indicate that only Bombay has adequate number of lady guides.

86. The Committee are glad to learn that it is proposed to hold refresher courses in Delhi and Bombay during the current year, where the recognised guides are 2 years old. In Calcutta and

Madras, the refresher courses would be started in due course soon after the Guides there acquire some experience. A course of training is stated to be in progress at Aurangabad. The Government of Rajasthan have also organised a similar course at Jaipur. In addition there will be a second training course for a limited number of Guides in Delhi and Bombay. While holding the second course, due regard will be paid to the volume of business which is likely to be distributed among the approved Guides. It is also hoped to start training courses at a number of other centres like Bangalore, etc. In addition, certain persons who are already working as Guides in a number of out-of-the-way places are being encouraged to receive training at one of the regional courses subject to their suitability otherwise. The committee are glad to note that the Ministry of Transport has been taking concrete steps in the matter of training guides and would suggest that besides the courses arranged for by the Government of India, other State Governments should be approached to organise similar courses of study as the Government of Rajasthan have done. This will ensure adequate and regular supply of suitably trained guides and interpreters all over the country.

87. In this connection it was brought to the notice of the Committee that untrained guides were sometimes given to the tourists. The Committee were assured that the tourists who were handled by the recognised travel agents almost always used officially trained guides whenever and wherever available. But there were tourists who preferred to 'do' India on their own. While the tourists who contacted the tourist offices were invariably given trained guides not all 'independent' tourists sought assistance from the tourist offices and some of them either because they were not particular or through ignorance at times engaged untrained guides.

88. The Committee realise the difficulty in ensuring that untrained guides do not operate in the absence of any legislation prohibiting their practice and hope that with the efflux of time, and in the face of superior competition from better educated and trained men, old untrained guides will disappear. The Committee suggest that while the tourists are 'handled' at the points of entry by the Government officials, a printed slip should be handed over to them unostentatiously suggesting that they should utilise only officially trained guides who can, if and when need be, be asked to produce their certificates issued by the Government of India. In the tourist literature also, mention may be made prominently of this fact.

89. The Committee also suggest that minimum educational qualifications should be prescribed for the future training courses of Guides. The Committee were informed that lectures by eminent authorities on the various subjects were arranged for the training courses of the Guides. The Committee suggest that these lectures should be collected in the form of a book and published for the benefit of Guides, travel agents, staff of the Tourist offices and other parties interested.

90. The Committee also suggest that while selecting candidates for training as Guides, preference should be given to those who have knowledge of a foreign language, besides English. Those guides who have undergone a training course should be encouraged to learn a foreign language by offering some suitable inducements. The fact that a guide knows a particular foreign language should be clearly mentioned in the list of trained guides maintained by the Tourist Offices and the recognised Travel Agencies.

D. ALL INDIA TRAVEL AGENTS' ASSOCIATION.

91. The Committee understand that the All India Travel Agents' Association was formed five years ago, and that it is a well-organised body whose annual functions are attended by foreign travel agents who travel all the way from the U.S.A. just to attend their functions for three days. The Committee understand that the Association has made a proposal to other component parts of the Travel trade that they should all get together and form an All India Travel Trade Council which will consist of representatives of Travel Agents, National Airlines, Shipping Agents, Hoteliers, etc. with the idea of promoting travel to India on a very comprehensive and coordinated basis. The Association is also of the view that they can present a unified demand to the Government of India as such and not fritter away their energies in having to deal with so many departments. The Committee understand that the Council will be holding their first meeting towards the end of October, 1956, when the Managing Committee will be elected. The Committee consider this move on the part of the All India Travel Agents' Association as a step in the right direction and consider that the Council as and when it is formed, will be a valuable adjunct in the private sector of the Tourist activities in the country.

V. HOTELIERING

A. INTRODUCTORY.

92. There is no other single factor of such a vital importance for the development of the Tourist Traffic as suitable arrangement for board and lodging. Unless proper accommodation and meals are guaranteed, all the enthusiasm and urge of a prospective tourist to visit a particular place are damped, and he is likely to divert his attention to some other place where these facilities are readily available. Sargeant Committee had pointed out that there was a serious dearth of adequate accommodation whether in hotels, rest houses, hostels, camping sites or in any other type of lodging—both for external and Indian tourists whatever their means. Though some progress has been made in this direction since that report was submitted, the position still remains far from satisfactory.

B. COMMITTEE OF HOTELIERS.

93. The Committee understand that as a result of a meeting which the representatives of the hotel industry had with the Secretary, Ministry of Transport in October, 1954, it was decided to constitute a Hotel Consultative Committee which should meet from time to time for considering the various problems regarding hotel industry in the country. The Committee included the Presidents of the four Regional Hotels and Restaurants Association at Delhi, Calcutta, Bombay and Madras as also the representatives of the Chief Controller of Imports, Ministry of Education, Director General of All India Radio and the Ministry of Transport. The last meeting of the Hotel Consultative Committee was held on the 19th April, 1955. The next meeting was scheduled to be held in September, 1956. The Committee are of the opinion that this interval of 17 months is too long for the Consultative Committee to be of any practical assistance, and suggest that these meetings should, in future, be held regularly twice a year.

94. It is observed that a decision was taken at the meeting on the 19th April, 1955 to set up a Committee for the purpose of classification of hotels. The Committee note with regret that this decision has not yet been implemented though more than sixteen months have passed. They feel that this decision should have been implemented much earlier, and the work of classification of hotels should have been completed before the commencement of the UNESCO Conference during this winter season.

C. CLASSIFICATION OF HOTELS.

95. There are a number of indirect legislative measures which govern the rates of rooms or meals in cities like Bombay or Delhi. But unlike some other countries, there is no uniform legislation governing the rates of hotels as such. The representatives of the hoteliers have pointed out that they would be willing to control the hotel

rates or abide by any such control introduced by Government provided such measures are preceded by a rational classification of hotels done by experts. Classification of hotels in other countries is done either by Government or by hotel industry itself. It has also been done by various organisations *e.g.*, Cooks and American Express publish their own classification of hotels all over the world for the guidance of their clients. The classification of hotels published in the famous Tourist Guide of the Michelin Tyre Company is accepted all over Europe. The most internationally accepted classification, however, is the Star System adopted by the French Hotel Industry *viz.*, 4 Stars indicate the luxury hotel, 3 stars a first class hotel etc., etc. Certain standards of amenities are expected of a hotel according to the number of stars indicated against its name. There would therefore, be an advantage to classify hotels in India according to the Star system and indicate this Classification in the Hotel Guide published by the Ministry of Transport. In the Hotel Guide various particulars, *e.g.*, present rates, standard of accommodation and other amenities, etc. are published but not the classification.

96. There are about 107 Western style hotels and 9 circuit houses in India which have been approved for foreign tourists and have been included in the Hotel Guide published by the Ministry of Transport. As a preliminary step, data regarding the number and quality of rooms and beds available, the type of food that is served, other amenities such as public rooms, telephones, air-conditioning, etc., etc. have been collected regarding all these hotels. On the spot inspection of the kitchen pantries, hotel rooms, etc. has also been done in the case of hotels in Calcutta, Madras, Bangalore, Mysore and Bombay. It has been decided to appoint a high-powered Committee for this purpose and this Committee is expected to start functioning by December, 1956. In view of the abnormal delay that has already taken place since the suggestion regarding classification was made, the Committee suggest that the Hotel Classification Committee should be requested to submit its Report within a specified period of say six months.

D. INTRODUCTION OF BED AND BREAKFAST RATES IN WESTERN STYLE HOTELS.

97. In many of the Western Style Hotels only the combined rates for board and lodging are quoted. This is often inconvenient to the tourists, because they usually move about during the day and find it difficult to return to the hotels for their meals. Introduction of bed and breakfast rates would therefore, be a facility which would be very popular amongst tourists. The Committee were given to understand that the introduction of bed and breakfast rates in hotels would be taken up after the classification of the hotels had been done. This is another reason why the classification should be completed early. However, in the meantime the Committee are glad to learn that for special purposes *e.g.*, UNESCO and other International conferences which are to be held this winter the hotels are gradually agreeing to quote bed and breakfast rates.

E. STANDARDISATION OF MENUS.

98. The Committee were informed that most of the big hotels in the country have standardised their menus. They are glad to note that at the last meeting of the Hotel Consultative Committee held on 19th April, 1955, it was agreed that Indian menus should be available in all hotels, and that the hoteliers should give the option of choosing both from the Western and the Indian menus according to the wishes of the customer. The Committee are sure that this will be appreciated by the foreign tourists, because many of them do want to have a first hand experience of the Indian ways of living including their diet and even clothing.

F. INDIANISATION OF WESTERN STYLE HOTELS.

99. Another suggestion offered at the above meeting to the representatives of Hotel Trade was that while maintaining high standards of comfort, they should try to indianise the tone of the hotels in India, particularly on the following lines:

- (a) The fabrics selected for curtains, sofa covers, table cloths, carpets, etc. should not merely be of Indian manufacture but also have typical Indian pattern.
- (b) The paintings, murals and other motifs introduced in interior decorations should be typically Indian. It is appreciated that it would be difficult to achieve this in the case of paintings and murals in grill rooms and night clubs attached to hotels but an attempt to this end should be made.
- (c) Without excluding or abolishing cabaret dances or other Western type of music and entertainment, steps should be taken to introduce items of Indian dancing and music on certain fixed evenings in the week.

100. The representatives of the Education Ministry and the Director General, All India Radio promised not only to advise the hoteliers in this matter but also to put them in touch with the right type of artists in the event of hotels making such requests. The Committee would like these ideas to be gradually put into practice. The process will necessarily have to be gradual in view of the practical difficulties involved.

G. STOPPAGE OF THE SYSTEM OF TIPS WHERE SERVICE CHARGES ARE COLLECTED.

101. Hotels charging 10 per cent. for service charges do not expect their customers to pay tips. While notices have not been put up in the hotel rooms, information to this effect is generally given to the customer by most hotels through the tariff card usually placed in each room.

102. The Committee understand that the Ministry of Transport has already advised the Hotels to put up notices prominently that tips should not be given. Very few Hotels are reported to have put up

such notices. In view of the fact that the Hotels are not properly advertising that tips should not be given, the Committee recommend that the Hotels should be categorically informed that unless they prominently display in the rooms of the Hotels and also in the printed cards the fact that since 10 per cent. is being collected as service charges, tips should not be paid, their names will not be included in the Hotel Guide published and circulated by the Ministry of Transport. The fact that the Hotels are observing the instructions issued by the Ministry may be verified by officials of the Ministry during the course of their periodical visits to the hotels and the names of such Hotels which do not abide by the instructions should be excluded from the subsequent edition of the Hotel Guide. The Committee suggest that the Ministry may also take it up with the Hotel Federation of India that a suitable code of conduct is laid down and observed by all its members. Importuning by the Hotel Staff for the payment of tips, in spite of the fact that 10 per cent. service charges have been paid, is an evil practice which should be put a stop to. It is, however, equally necessary to see that the service charges collected are properly distributed to the staff according to some suitable formula to be laid down.

H. INDIANIZATION OF PERSONNEL AND HOTEL TRAINING SCHEME.

103. A Hotel Training School is generally regarded a highly specialised technical institution. The Committee understand that in many countries such schools form part of the Institutes of Technology e.g., Westminster College of Technology run by the London County Council includes a course for catering and a course for training in hoteliering. The Committee were informed that as a first step towards the establishment of a hotel training college in India, the Ministry proposed to invite an expert from Europe early this winter for a period of 3 months. He will make a survey of hotel and catering establishments in the country, their requirements in the Indian context and then prepare a scheme. On the basis of the scheme, it is proposed to establish a school by the end of 1957. It is expected to have a 3 years' course in management, cooking and catering, accounts and book-keeping, reception and service and foreign languages etc. The hotel industry has given an assurance that they would provide facilities for practical training and would absorb the trainees after the completion of their course. The Committee are glad to learn that negotiations with an expert Mr. Fuller (who has a wide experience of hotel training institutions in the U.K. and on the continent, and who is at present a member of the technical staff of the British Education Ministry) have been completed and that he is expected to arrive in India early in October, 1956 to prepare a scheme for the establishment of a Hotel Training Institution in India. He will discuss the problems with Hoteliers and then chalk out a plan regarding the establishment of the Hotel Training School in India and his Report is expected to be ready by January, 1957.

104. Since the first batch of students ready for employment after the period of training would not be available until about 1961-62, it

is proposed to send a few students every year for training in recognised hotel training schools in Europe. The first batch of three trainees has been selected for the course starting in October, 1956 for training. The hotel industry would pay 60 per cent. of the cost of training and would give them employment on their return. The remaining 40 per cent. of the cost will be met by the Ministry of Transport. The Government also propose to send similar numbers in future years until the proposed school for hotel training in India is established and turns out the first batch of qualified trainees. Some of the students may also be of help in running the hotel training school in due course.

105. The Committee suggest that the selected staff from the Catering Departments of Indian Railways should also be given a brief intensive training of six months in this Hotel Training School. The experience gained in running catering departments by Indian Railways should also be made available in a suitable form to this new school proposed to be set up.

I. PLAN FOR PROMOTION OF HOTEL INDUSTRY.

106. As stated earlier, there is a dearth of suitable hotel accommodation in the country, and the hotel industry needs some impetus to develop properly to meet the increasing demands of the tourist traffic. At the Tenth Meeting of the Central Tourist Traffic Advisory Committee held in June, 1956 the representative of the hotel industry put forward the following points for developing the Hotel Industry:

- (i) The hotel industry should be recognised as an industry within the meaning of Section 2 of the Industrial Finance Corporation Act, 1948.
- (ii) The hotel industry should be granted concessions such as exemptions from various Acts like the Rent Control Act, Bombay Police Act, etc. and Prohibition Act,
- (iii) Exemption of profits of new hotels and Restaurants from Income Tax for the first five years.
- (iv) Hotels should be allowed to get loans from foreign countries without the levy of income tax on the amount paid as interest on foreign loans.
- (v) Land for building hotels should be allotted on good sites and at reasonable rates. There should be no discrimination between hotels in this respect.
- (vi) Classification of Hotels should be done in Co-operation with the Hotel Federation.

107. The Committee recommend that these points should be considered sympathetically and early decisions arrived at in regard to each one of them, except the question of relaxation in the Prohibition Act. In this respect, the Committee suggest that the facilities for consumption of liquor to foreign tourists extended by the Governments of Madras and Bombay might be given by other States also.

108. The Committee understand that the Hotel Federation have submitted a memorandum to the Ministry of Transport in June, 1956 in which they have made a request for the grant of loans and grants-in-aid to develop the hotel industry. The representative of the Ministry of Transport informed the Committee that it would be difficult to give any financial assistance in the form of loans or grants-in-aid to the hotel industry in view of the limited financial resources. The Committee are also not in favour of giving any grants-in-aid for this purpose. They are, however, of the opinion that Government should use its good offices to see that the hotel industry gets the loans to a reasonable extent from the Banks, the State Insurance Corporation and/or the Industrial Finance Corporation.

109. While the Committee have no objection to the grant of loans on easy terms, subject to the availability of funds, for the development of Hotel Industry, they are definitely of the opinion that Hotel Industry is pre-eminently suitable for the private sector and that the public sector should not encroach upon this sphere.

110. The Committee also consider it very essential to encourage the building of new hotels for low and middle income groups of tourists rather than luxury hotels which are very expensive. In this respect, the Hotels in India have developed on rather unsatisfactory lines. Whereas, in Europe, the percentage of luxury hotels to the total number is comparatively small, in India majority of the good hotels are luxury hotels. This position needs to be rectified. The Committee hoped that businessmen will be encouraged to build such hotels in increasing numbers in other cities in India. Building of hotels for lower income groups of tourists—both foreign and local—with suitable camping sites near the places of interest also needs to be encouraged.

J. SCHEME OF PAYING GUESTS.

111. As there is shortage of hotel accommodation in Delhi, the scheme of paying Guests is proposed to be introduced during this winter to cope with the heavy rush of visitors during the U.N.E.S.C.O. Conference. As this is a novel experiment for this country, considerable amount of care and planning will be necessary to make this experiment a success. If it becomes successful, not only will it facilitate the solution of the difficult problem of accommodation, but it will also give a good opportunity to the visitors to mix informally and freely with the Indian families, and serve to promote international goodwill. The Committee are of the opinion that there is even greater scope for introducing the scheme in Bombay and Calcutta.

K. CROCKERY AND AIR-CONDITIONING EQUIPMENT FOR HOTELS.

112. From the Minutes of the meeting of the Hoteliers' Consultative Committee held on the 19th April, 1955, the Committee learnt

that the following relaxations were granted to the Hoteliers in respect of importing foreign crockery and air-conditioning equipment:

(a) *Crockery*: Luxury hotels are allowed to import 75 per cent. of their past purchases on condition that the remaining 25 per cent. is bought from the indigenous sources. In respect of other hotels, 50 per cent. of the past purchases are licensed for import, while the remaining 50 per cent. are required to be bought from indigenous sources.

(b) *Air-conditioning units*: Import licenses are to be granted as follows:

113. First 40 units should be obtained from indigenous sources, The next 40 units will be licenced for imports. If any hoteliers desire to import more than 80 units, the balance of the requirements should be obtained both by imports and indigenous sources in the proportion fixed on an *ad hoc* basis by the Chief Controller of Imports.

114. In regard to crockery, the Committee were informed that the main difficulty was that the quality of Indian crockery did not compare favourably with that of the crockery imported from abroad and that it chipped easily. Complaint was also voiced that the bulk supply made by the manufacturers sometimes differed from the samples in quality and colour. The Committee were also told that the entire crockery for the Asoka Hotel had been obtained from the foreign sources. The Committee regret to learn that in spite of the recognised policy of encouraging indigenous and small scale industries, the Government should consider it necessary to import foreign crockery and thus set a bad example to the hotel industry. The Committee do not see any reason why the quality of Indian Crockery cannot be brought to an acceptable standard. The Committee therefore, recommend, that the practice of issue of import licences for buying foreign crockery should be stopped and the Development Commissioner of the small scale industries should be asked to investigate the problem immediately and take steps to see that the requirements of crockery of the acceptable standard are fully met from the indigenous sources. Given a clear idea of the required standard and firm orders the Committee do not see any reason why the indigenous sources should not be in a position to meet the requirements. The Committee do not approve the frittering away of the limited foreign exchange in buying consumer goods which are readily available in the country.

115. As regards the Air-conditioning units, the Committee were given to understand that an air-conditioning unit obtained from indigenous sources is costlier than the one obtained from abroad. All the same the Committee would recommend that no import permits should be granted for purchasing these units from abroad. The Committee would go to the extent of saying that it does not matter if the progress in regard to the air-conditioning of hotels in the country is slow due to this policy of encouraging indigenous products.

VI. PROMOTION OF TOURISM

A. INTRODUCTORY

116. Promotion of foreign tourism depends on a number of non-homogenous factors, some of the more important of which are as under:

- (i) Tourist Publicity.
- (ii) Travel Agents & Guides.
- (iii) Hoteliering.
- (iv) Association of the public and travel trade with tourist activities.
- (v) Proper liaison between the various Government departments concerned.
- (vi) Provision of Rest Houses etc.
- (vii) Some special facilities for foreign tourists.
- (viii) Development of Home tourism.
- (ix) Financial Resources.

117. The first three factors have already been dealt with in the previous chapters. The Committee will therefore, confine their attention here to the remaining factors.

B. CONSTITUTION AND FUNCTIONS OF THE TOURIST TRAFFIC ADVISORY COMMITTEES.

(a) *Introductory*

118. In order to associate the public and the travel trade with their activities for promoting tourism, the Government of India has set up a Central Tourist Traffic Advisory Committee and the following Regional Advisory Committees:

- (i) Regional Tourist Traffic Advisory Committee, Calcutta.
- (ii) Regional Tourist Traffic Advisory Committee, Madras.
- (iii) Regional Tourist Traffic Advisory Committee, Bombay.
- (iv) Regional Tourist Traffic Advisory Committee, Delhi.

119. Besides a few representatives from the public, the following non-official travel trade interests are represented on these Committees:

Travel Agents.

Hotel Associations.

Airlines.

Taxi Owners.

Automobile Associations.

} Not on the Central
Tourist Traffic
Advisory Committee.

and shipping companies (on the Regional Tourist Traffic Advisory Committees—Madras, Bombay and Calcutta).

120. In addition, representatives of authorities concerned, e.g., Police, Customs, etc. are nominated to the Regional Committees while the representatives of the concerned Ministries like Home, Finance (CBR), Information and Broadcasting, External Affairs, etc. serve on the Central Tourist Traffic Advisory Committee. The detailed membership of all these Committees is shown in Appendix VIII.

(b) *Functions of the Committees*

121. The main function of all these Committees is to suggest ways and means to develop tourist traffic in India. Local Committees are intended to look after the improvement of the local tourists centres and bring the deficiencies to the notice of State Governments with a view to their removal. They are also expected to look into the complaints of tourists. The State Committees are to take care of the development and publicity of all the important places in the State concerned. They are also to make suggestions for the improvement of tourist traffic facilities in the respective States. The Regional Committees advise the State Governments within their region about the deficiencies at important tourist places in the region and in regard to the improvement of roads, transport, hotel accommodation etc. This Committee keeps in touch with the State Governments, the local tourist agencies, the Railway authorities, air-lines, shipping agencies and hotels etc. and brings to the notice of the Ministry of Transport or the local authorities as the case may be, such complaints made by tourists and tourist agencies regarding lack of amenities, as cannot be settled by local officers.

122. An important function of the Regional Advisory Committees is the work handled by one of its sub-Committees known as the Cultural and Hospitality Sub-Committee. These sub-Committees arrange for cultural fares for visiting tourists by way of dances or music performances, visits to cultural institutions and meeting with artists, writers, etc. Opportunities are also afforded to visiting tourists to get to know people in the cities by arranging for visits to private families. These Hospitality sub-Committees are formed in each region because a tourist's visit to this country is not complete if he is only shown the usual tourist sites and made to live in hotels and to go back without forming any acquaintance or friendship in this country. Incidentally, it was pointed out to the Committee that one of the main difficulties in arranging such cultural programmes at short notice for the tourists is the paucity of suitable theatres. The Committee understand that there is a proposal to build a theatre at Delhi costing about Rs. 75 lakhs. The Committee suggest that, to start with, 10 theatres on a somewhat modest scale should also be built at other important places in the country.

(c) *Reconstitution of the State Advisory Committees*

123. The question of the reconstitution of the Advisory Committees was discussed by the Ministry of Transport at a meeting of the State Government representatives held in December, 1954. It was decided unanimously that each State Government should establish a

Tourist Advisory Committee to advise them in regard to the development of tourist centres in that State. Furthermore, the State Governments were also requested to consider the possibility of establishing Local Advisory Committees in important places of tourist interest within their jurisdiction. The Local Committees were to send representatives to the State Advisory Committees who, in turn, were to send representatives to serve on the Regional Advisory Committees concerned. The attention of the State Governments was invited to these conclusions and they were specifically requested on the 27th July, 1955 to implement them.

124. The State Committees have been formed by the Governments of PEPSU, Himachal Pradesh, Punjab, Assam, Travancore-Cochin, Madhya Bharat, Manipur, Mysore and Ajmer and a full fledged Directorate of Tourism is established by Jammu and Kashmir. The question of formation of such Committees is still receiving the consideration of Governments of other States viz. Madhya Pradesh, West Bengal, Bihar, Madras, Orissa, Uttar Pradesh, Hyderabad, Saurashtra, Rajasthan, Bhopal, Vindhya Pradesh, Coorg, Andhra, Kutch and Tripura. Madras, Bombay and Delhi are of the view that because of the existence of the Regional Committees, the formation of State Committees in these States is not necessary.

125. The Committee were informed that the reconstitution of the Committees by the Central Government cannot be proceeded with, until the State Governments have constituted the State Tourist Traffic Advisory Committees. For the time being, representatives of the State Governments and the four Regional Committees were invited to the last meeting of the Central Tourist Traffic Advisory Committee held on the 7th July, 1956 at Delhi to make it more representative.

126. The Committee recommend that the matter should be taken up with the State Governments at the appropriate level and the State Committees formed so as to promote and encourage home tourism. The Committee understand that the Government of Uttar Pradesh have gone ahead very much in the matter and have formed a high-powered Tourist development council and have also appointed a fairly senior officer to look after Tourist matters. As promotion of 'Home Tourism' is rightly the responsibility of the States, the Committee recommend that the question of appointment in the States of an officer exclusively to deal with the tourist matters should be taken up with other State Governments. The Tourist Division of the Ministry of Transport should, however, continue to offer the benefit of their experience in this respect to the State Governments. It should also continue to function as a Central Co-ordinating Agency for this purpose. The State Governments should also be persuaded to establish a Tourist Bureau at the capitals of their respective States or some other suitable tourist centres and the Central Government may grant suitable subsidies and offer technical advice for this purpose.

127. The Committee observe that there is no representative of the shipping interests in the Central Advisory Committee, whereas such a representative is associated with the Bombay, Madras, and Calcutta

Regional Committees. The Committee understand that the principal reason for there not being a representative in the Central Committee is that not more than 15 per cent. of the Tourists come to India by ships. The representative of the Ministry, however, agreed that there is no logical reason for a representative of the Shipping interests not being associated with the Central Committee. The Committee recommend that a representative of the Shipping Industry should also be included in the Central Advisory Committee.

128. The Committee observe that the Regional Tourist Traffic Advisory Committee of the Delhi Region alone has got a representative of the Posts and Telegraphs Department on it. Here too, the representative of the Ministry agreed that there was no logical reason why there should not be a representative of the Posts and Telegraphs Department in other Regional Committees. The Committee suggest that in every Regional Tourist Traffic Advisory Committee, and also in the Central Tourist Traffic Advisory Committee, a representative of the Posts and Telegraphs Department may be associated with advantage.

129. Incidentally the Committee learn that a well known talented group of dancers in Bombay has offered, at the suggestion and persuasion of the local Regional Tourist Office, to give performances instead of leaving the possibility of foreign tourists seeing a cultural show in Bombay to the emergencies of the situation. The party has agreed to give performances at a very short notice in the R.T.O's Office itself, even if it be for only one tourist. The Committee hope that the Regional Tourist Offices at Calcutta, Madras and Delhi will also emulate the efforts made by their sister office in Bombay and arrange for similar shows in their respective cities. The co-operation of local cultural and arts bodies, and Indian cultural institutions like the Sangeet Kala Akadami, the Little Theatre Group, etc. and Government departments like the All India Radio may be solicited in the matter. The growth of a net work of small Theatres all over the country, referred to earlier, will give a great fillip to such activities.

C. LIAISON BETWEEN THE TOURIST ORGANISATION AND THE ARCHAEOLOGICAL DEPARTMENT AND OTHER STATE GOVERNMENTS, ETC.

(a) Co-ordination at Central Level

130. The Director General, Archaeology is a member of the Central Tourist Traffic Advisory Committee. The Public Relations Officers of State Governments usually act as Hon. Tourist Officers. At 2 successive meetings held with representatives of State Governments in December, 1954 and June, 1956, various questions relating to tourism and the Five Year Plan on Tourism were discussed with State Governments. Questions such as beautifying cities, availability of rest houses for tourists and setting up of tourist departments at the State level have also been discussed.

131. While the first draft of all tourist publications and factual information likely to be found useful by a tourist are prepared and

collected by the Tourist Division, the final editing and printing is done by the media units of the Information and Broadcasting Ministry. In the preparation of the text, the advice of the D.G., Archaeology, whenever necessary, is always obtained. Questions relating to facilities at the monuments controlled by D.G., Archaeology are discussed with him from time to time.

(b) *Co-ordination between R.T.O.'s. and Local Authorities*

132. As stated earlier each Regional Tourist Office is attached to a Regional Tourist Traffic Advisory Committee on which are generally represented all the State Governments in the region, the Collector of Customs, the Reserve Bank of India (Controller of Foreign Exchange), the Police Registration Authority, Airlines and Steamship Companies, Railways, Travel Agents, Hotels, Motor Transport Companies, etc. The Advisory Committee have been found to be useful both for recommending to the Government measures considered necessary for providing facilities to the tourists as well as in the Co-ordination and contact work of the Regional Tourist Officer.

133. Though machinery exists for effecting liaison between the various Government departments for dealing with problems of tourism, there seems to be further scope for improving the degree of co-ordination. The very fact that two successive meetings with the representatives of State Governments were held at an interval of nearly 18 months, and that the most important decision about the constitution of the State Advisory Committees has not yet been implemented by a number of States, seems to indicate that closer degree of co-ordination is necessary between the Centre and the States. Similarly, the fact that the publication of the Tourist Publicity material was badly delayed in the past, as complained by the representative of the Tourist Division suggests that there is scope for closer co-ordination between different Ministries at the Centre. In this connection, however, the Committee were glad to learn that these delays have been minimised in the recent past.

(c) *Co-ordination between Tourist Offices in India and abroad*

134. The Committee were informed that close co-ordination exists between all the tourist offices in India and abroad. This is maintained firstly by the monthly reports that each office prepares containing a full account of its activities of the month. Each Office sends its monthly report to the Ministry and a copy to all the other tourist offices, whether in India or abroad. Secondly, any information collected by any office in respect of hotels, dak bungalows, roads, or other tourist information in its region is passed on to every other office. Thirdly, when Tourist Officers go on tour, they submit a tour report which generally contains information of interest to tourists. These reports are circulated among all the offices. Fourthly, whenever the Ministry gives a ruling on any reference made to it by any office in India or abroad, which is of general interest, it is circulated among all the offices. Lastly, each Office in India or abroad is free to

communicate and does communicate very frequently with every other office.

D. PROVISION OF REST HOUSES, ETC.

(a) *Permission to stay in Rest Houses*

135. The Rest Houses in India are mostly owned by the State Governments and are mainly intended to be used by officials when on tour. The Committee understand that it is the intention of the Ministry to have, at important places of tourist interest, Rest Houses which are maintained at a level suitable for foreign tourists and over the management of which the Central Government would have some control. In the first instance, the State Governments were requested to allow the use of Rest Houses to tourists. The Committee were informed that most of them had agreed to it but since permits for stay have to be issued by District authorities, in practice it is usually not possible for tourists to obtain permission at a few days' notice. Also, preference is still being given to the officials. Correspondence is going on with the State Governments with a view to ensure that the accommodation in the Rest Houses is allotted on the basis of first-come first-served. For improving the Rest Houses at important places of tourist interest, provision has been made in the Plan for aid by the Central Government to the State Governments. Wherever such aid is given, the State Government will be required to keep a certain number of rooms reserved for tourists which may be given to officials only if a tourist is not using them on a particular day.

136. The Committee also suggest that the feasibility of delegating the authority of issuing permits for stay to some local Government official readily available on the spot, at least in so far as foreign tourists are concerned, may be examined in consultation with the State Governments concerned.

(b) *Bedding and linen in Dak Bungalows, etc.*

137. There are two types of tourists—foreign tourists and domestic tourists. The foreign tourist usually comes by air and he has to travel light and it is impossible for him to carry heavy bedding etc. Domestic tourists have also now started going by air. The Committee consider that it would be desirable to provide bedding and linen to tourists staying in the Rest Houses or Dak Bungalows at a small extra charge, if necessary, so as to facilitate their stay without discomfort.

(c) *Management of Rest Houses*

138. The Committee understand that the Ministry of W.H.S. has built Rest Houses in places like Sanchi, Buddha Gaya and Kushinagar and that it is the desire of the Ministry of Transport to have overall control and management of the Rest Houses in important places. Provision has been made in the Second Plan for the construction of new Rest Houses at certain places by the Central Government. The matter is reported to be in the process of discussion with the Director

General of Archaeology and the Central Public Works Department. Wherever the Rest Houses are built in places where there is already an officer of the Archaeological Department and where he is willing to take the responsibility of looking after the Rest House with a small extra allowance, the Ministry of Transport proposes to enter into agreement with the Director General of Archaeology who will undertake the maintenance instead of appointing any caretaker for the purpose.

139. The Committee do not appreciate this tendency on the part of the ministries of the Central Government to take over the management, control, custody and maintenance of the Rest Houses. They are definitely of the opinion that this work should be left to the State Governments. The tourist division should co-ordinate with the State Governments and see that the tourists are given adequate facilities to utilise these Rest Houses.

140. The Committee would like to draw attention to an important factor in this connection. The Committee understand that the Ministry of Transport is planning for the development of Dak Bungalows and buildings in regions of tourist interest. The Committee wish to emphasise that it is no use thinking of or giving lodging facilities without first providing facilities of adequate and speedy communication to reach such places. The Ministry of Transport should draw out a plan for the construction of new Rest Houses and development of existing ones in consultation with the authorities concerned only after satisfying themselves that adequate means of communications exist for the tourists to visit such places without any inconvenience.

(d) *Building of Low Income Group Rest Houses*

141. The Committee are glad to learn that a provision has been made for the construction of low income group rest houses in about 25 places in Part I and Part II of the Second Five Year Plan of the Ministry of Transport. The Committee were informed that Part II, in fact, entirely provides for Rest Houses and other facilities for tourists in the middle income group. The Committee would like to stress that adequate attention should continue to be paid to the construction of such Rest Houses all over the country not only for the foreign tourists but also for the home tourists.

(e) *Uniform name for Rest Houses, Dak Bungalows, etc.*

142. The places of temporary abode for the travellers have been given different names in different parts of the country, such as Rest Houses, Dak Bungalows, Travellers' Bungalows, Circuit Houses, etc. The existing names are very confusing not only to the foreign tourists, but also to the people within the country. The Committee understand that the matter of assigning a uniform name is already under reference with the State Governments. The Committee recommend that early decision should be taken in this matter.

143. The Committee have noted that the information about accommodation—Dak Bungalows etc. is generally given in the guides

published on behalf of the Tourist Division, under "See India" series; but that there is no uniformity in the mode of presentation. The Committee suggest that, in future, this information should be given at the end of the paras referring to a particular tourist centre, and also in a consolidated form, as an Appendix at the end of the book. Information about the extent of accommodation available, rent chargeable, distance from the Railway Station and exact location should also be invariably added.

E. SOME SPECIAL FACILITIES FOR FOREIGN TOURISTS

(a) *Regulations about Registration, Customs, Passports, etc.*

144. The Committee understand that the question of simplification of formalities to be observed by foreigners has been under the active consideration of the Government of India for some time past. A special committee consisting of Transport Ministry as convenor and Representatives of Home Ministry (Security Branch), Finance (C.B.R.), External Affairs and Communications (D.G.C.A.) was appointed early last year to examine not only rules regarding registration, customs, currency restrictions, income-tax clearance, etc., but also facilities available at ports of entry for foreigners. The special Committee after visiting the major ports of entry made a number of recommendations which have been almost entirely accepted and implemented by Government.

145. The Committee also understand that the position now is that all passengers arriving by air are required to fill in only one form, namely the Disembarkation Card containing all the information required for purposes of registration. On the basis of this Card and the entries in the Passport, the registration authorities fill in and issue Registration Certificates. For passengers arriving by sea, the Master of the vessel ensures that a copy of the Passenger—Manifest, which also contains all the particulars required for registration, is furnished to the registration authorities. The latter issue Registration Certificates on the basis of the particulars contained in the Manifest. Thus the individual passengers coming by sea do not have to fill in even the Disembarkation Card.

Registration of Foreigners

146. All foreigners have the option of registering themselves either at the port of entry or at leisure within 7 days of their arrival. Further, the hotel arrival reports are furnished not by the foreigner but by the Hoteliers on the basis of the particulars entered in the hotel register. A foreigner is able to make his departure report either from the District in which he is staying or at the Port of departure. All passengers leaving India by air fill in only one form viz. the Embarkation Card.

147. Necessary amendments to the Foreigners' Registration Rules to this effect have been made. The revised procedure has come into force with effect from the 1st May, 1956.

Customs Formalities

148. In regard to Customs Formalities baggage declaration for air passengers is now oral. The limit for jewellery for personal use has been raised from Rs. 2,000 to Rs. 5,000 and discretion has been given to customs officials on the spot at the ports of entry to permit jewellery upto Rs. 10,000. These two modifications have come into force with effect from the 15th July, 1955, and have been greatly welcomed both by the general public and by travel trade and airline companies. A person can bring in goods for personal use for himself or his family worth Rs. 1,000 duty free.

Speedy Clearance

149. To facilitate the speedy clearance of foreigners, the departmental committee had suggested that there will be three batches of Registration Officers at each Port Registration Office to deal with (i) Indians and Commonwealth citizens, (ii) Tourists and (iii) non-tourists, separately. Steps to introduce this system are being taken. Receptionists knowing foreign languages have been appointed at the important points, viz., Bombay, Calcutta, Delhi and Madras.

Currency Forms

150. The existing forms 'A', 'B' and 'BX' which were hitherto required to be filled by foreigners have been amalgamated in one form.

Health Form

151. The Health Form, which is peculiar to India and countries of this region, because of the danger of Yellow Fever cannot be dispensed with but the entries have now to be made for nine 'days' and not 14 'nights' as in the past. A number of additional Missions abroad have been authorised to issue tourist visas or Double Entry Visas.

152. The Committee are glad to learn that these relaxations in registration and visa facilities which have already come into force have been duly appreciated by tourists and will help in increasing the tourist traffic.

(b) Conducted Tours for Foreign Tourists

153. Properly organised city sight seeing tours are more or less regularly arranged in every principal tourist centre of Europe. The Committee are of the opinion that there is scope for arranging such tours in important cities like Delhi, Agra, Calcutta, Bombay, Madras, etc. The Committee are glad to learn that in Bombay, the BEST has placed tourist coaches at the disposal of the public for this purpose. In Madras too a luxury coach is run to and from Mahabalipuram. Such activities need to be encouraged further.

154. In foreign countries most of the conducted tours are by tourist coaches run by Travel Agents. The Committee understand that the tourist coaches run from Scandinavia to Rome across 12 or

13 sovereign States without any checks or hindrances but motor vehicles cannot run from one State to another in India without encountering difficulties at the State borders.

155. It was represented to the Committee that the foreign tourists found it rather difficult to engage tourist coaches in view of the existence of different rules and regulations in the various States. Besides, there are hardly any coaches which will be fit for travelling from North to South and East to West covering long distances. The Committee were informed by a representative of the travel agents that the problem of having tourist coaches for conducted tours particularly in a number of States or in important tourist centres like Bangalore and Mysore has been very much under the consideration of the Travel Agents. However, the volume of tourist traffic at present coming to India is not sufficient to warrant these coaches; that is why cars have been used until now. Certain coaches have been used but not as the regular pattern as has been developed in the European countries. The Committee understand that the private travel agents would be willing to go in for the purchase of these coaches provided some form of assistance and patronage is extended to them by the Government. The Committee suggest that the question of granting some loans to recognized travel agents repayable in easy instalments for the purchase of such coaches may be considered with advantage by the Ministry of Transport. As regards the existing inter-State barriers which were a great handicap in arranging for these conducted tours (as it took hours in crossing the border from one State to another), the Committee were given to understand that with the enactment of the Motor Vehicles Amendment Bill now before the Parliament, the situation will be considerably eased. All the same, the Committee would like the Tourist Division of the Ministry to check up carefully that the proposed Amendment will meet their requirements from the point of view of the Tourists.

(c) Provision of Luxury Cars on hire

156. The Committee understand that luxury cars are available on hire for tourists in Bombay and Delhi, but that the charges and conditions vary. The Committee suggest that this point be examined with a view to bringing about greater uniformity. The Committee also recommend that the question of providing luxury cars for hire by tourists at other important centres like Madras and Calcutta should also be examined. Assistance of the Air India International should also be sought in assessing tourist opinion.

(d) Difficulties of Foreign tourists

157. It was represented to the Committee that the existing procedure with regard to the grant of visas had not been fully followed in some cases by the Indian Embassies abroad. It was also represented that the domestic Air Transport Service does not invariably connect the international carriers. The Committee suggest that these points may be carefully examined and remedial action taken where feasible. The Committee also recommend that the difficulties experienced by the

foreign tourists should be ascertained not only from the tourists who visit India through the media of sample surveys etc. but also from the various travel agents and travel bureaus in foreign countries which arrange for the visits of the tourists to this country, so that correct appreciation of the problems may be had and remedial measures taken with promptitude.

158. Another important point brought to the notice of the Committee in this connection is that there is considerable importuning at the historic places like Agra and also at the Air ports and Railway Stations where the tourists are pestered to a very great extent. The Committee recommended that the State Government might be requested to take all possible steps for eliminating importuning at public monuments and historic places. The Committee have already dealt with the problem of beggars and hawkers in trains and stations in para. 68 of their Twenty-fifth Report on "Passenger Amenities" in Indian Railways and hope that with the implementation of the suggestions made by them the problem would be solved to a considerable extent.

159. It was also represented to the Committee that the route from the Calcutta Air Port to the important hotels in the city is very much congested and passes through filthy surroundings and that this creates a very bad first impression in the minds of the tourists, as also the transit passengers. The same is the case with Bombay also. The Committee suggest that the matter should be taken up with the Governments of West Bengal & Bombay at a sufficiently high level, and remedial measures taken feasibility of providing alternative routes from the Air ports to the important hotels, through cleaner surroundings should be examined.

F. DEVELOPMENT OF HOME TOURISM

(a) *Promotion of Home Tourism*

160. Foreign Tourism, how much so ever desirable, cannot by itself adequately sustain the various trades and industries connected with tourism, such as hoteliering, travel agencies, tourist, guide, etc. Development of home tourism on an adequate scale is, therefore, necessary for the proper maintenance of these trades and industries, so that they may render satisfactory service to the foreign tourists. Apart from this, promotion of Home Tourism by itself, has an important role to play in the programme of national education. In this connection, the Committee would like to repeat their earlier observations in their Twenty-Fifth Report on "Passenger Amenities":—

"India is a country of vast distances. It is divided into various areas, each having a different predominant language and having slightly varying shades of culture. There is a rich diversity in the customs and habits of the people their dresses, their modes of living, their mannerisms and their food habits; but behind all this diversity is hidden a common culture, which is the heritage of the hoary past of India. In order that the people living in different areas may capture the spirit of this common culture and see clearly the unity

behind this outward diversity frequent intermixing of the people of different areas is very necessary. Travel thus becomes a part of the national education and a great binding force amongst the people living in different areas and speaking different languages. Unless a man sees for himself the snow clad Himalayas in the North and the confluence of three oceans at Kanya Kumari, unless he has visited all the important places of religious and historical interest, which are interspersed throughout the length and breadth of the country and observed the modes of living of the people in different areas, he cannot be truly said to have imbibed fully the spirit of the cultural heritage of this great country. Similarly, unless he has travelled and seen for himself free India's manifold activities in the different fields, the country's Plan may merely remain for him a scheme on paper".

161. Here, the main difficulty is the inadequacy of transport. There is, at present, too much dependence on rail transport which is inadequate. The Committee are of the opinion that steps should be taken to develop other modes of transport, specially by roads and rivers, to relieve the terrific pressure on Railways. In this connection, the Committee are in full agreement with the following observations of the Sargent Committee:—

"What will be necessary is that road transport arrangements should be very carefully co-ordinated with air and train services. In this connection, the co-operation of the authorities responsible for road transport, whether official or private will need to be secured. The Committee are also of opinion that in view of the beauty of many of India's waterways, the attractions of boat travel should not be overlooked".

162. The Committee understand that an elaborate scheme for the provision of Youth Hostels was prepared and submitted to the Planning Commission. It has also proposed to prepare a scheme for promotion of tourism amongst the workers. The Planning Commission, however, held the view that 'Home Tourism' should fall within the purview of the State Governments. As desired by the Planning Commission the scheme for the provision of Youth Hostels was passed on to the Ministry of Education, and the suggestion for encouragement of tourism amongst workers was passed on to the Ministry of Labour.

163. The Committee accept that Development of Home Tourism should be primarily the responsibility of the State Governments, and that the questions of Youth Hostels and Social Tourism should be dealt with by the Education Ministry and the Labour Ministry. They are, however, of the opinion that the Tourist Division of the Government of India should also be in the picture, and that it should continue to act a Central Co-ordinating agency in the matter of all the aspects of Tourism.

164. Under Part I of the Second Five Year Plan on tourism the cost of which is proposed to be met entirely by the Central Government, it is proposed to grant subsidies to the extent of Rs. 10,00 lakhs

for running tourist Bureaus in the various States to cater to the needs of the home tourists and Rs. 40 lakhs for the tourist publicity in Indian languages (Some of the publicity literature has already been brought out in some of the Indian languages). The facilities proposed to be provided mainly from the foreign tourist angle will also be available to the home tourist. Parts II and III of the Plan contain schemes for the provision of facilities, mainly for Home Tourists.

(b) *Facilities to students*

165. The Committee understand that so far as student travel is concerned the following facilities are made available:—(i) Grant of 50% student concession by railways. (ii) Grant by the Ministry of Education to the extent of 75% of the Railway fare (at student concession rate). (iii) Financial assistance has also been rendered to the Youth Hostel Association of India by the Ministry of Education to encourage tourism in the country. (iv) Concessional air Travel upto 25% of the one way traffic granted by I.A.C., to the following categories of students:—

(i) Students travelling between place of study and home town; and

(ii) Students travelling on excursion, sight-seeing or educational tours.

166. As regards the rail concession it is granted to students of recognised or approved schools (a) when they travel even singly between their homes, educational institutions and examination centres, and (b) when they travel in parties of not less than four for educational tours. (v) In addition, concession is granted when large bodies of students travel either in reserved carriages or by special trains. (vi) Concession is also granted to athletes or sports teams when they travel to participate in recognised tournaments. These concessions are also applicable to foreign students. The Committee suggest that these concessions should be widely publicised in schools and colleges.

167. The Committee recommend that the feasibility of granting suitable concessions to students from foreign countries on their air travel to India may be taken up with the Air India International Corporation so as to encourage the visit of foreign students. The concessions proposed to be given should be publicised widely. As regards students within the country, the Committee reiterate their recommendation contained in para 32 of their Twenty-third Report on the Railway Budget for 1956-57 and hope that the feasibility of extending the concessions further will be constantly kept under review.

(c) *Sight-seeing tours*

168. It was brought to the notice of the Committee that in Japan, not a single student could come out of the College or School without going through the length and breadth of the country. It is part of the curriculum there. In India, such tours have not been

really given sufficient importance and though the Government of India have given some concessions to students not much has been done to the large number of indigenous tourists who will be prepared to avail of such arranged sightseeing tours in the country. The Committee recommend that the feasibility of having a systematic programme drawn up every month or so, according to a scheduled time table may be considered. Such sight-seeing tours, on foot or by rail, in motor vehicles by roads, in boats by rivers and in steamers and steam launches by sea will considerably promote indigenous tourism apart from the fact that such travellers, specially students will really come to "know" their country.

(d) *Youth Hostels*

169. The Committee understand that the Ministry of Transport had proposed a programme for the setting up of Youth Hostels at 80 centres at a total capital cost of Rs. 174.75 lakhs. Taking into account the repairs and establishment costs, the total provision required for the scheme for five years of the Second Five Year Plan period was estimated at Rs. 206 lakhs. The objective of the scheme was to provide cheap accommodation facilities not merely to the students, but also to home tourists of low and middle-income groups, who could not afford to stay at costly hotels or rest houses. Discussions between the representatives of the Planning Commission and the representatives of the Ministry of Transport and the Ministry of Education revealed that the proposed scheme would give rise to a number of practical difficulties. At first, there was problem of determining what tourists would be eligible to utilise the accommodation secondly, while arrangements for student tourists could be controlled and supervised by the Education Departments of the State Governments, the agency for control and supervision over other tourists who would use Youth Hostels, was not clearly known. After detailed discussions, it was agreed that the arrangements for home tourists of low-income and middle-income groups other than students, should be planned for separately, and that the proposal for Youth Hostels should be considered in a limited way by the Ministry of Education, so as to make a modest start in the Second Plan period. In selecting places at which Youth Hostels were to be organised, the Ministry of Education was to give preference to such places where accommodation facilities were already easily available. At most of the hill stations and at important places in the erstwhile princely States, accommodation was easily available and no new construction was needed. At selected places, however, the Ministry was to consider additions to existing buildings to provide at each place dormitory accommodation for, say, 20 students. Wherever educational institutions existed, such accommodation would be added preferably to Hostels of these institutes and would be looked after by the local educational authorities.

170. In pursuance of the above decisions, the Committee understand that the Youth Welfare Unit of the Ministry of Education has drawn up a moderate scheme for setting up about 10 Youth Hostels

during the current year and an amount of Rs. 1.50 lakhs has been set apart for this purpose from the total allocation of Rs. 10 lakhs made for the Youth Welfare Programme during 1956-57.

171. According to this scheme, the Central Government's share of expenditure for a Hostel of about 20 beds will be 50% subject to a maximum of Rs. 20,000/-, the other 50% to be borne by the State Government. In order to maintain uniform rules and regulations in the use of the Hostels the Ministry of Education will be undertaking this project in collaboration with the Youth Hostels Association of India. The Committee hope that the Scheme will be carefully guided and that it will be possible to open more Youth Hostels during subsequent years of the plan period.

172. The Committee have already dealt with the questions of development of internal tourism as far as Railways are concerned, in paras 172(b) and 173 of their 26th Report on "Commercial Matters" on the Ministry of Railways which are reproduced below for ready reference:—

"172(b) In order to encourage internal tourism some Railways include a note on places of interest in their Railway Time Table and Guide. The Committee suggest that this note should be included in the Time Table and Guide of every Railway. The Railway Ministry might also publish a booklet on places of interest in India giving a description of places and buildings etc. worth visiting, the distances of places from the nearest Railway station etc. The booklet should be available at all book-stalls on Railways, and should be priced as low as possible. The Government of India publishes several booklets on selected places of interest. The Committee suggest that these booklets should also be made available for sale at all the Railway Book-stalls.

"173. The Committee appreciate the efforts of the Railways in encouraging tourist traffic specially from overseas. They, however, feel that there should be more liberal provision of Third Class tourist cars and tourist special trains than hitherto. As and when the line capacity increases over various important routes the Railways should introduce more tourist special trains and undertake to plan conducted tours "for visiting selected places of interest".

(e) *Social Tourism*

173. Not much progress has yet been made in this country to encourage the common workers—whether Government or private employees—to travel away from their normal surroundings and spend their holidays in health resorts where facilities for boarding and lodging are made available at a cheap rate. As far as the Committee

are aware, the Railways have no doubt made a small but significant beginning by opening Holiday Homes for railways employees. This facility, however, requires to be developed gradually on a country-wide scale for all the workers, particularly in lower income groups. In this connection, the Committee give below an extract from the Report on the Working of Official Travel Organisations of six European countries, prepared by an officer of the Ministry of Transport indicating the steps taken by Italy in 1953 for the promotion of social tourism.

"There is a central organisation called 'Enal' or the national agency for rendering assistance to workers. One of the important functions of the Enal is social tourism. The Enal is an autonomous body and only in respect of social tourism does it deal with the High Commissioner for Tourism. Under a new scheme, which is to come into operation in January, 1954, there would be a special fund of 100 million liras credited with banks for social tourism and operated by a Special Committee consisting of representatives of the High Commissioner for Tourism of the Enal and of the other bodies concerned. The workers would be able to obtain authorisation coupons from their employers *e.g.*, state departments, factories, shops etc., and stay in 600 hotels and lodging houses throughout Italy. One significant feature of this scheme is that these 600 hotels would belong to all categories and not necessarily to the lower ones only. The transport and boarding and lodging expenses of the workers based on these coupons would be debited to the special fund account. I was given to understand that the new scheme would bring in a new era in social tourism though the statistics for social tourism as it already existed, are not unimpressive.

1951:

Railways Trips—499 benefiting 72190 workers.

Trips by motor coaches—4256 benefiting 400872 workers.

1952:

Railway Trips—903 benefiting 12790 workers.

Motor coach trips—6909 benefiting 494666 workers."

174. The Committee recommend that suitable steps on these lines should be taken for the workers in this country also, especially for those belonging to lower income groups. The Tourist Division of the Transport Ministry should assist the Labour Ministry in framing such a scheme to suit local conditions.

G. TOURISM IN THE SECOND FIVE YEAR PLAN

175. Though no specific provision was made for the development of tourism in the First Five Year Plan satisfactory progress was made by the Tourist Division which was formed in the year 1949. In so far

as attracting tourists from foreign countries is concerned, the measures adopted during the First Plan period are as under:—

A large variety of tourist publicity material has been produced in English and French (the present rate of production being about 6 million pieces of tourist literature a year) and is being disseminated in foreign countries. Various media of publicity have been exploited; printed material, participation in exhibitions screening of films, display of models, maps, charts etc. Four overseas tourist offices have been opened—in New York, San Francisco, London and Paris; 13 tourist offices at the ports of entry and other important tourist centres are now functioning and furnishing information to tourists; registration and customs formalities to tourists have been considerably relaxed; Indian travel agencies have been given the necessary support to organise tourist promotional activities abroad and international contacts have been developed through various international travel promotion bodies.

176. The Second Five Year Plan on tourism makes the following rough provision:—

Rs. 186·80 lakhs to be spent by the Centre.

Rs. 151·07 lakhs to be spent by the States.

Rs. 84·89 lakhs to be paid out of the Central Funds for the promotion of tourism in Jammu and Kashmir.

TOTAL Rs. 422·76 lakhs.

(N.B. These figures do not include the provision made for Youth Hostels and Social Tourism by Education and Health Ministries respectively).

177. The Plan mainly consists in upgrading tourist facilities within the country, particularly in out of the way places which happen to be the sites of great monuments but which are neither easily accessible nor provide comfortable means of accommodation. It has been divided into three parts:—

PART I

178. The proposals contained in Part I are those on which the expenditure is to be borne entirely by the Centre and may be divided into two groups:

- (a) Accommodation and other facilities either by expanding and upgrading the existing rest houses or building new ones at places/areas which are usually visited by foreign tourists or which are potentially important from the foreign tourist angle, the number being 26.
- (b) Proposals not directly related to foreign tourists but on which expenditure has to be borne by the Central Government (Items 27 and 32, Part I).

Tourist Bureaus (Item 27)

179. It is proposed that the Transport Ministry would run tourist offices only in 15 to 20 selected tourist centres of all India importance. For the general promotion of tourism within the country, tourist bureaus at other places of tourist importance should be run by State Governments or semi-official and private bodies. Hence it is proposed to give grants-in-aid to State Governments and promote private organisations of an acceptable standard so as to encourage them to run tourist bureaus at places of regional or local importance.

Publicity (Item 32)

180. It is proposed to centralise publicity in Indian languages to promote Home Tourism in Tourist Division itself, and a sum of Rs. 40 lakhs has been ear-marked for this purpose.

Estimated expenditure on Part I is Rs. 144.80 lakhs, (which includes Rs. 20 lakhs to meet any variations in the expenditure).

PART II

181. In order to develop Home Tourism, it is proposed to provide amenities of a typical Indian style for Indian tourists of middle income and lower income groups at the same places as mentioned in Part I. This expenditure will be shared equally by the Central and the State Governments.

Estimated expenditure on Part II is Rs. 84 lakhs.

PART III

182. The schemes embodied in Part III are mainly the residue of the State Government Plans submitted either direct to the Planning Commission or to the Transport Ministry. The expenditure on this part is to be borne by the State Governments.

Estimated expenditure on Part III is Rs. 109.07 lakhs.

183. The details of the schemes included in parts I, II, and III and break-down of the estimated expenditure under each scheme are given in Appendix IX. Perusal of these details would indicate that, considering the limited financial resources available during the Second Plan, the provision of funds for tourism is quite liberal. The Committee have no doubt that proper and careful implementation of these schemes will go a long way towards developing both foreign and home tourism.

VII—MISCELLANEOUS

A. FORMATION OF A BOARD FOR PROMOTION AND REGULATION OF TOURISM

184. The present tourist organisation in the Ministry of Transport consists of a Deputy Secretary, assisted by two Under Secretaries and other Office staff.

185. The Committee do not consider that it is wholly a Secretariat function to promote and develop tourism departmentally, though it is desirable for the Government to render all possible facilities for this purpose. It is for this reason that the Sargent Committee which examined the question of tourism in 1945 recommended the formation of a statutory corporation for promotion and regulation of tourism. During the course of discussion, the representative of the Ministry of Transport agreed that ultimately when the industry had developed, it might be proper to set up a corporation. He, however, felt that that stage had not yet been reached. He was, however, of the opinion that the executive functions should be separated from the policy making functions. In order to achieve this end and also to achieve more flexibility in the day-to-day work of promoting and regulating tourism in the country, the Committee recommend that a Board of Managing Directors should be set up for promotion and regulation of tourism on the lines suggested by the Committee in para 7 of their Sixteenth Report on Organisation and Administration of Nationalised Undertakings. The Board may consist of four or five Members including the representatives of the Department of Archaeology, Ministry of Information and Broadcasting and the Ministry of Transport. At least one of the Members should be a person of experience in financial matters. The Chairman and Members of the Board should work collectively and on a functional basis. The Chairman should have in exceptional cases, where conditions demand, sufficient power to exercise his discretion, so that there is no delay or waste of expenditure. The Chairman of the Board should be directly responsible to the Minister and should not be subject to the control of the Secretariat of the Minister.

186. An Advisory Body should also be constituted for the purpose of advising the Chairman of the Board on various matters from time to time. The Advisory Body will only render advice and will have no powers to decide matters of policy or to give orders to execute any of their directions. The Advisory Body will invariably send a copy of their report to the Minister concerned for information. The Minister will thus be in a position to know the point of view held by the Body other than the Board. The Advisory Body will have the right of asking or calling for information on all matters excepting those which have been specified by the Minister as being of a secret nature. The Advisory Body will have also the right of unlimited criticism and will offer advice on any matters they deem fit. The Advisory Body will be kept informed by the Board through progress reports, balance-sheets, development plans and any other schemes which the management may have in view. The Advisory Body will

consist of the representatives from hotel industry, travel trade and members of Parliament and local legislatures.

187. The question whether the Board should be responsible to the Minister of Transport or to the Minister for Information and Broadcasting should be examined by the Government.

B. LEGISLATION FOR PROMOTION OF TOURISM

188. There are 3 aspects of the tourist industry on which legislation exists in many countries of the world. These are:

- (i) travel agencies;
- (ii) guides;
- (iii) hotels and catering establishments.

189. The Committee understand that broadly speaking there is hardly any legislation regarding (i) and (ii) in U.S.A., U.K., Switzerland and Scandinavia but very comprehensive legislative measures have been passed on all the 3 subjects by Ireland, Germany, France, Italy, Austria, Turkey, Egypt and Japan. A good deal of legislation exists both at the national and local levels regarding hotels and catering establishments in all countries. In India a number of legislative measures at the state level supplemented by executive orders are applicable to hotels and catering establishments but none regarding travel agencies or guides. The measures regarding hotels and catering establishments vary from State to State and since most of them are very old, they do not always meet the requirements of the present day hotels.

190. The background and the scope of the legislative measures regarding these subjects are briefly indicated below:—

(i) *Travel Agents*

A travel agent cannot act as such without obtaining a licence from the Government of the country. Foreign travel agents opening branches in a particular country have to seek the permission of the Government concerned. The usual rules for obtaining a licence are:

- (a) 5 years' standing in the profession;
- (b) employment of trained staff;
- (c) financial stability;
- (d) capacity to promote traffic etc.

In many countries schools for training in tourism exist and hence the staff to be employed has to pass through these schools.

191. The travel agencies are given a licence either by the Board of Trade or by the Department of Tourism or by the National Travel agency run by Government wherever such an agency exists e.g. in Germany, Austria and U.K. In other words, in these 3 countries travel agency business exists both in the public and private sectors.

192. In India there is no legislation regarding travel agencies but a system of granting 'recognition' has been evolved by the Transport Ministry in conjunction with the Railway Ministry. In scrutinizing

the applications of travel agents asking for recognition, more or less the same criteria as mentioned above are applied. A recognised travel agent becomes entitled to sell railway tickets and enters into agreements with individual railways. However, this recognition does not entitle him to sell air ticket as the IAC maintain a separate list of approved travel agents who can sell their tickets. The Committee recommend some sort of uniformity in this matter. The number of 'recognised' travel agents is 25 and of IAC's approved agents is 43. There is, however, no law prohibiting a person from acting as a travel agent, without securing recognition.

(ii) *Guides*

193. Licences to persons qualified to act as guides in other countries are usually granted by the Police or the Tourist Department. In the absence of legislation, as stated earlier, the Transport Ministry has evolved a system of grant of certificates to guides who have attended a Guides Training Course run by the Transport Ministry and have passed the examination. In the selection of Guides for training, preference is generally given to those who are already in the profession so as not to cause them unnecessary hardship. The Committee understand that the travel agents, hotels and taxi owners' associations have been associated with these training courses, and have on the whole co-operated with the Transport Ministry in ensuring that only trained and certified guides are made available to tourists. This system has worked not too badly in Delhi and Bombay, but since there is no Act under which untrained guides without certificates can be stopped from functioning, quite a number of such guides are still being used by tourists in various cities.

(iii) *Hotels*

194. In almost all the countries hotels are classified generally into different categories e.g. deluxe and classes I, II, and III, etc. Rates for rooms are fixed on the basis of this classification, but not for food as in most countries hotels do not charge inclusive rates for board and lodging together. A resident in a hotel can eat in the hotel or outside and pay according to the meals taken by him. In some countries like Switzerland, the classification is done and rates fixed by the National Association of Swiss Hoteliers which is a non-official body. That in fact is true of many other Swiss industries e.g. watch making. In most countries, however, the classification is done by the Government, by the Tourist Department or by a Statutory Committee according to the provisions of an Act of Parliament. From the classification and the fixation of rates, other rules regarding hotel keeping e.g. hours fixed for the bar and dining rooms, provision of various amenities etc. also follow.

(iv) *Voluntary action on the part of travel trade*

195. In the absence of any legislation, the Committee learn that the Transport Ministry has encouraged these three branches of the travel trade to form Associations so that the Associations could impose certain standards on their members. The Travel Agents' Association

was formed five years ago and it has done a good deal for the promotion of tourism. The Committee understand that the annual Conventions of this Association are attended not only by the entire Indian travel trade but also by the representatives of international airlines, steamship companies and foreign travel agents. The four Regional Hotel and Restaurant Associations were encouraged to form themselves into a Federation. The Committee were informed that the approved guides in Delhi and Bombay have formed themselves into Associations and on the whole those bodies are working satisfactorily.

196. The Committee understand that the question of bringing in legislation on certain aspects of tourism such as Hotels, Guides and Travel Agents is being considered by the Ministry of Transport and that certain points have been drawn up on the basis of study on legislations in about 10 other countries of the world. The Committee suggest that this matter should be expedited.

C. INTERNATIONAL CONTACTS

197. The Committee understand that the Government of India have participated in the last four years in the following Tourist Conferences abroad:—

- (1) Annual General Conference of the International Union of Official Travel Organisations (I.U.O.T.O.) held in Lisbon in October, 1953 and in London in October, 1954.
- (2) The American Society of Travel Agents (ASTA) Annual Conferences at San Francisco in November, 1954 and at Lausanne in November, 1955.
- (3) Annual Convention of the Travel Agents' Association of India at Colombo in February, 1956.
- (4) Executive Committee meeting of the I.U.O.T.O. held in Luxembourg in April, 1956.

198. The ASTA conferences mentioned above were actually annual conventions of the travel agents where top leaders in the travel trade addressed the assembled gathering and displays and exhibitions of travel interest were organised. The participation in those conferences was more for personal contact and public relation than to transact any specific business.

199. The main recommendations made at the annual Session of the I.U.O.T.O. held in October, 1955 through their various Commissions are as follows:—

- (i) to stress on freedom of tourist movement, study on improvement of hotel standards, protection of the touristic heritage;
- (ii) to encourage the development of social tourism—Youth Travel and technical assistance in the field of tourist activities;

- (iii) to establish better co-operation between AFETC and ECAFE and to request the latter to establish an effective section dealing with all aspects relating to tourism;
- (iv) to pursue the question of off season promotion of tourist traffic to all countries;
- (v) to undertake a survey of the Indian tourist travel problems;
- (vi) to sponsor a study of tourist trends in European countries.

200. The Committee understand that the recommendations with which the Government of India are concerned are being pursued through the various concerned agencies viz. Ministries of the Government of India, State Governments and the travel trade.

201. The Committee are glad to learn that as a result of the general recommendations of the I.U.O.T.O., India has become a signatory to the convention of customs formalities. Also, certain irksome travel barriers have been removed. Another decision significant for India was that the Asian and Far-Eastern Travel Commission was split up into two different parts—one for East Asia with Japan as leader and another for South East Asia with India as leader. The Japanese Government have been able to form the East Asian Commission already. The Committee understand that the South East Asian Commission has not yet been formed for various reasons but that the first meeting of the South East Asian Commission will be held in Vienna, because the annual Session of the I.U.O.T.O. is taking place there in October, 1956 when all the Asian countries will be present.

202. The Committee welcome these international contacts, because they foster international good-will and also encourage foreign tourism.

D. INFORMATION REGARDING LOCATION OF REGIONAL TOURIST OFFICES

203. The Committee recommend that the address and telephone number of the Regional Tourist Offices may with advantage be included in the list of 'Important Telephone Numbers' in the respective city Telephone Directories. Similarly, in the concerned railway stations, air ports and important hotels, maps showing the location of and routes leading to the Regional Tourist Office may be hung up at prominent places as a measure of advertisement and in order to facilitate the tourists to locate the Regional Tourist Office easily.

E. SALES SECTION IN REGIONAL TOURIST OFFICES

204. The Committee understand that each tourist office sells tourist literature. The Committee suggest that various Government publications, particularly those dealing with the Five Year Plans and the current topics should also be made available for sale in the tourist offices. About curios and other things, the Committee understand that the only step that the Ministry of Transport has taken so far is to

have persuaded various State Government Emporia that in lieu of allowing them to display their goods in the Regional Tourist Offices in the windows and display cases, they should give either free of charge or for a small value of Rs. 2/- or Rs. 3/- each souvenirs upto Rs. 1,000 or 2,000 a year which could be given to distinguished tourists as gestures of courtesy.

205. The Committee are glad to learn that this agreement has been reached already with two or three States. The Committee suggest that this matter may also be discussed with the All India Khadi and Village Industries Board, the All India Handicrafts Board, the Small Scale Industries Board etc. so that a variety of souvenirs could be collected. Similarly, in the air ports, curio shops might be opened where the tourists might make their last bit of purchase in the country. Better liaison with the All India Boards and Khadi Bhavans will yield fruitful results.

F. EARNINGS FROM FOREIGN TOURISTS

206. From Appendix II which gives the statistics of foreign visitors who visited India during the years 1951 to 1955, it will be seen that there has been a tremendous increase in the number of tourists visiting India year after year and that the increase is particularly marked in the year 1954-55.

207. The Committee understand that the Reserve Bank has been, in the last three or four years, making sample surveys of the tourist earnings. Every tourist who leaves the country is given a card to be filled in at the airport of departure. It is voluntary and, therefore, all the tourists may not fill in the form. On the basis of the information thus collected, the Reserve Bank prepares a random sample survey of the estimates of tourist earnings. These estimates take into account only that expenditure which the tourist incurs while he is in the country, by encashment of travellers' cheques. The money he has paid in terms of dollars or other foreign currency at the point of origin earlier is transferred to India in exchange accounts, subsequently. The travel accounts, however, may also contain the earnings even of those persons who are not tourists. The Reserve Bank categories and omits those who are not tourists and takes into account the figures which pertain to the persons who can be called tourists. The amount of foreign exchange earned, as assessed by the Reserve Bank of India, was Rs. 2.7 crores and Rs. 3.6 crores during 1953 and 1954 respectively.

208. The total value of exports of India in 1954 was Rs. 5,63,00 lakhs and in 1955 it was Rs. 6,03,77 lakhs. It would appear that earnings from tourism constitute a little under 1 per cent. of the total exports.

209. The earnings from tourists in the Second Five Year Plan have been estimated by the Ministry to be as follows:—

1956	..	Rs. 8.75 crores.
1957	..	Rs. 10.06 crores.
1958	..	Rs. 11.57 crores.
1959	..	Rs. 13.31 crores.
1960	..	Rs. 15.31 crores.

Total for 5 years :	Rs. 59.00 crores
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210. The above figures have been arrived at on the basis of the rate of increase of the number of tourists since 1951. It would be interesting to watch how far these estimates turn out to be true.

G. ALL INDIA SAMPLE SURVEY

211. In order to get an assessment of the foreign tourist trends in India, their needs and inclinations and other cognate matters, a Pilot Survey on the Pattern of Tourism in India was conducted at Delhi from the 10th of June, 1955 till the 15th of September, 1955, by the Statistical Section attached to the Tourist Division. The survey consisted of issuing a detailed questionnaire to the tourists who were personally contacted and requested to give the information to fill up the questionnaire. In all 410 questionnaires were filled in and the total number of persons covered was 1067. As the survey was confined only to Delhi, it cannot be regarded as fully representative of the tourist pattern in the country. All the same, it has revealed many interesting features, some of which are indicated below:

- (i) 53.5 per cent of the tourists covered were from the U.S.A., the second and third largest percentages being 7.5 and 4.5 from Pakistan and United Kingdom respectively.

- (ii) The distribution of duration of stay was as follows:

No. of days' stay	Percentage
1 to 7 days	23.3
8 to 15 days	44.0
16 to 30 days	14.8
31 to 45 days	6.4
More than 45 days	9.9
Not available	1.6

- (iii) The average duration of stay of a tourist in India was 25.82 days. Tourists from the U.S.A. and Canada stayed for about 20 days only on the average.

have persuaded various State Government Emporia that in lieu of allowing them to display their goods in the Regional Tourist Offices in the windows and display cases, they should give either free of charge or for a small value of Rs. 2/- or Rs. 3/- each souvenirs upto Rs. 1,000 or 2,000 a year which could be given to distinguished tourists as gestures of courtesy.

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Forward Planning

January 2004

1 THU	2 big Cooler 2x5500	17 SAT	11000	
2 FRI	1 Kitchen Chimney =	18 SUN	5500	16000
	4 Ceiling fan =		5500	21500
3 SAT	1 Kitchen fan =	19 MON	500	22000
4 SUN	1 medium size geyser =	20 TUE	2500	24500
5 MON	1 instant geyser =	21 WED	500	26000
6 TUE	Window mosquito net =	22 THU	10000	36000
7 WED	Police lock =	23 FRI	500	37000
8 THU	Inverter =		10000	47000
	Tube light =	24 SAT	1000	48000
9 FRI	Boiling Machine =	25 SUN	3000	51000
10 SAT	Sewerages Charge =		4500	55500
	Transport =	26 MON	10,000	65500
11 SUN	Cupboards =	27 TUE	20,000	85500
12 MON	Water Filter		3,500	89000
	Tv Tube	28 WED	5,000	94000
13 TUE		29 THU		
14 WED		30 FRI		
15 THU		31 SAT		
16 FRI				

31 Wednesday
DECEMBER

Rs 76,000/- given to Mudil Builders in Cash
on 5th Jan, 2005

Rs 1000/- x 14 = Rs 14,000/-

Rs 500/- x 104 = Rs 52,000/-

Rs 100/- x 100 = Rs 10,000/-

= Rs 76,000/-

Rs 1000/- - 2AC 323869

- SAM 944763

Bimal Jalan

Rs 500/- - 3BG 398000

JFC 918124

Bimal Jalan

820 - OCP 430393 - C. Rajarajan

500 - JBS 9544678 - J.K. Reddy

ZBC 864887 - -

Rs 100 - SML 426220

Bimal Jalan

- SAB 848305

- Y.K. Reddy

Rs 208704

- 77500 - 3rd Jan, 2005

131204

2003	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2003
MON	6 13 20 27	3 10 17 24 31	3 10 17 24	7 14 21 28	5 12 19 26 30	2 9 16 23 30	7 14 21 28	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	MON
TUE	7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	TUE
WED	1 8 15 22 29	5 12 19 26	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	WED
THU	2 9 16 23 30	6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	THU
FRI	3 10 17 24 31	7 14 21 28	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26	FRI
SAT	4 11 18 25	1 8 15 22	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	SAT
SUN	5 12 19 26	2 9 16 23	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28	SUN
WEEK	1 2 3 4 5	6 7 8 9	10 11 12 13 14 15 16 17	18 19 20 21 22	23 24 25 26 27 28 29 30 31	32 33 34 35	36 37 38 39	40 41 42 43 44	45 46 47 48 49 50 51 52				WEEK

- (iv) The tourists arrived by the following modes of conveyance:

Mode of conveyance	Percentage
Air	82.1
Sea	8.7
Land	9.2

- (v) The average expenditure per tourist per day was approximately Rs. 61.9. Out of this expenditure Rs. 34 was for boarding and lodging. (Expenditure for boarding and lodging appears to be on the high side.)
- (vi) The most favourite items of souvenir were clothing materials and handicrafts including ivory goods. Curios, silver ware and gold ware were also quite popular.
- (vii) Comments collected about hotel accommodation were as under:

No. of tourists commenting

Good	Indifferent	Bad	Total
1539	128	77	1744

Adverse comments were mainly directed against the hotels in Calcutta, Banaras, Agra and the circuit house at Jaipur. The complaints related generally to want of cleanliness and bad food.

212. A few comments offered by the tourists during the Pilot Survey are given below, as a matter of interest:

- (i) There should be more small tourist hotels in romantic places well advertised.
- (ii) Make known the best time of the year to come.
- (iii) Emphasise New Delhi as the world's most beautiful new capital as contrasted with the ruins of Old Delhi which are on the scale of Rome.
- (iv) A tourist police organisation such as it exists in Egypt will be extremely helpful.
- (v) English should not be removed altogether and it should remain side by side with Hindi.
- (vi) There should be some clean and inexpensive hotels for the middle classes coming from the U.S.A.
- (vii) Make it easy for us to travel and buy your many wonderful things.
- (viii) Insist on 12½% service fee added to hotel bills.
- (ix) Insist on no other gratuities by hotel porters.

213. The Committee understand that with a view to get a greater coverage of the tourists throughout India, it is proposed to carry out sample surveys at several other places like Bombay, Calcutta, Madras etc. The Committee suggest that such surveys should be conducted at regular intervals, so that suitable steps may be taken for developing tourist facilities according to the needs of the tourists.

214. The Committee also understand that in Hawaii, the Visitors' Bureau has carried out a survey by sending mail questionnaires to names randomly selected from the Baggage Declaration Forms. The method has one great advantage, viz. that a scientific sampling procedure can be availed of, since a complete plan frame is readily available. The method will no doubt be somewhat costly and the factor of non-response will have to be reckoned with. All the same the Committee feel that this type of survey will be useful and suggest that the same may be tried once as an experimental measure.

H. PRESERVATION OF NATIONAL ARCHAEOLOGICAL MONUMENTS

215. India has a very rich heritage of ancient monuments. There must be tens of thousands of them but the Committee understand that the Government of India have declared only about 4,000 to be monuments of national importance. It is essential that the Archaeological Department should keep these monuments in perfect condition and in case where there is no controversy about the original type of the structure, a certain amount of renovation should be done as is done in various countries of Europe.

216. Not only should these monuments be protected and looked after with care, but also there should be metalled roads linking these monuments with the main roads, or national highways, thus making the monuments easily accessible, to the tourists.

I. COMPILATION OF TALKS ON 'DISCOVER INDIA' SERIES

217. The Committee understand that between 1954 to July, 1956, about 156 talks and other programmes have been given over the External services of the All India Radio. A large number of talks on places of tourist interest had also been broadcast in the Home Services of the All India Radio from Delhi and other stations. The Committee suggest that these talks should be compiled, edited and published in the form of a book. The Committee are sure that such a publication would be of great interest both to the foreign and home tourists.

J. DEVELOPMENT OF GAME SANCTUARIES

218. The Committee were given to understand that a provision of Rs. 3 lakhs has been made in Part I of the Second Five Year Plan for tourism for the development of five game sanctuaries. The proposals in this respect have already been received from the State Governments and are under examination in consultation with the Ministry of Food

and Agriculture. The Committee suggest that this examination may be completed without further delay and steps initiated during the current financial year itself for developing these sanctuaries.

K. ACCOMMODATION FOR THE TOURIST OFFICES

219. The tourist office has to be located in a place which is a very busy thoroughfare and which is easily accessible from hotels where tourists are going to stay and which is also a place where travel agencies and International Airlines Offices in the city are located. The Committee were informed that it was rather difficult to get such accommodation always in Government buildings but wherever it is possible the offices would be so located. In Bombay, the Tourist Office is located in a Government building (*i.e.* a railway building). In Calcutta the tourist office was located in a railway building but it has to be shifted because the railway wanted the accommodation for themselves. In New Delhi, the Office is located in a rented building. The Committee were informed that at present the following rents are being paid for the offices in India and abroad:—

Name of Tourist Office.	Rent paid for office premises		
	1953-54	1954-55	1955-56.
Tourist Office, Bombay.	8,440	8,440	8,440
Tourist Office, Delhi.	*	*	*
Tourist Office, Madras.	6,000	6,000	6,000
Tourist Office, Calcutta.	3,700	3,700	3,700
Tourist Office, Ootacamund.	—	350	1,200
Tourist Office, Agra.	1,200	1,200	1,200
Tourist Office, Banaras.	1,062	1,500	1,500
Tourist Office, Simla.	—	123	*
Tourist Office, Aurangabad.	—	400	1,200
Tourist Office, Bangalore.	—	3,800	4,800
Tourist Office, Jaipur.	—	—	420
Tourist Office, Darjeeling.	—	280	480
Tourist Office, Srinagar.	3,600	3,600	3,600
Tourist Office, New York.	40,476	47,666	75,000
Tourist Office, San Francisco.	—	1,548	37,140
Tourist Office, Paris.	—	—	**
Tourist Office, Colombo.	—	—	**
Tourist Office, London.	—	—	14,933

*Information not available.

**The rent is not yet fixed.

220. The Committee consider that the rents paid are rather exorbitant. The Committee appreciate that the difficulty of accommodation in Government-owned buildings is not peculiar to the tourist organisation alone and that it exists equally in respect of many permanent departments which are still occupying rented buildings either due to the difficulty in securing the required land or due to the limitation of availability of capital funds. They, however, suggest that the feasibility of utilising numerous buildings like the bungalows and palaces of former Indian princes which are lying vacant should be carefully

Recommendation

Action taken

of lectures on variety of topics connected with tourism. At the end of each course trainees have to pass a written and practical test. The successful candidates are granted certificates. Such courses have been held at Bombay, Delhi, Calcutta, Madras, Agra and Banaras. Thus trained guides are now available for catering to the tourists at reasonable charges at important tourist centres.

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examined. The Committee also suggest that an attempt should be made to construct, as far as possible, Government-owned buildings rather than paying heavy rents as this will be more economical in the long run. The Ministry should analyse the rents that are being paid by the tourist offices both in India and abroad and chalk out a plan by which the Government have not to spend as much as it is spending on rents now.

L. MANUAL OF THE TOURIST OFFICES

221. The Committee were surprised to note that even though the tourist offices have been in existence for a number of years, no departmental manual for the use and guidance of the offices had been prepared so far. The Committee were, however, informed that the preparation of a manual had been started and that the manual was expected to be ready by the end of the current year, when it would be circulated to the various offices for use. The Committee hope that the target date of 31-12-56 for the issue of the Manual will not be exceeded.

M. LIBRARIES ATTACHED TO THE REGIONAL TOURIST OFFICES

222. The libraries of the Regional Tourist Offices and other Tourist Information Offices are generally stocked with those books which are useful for purposes of reference. The books are mostly about Indian history, culture, monuments, art, music and crafts etc. Each Tourist Office invariably receives a certain number of publications of the tourist offices in the rest of the world. But there is no regular provision to supply the libraries with such books because the research work or formation of new ideas is generally the responsibility of the main Secretariat. The Committee were informed that the existing libraries were not adequate mainly because of lack of funds.

223. During the course of their tours, the sub-Committees of the Estimates Committee had noticed that the libraries attached to the Regional Tourist Offices were inadequate. The Committee recommend that an initial provision on larger scale should be made for the libraries and the recurring expenditure on purchase of books may be on a smaller scale. The Committee lay great emphasis on the purchase of books because the staff of the offices would then be able to go through them and be in a position to answer intelligently the various questions that the tourists may raise. While the libraries may be mainly for the benefit of the staff of the tourist offices so that they may be well informed about Indian history, culture, heritage etc., the tourists also as and when they are inclined may go through them. The Committee realise that a tourist may not have the time to sit down and read the books, but if he finds that there is a good collection of books in the country, possibly he might like to have a similar one in his own country.

224. The Committee understand that generally one set of the tourist literature published by tourist offices in foreign countries is received by the Ministry as a matter of courtesy. The Committee recommend that the foreign tourist offices may be approached to supply

more copies so that they could be distributed amongst the Regional tourist offices in India.

225. The Committee would also like to recommend that the authorised guides should be permitted and also encouraged to make free and liberal use of the tourist office libraries so that they can be up-to-date, and can give more than a superficial account of Indian history and culture to the Tourists whom they accompany. The Committee suggest that book lists (*i.e.* bibliographies) on special aspects of Indian life should be prepared and supplied to the tourists.

N. CONCLUSION

226. As a matter of interest the Committee quote below some relevant observations of Mr. MacDougals, a visiting Australian journalist, in this connection which appeared in the Calcutta issue of Sunday 'Statesman' of the 8th July, 1956.

"In spending the money of the new grant, much consideration will have to be given to the little things which count a lot to the tourists—little things which when added together announce that the country's potential to attract outsiders is being hidden behind a screen of inefficiency and lack of knowledge by people in important positions. It is this inefficiency which has caused tourists to leave the country with a feeling of disappointment. Those are the people who are holding back an industry which, with improved direction, could bring her millions of rupees worth of foreign currency each year.

"For tourists with unlimited financial resources, India is the perfect place to go on touring. They could travel for at least 6 months seeing something each day. But for others, like myself, who are on a limited budget, and have to use public transport, the weight of disappointment is almost enough to turn them from the country".

227. The Committee are fully in agreement with the views of Mr. MacDougals and recommend that special attention should be paid to provide facilities for tourists of low and middle income groups in matters of transport, accommodation and recreational facilities at important tourist centres and that the staff in Regional Tourist Offices should be properly trained and equipped with up-to-date knowledge about the places of interest in the region. The Committee further recommend that there should be complete co-ordination between the Regional Tourist Offices, Airlines, Railways, Shipping Companies, Travel Agents and State Governments and the queries of tourists should be promptly attended to by all concerned when processed through travel Agents or Regional Tourist Offices.

228. Given proper attention and care, India with its varied flora and fauna and her natural scenic beauty, can verily become a Tourists' Paradise.

NEW DELHI;

The 25th October, 1956.

BALVANTARY G. MEHTA,

Chairman.

Estimates Committee.

APPENDIX I

(Main Recommendations of the Sargent Committee and the action taken thereon by the Gov. of India)

Recommendation	Action taken
(1) The Committee felt that the work of development of tourist traffic in India should be undertaken on a methodical basis by a separate organisation.	<p>As a result of this recommendation a separate Tourist Traffic Branch was created in this Ministry in 1949 to pay whole-time attention towards the development of tourist traffic in India. This Branch has been split up into four separate Branches as indicated below:—</p> <ol style="list-style-type: none"> 1. Tourist Traffic Branch to deal with travel trade matters. 2. Tourist Publicity Branch to deal with the publication etc. of the publicity literature. 3. Tourist Administration Branch to deal with matters connected with the administration of the Government of India Offices in India and abroad. 4. Tourist Distribution Branch to deal with the distribution of tourist publicity literature in India and abroad. It is now proposed to create a Directorate General of Tourism.
(2) The Committee recommended for a careful co-ordination with air and train services with a view to facilitate both air and train journey and to make it comfortable in India.	<p>A Central Tourist Traffic Advisory Committee as well as Regional Tourist Traffic Advisory Committees at Delhi, Calcutta, Bombay and Madras have been formed which consist of representatives of airlines, railways etc. These Committees meet at periodical intervals to plan better facilities and co-ordination of the type recommended by the Committee.</p>

Recommendation	Action taken
(3) The Committee recommended that a chain of first class hotels upto the international standard will have to be provided for foreign tourists.	A Consultative Committee of hoteliers consisting of presidents of their four Regional Associations has been constituted. Questions relating to provision of additional facilities in hotels e.g. air conditioning, telephone in every room, better furnishings, linen, service, indianizing the tone and providing Indian types of entertainment etc. have been discussed with the Consultative Committee. A survey of the hotels is now in progress with a view to classifying the hotels into 3 or 4 categories based on international classification. Indirect assistance is being given to hoteliers by granting them reasonable import quotas of cutlery, kitchen utensils and provisions. Rooms air-conditioned and fitted with separate bath rooms, are now available in most of the western style hotels.
(4) The Committee recommended that publicity bureaux will be needed in London and New York and in the capitals of other countries from which any substantial number of tourists might be forthcoming.	Government of India Tourist Offices are functioning in New York, San Francisco, London, Paris and Colombo. An office in Australia is expected to be opened by August 1956 and it is proposed to open more overseas tourist offices such as West Germany etc. There are also four Regional Tourist Offices in India at Delhi, Bombay, Calcutta, Madras and nine sub-offices at Agra, Banaras, Jaipur, Aurangabad, Ootacamund, Simla, Darjeeling, Bangalore and Srinagar.
(5) The Committee recommended for the provision of lecture guides so that trained guides could be employed at important tourist places.	A system of guide training courses has been introduced. The course lasts for about three months and consists of series

Recommendation

Action taken

of lectures on variety of topics connected with tourism. At the end of each course trainees have to pass a written and practical test. The successful candidates are granted certificates. Such courses have been held at Bombay, Delhi, Calcutta, Madras, Agra and Banaras. Thus trained guides are now available for catering to the tourists at reasonable charges at important tourist centres.

APPENDIX II

Statement showing the number of tourists (Nationality-wise) who visited India during the years 1951 to 1955.

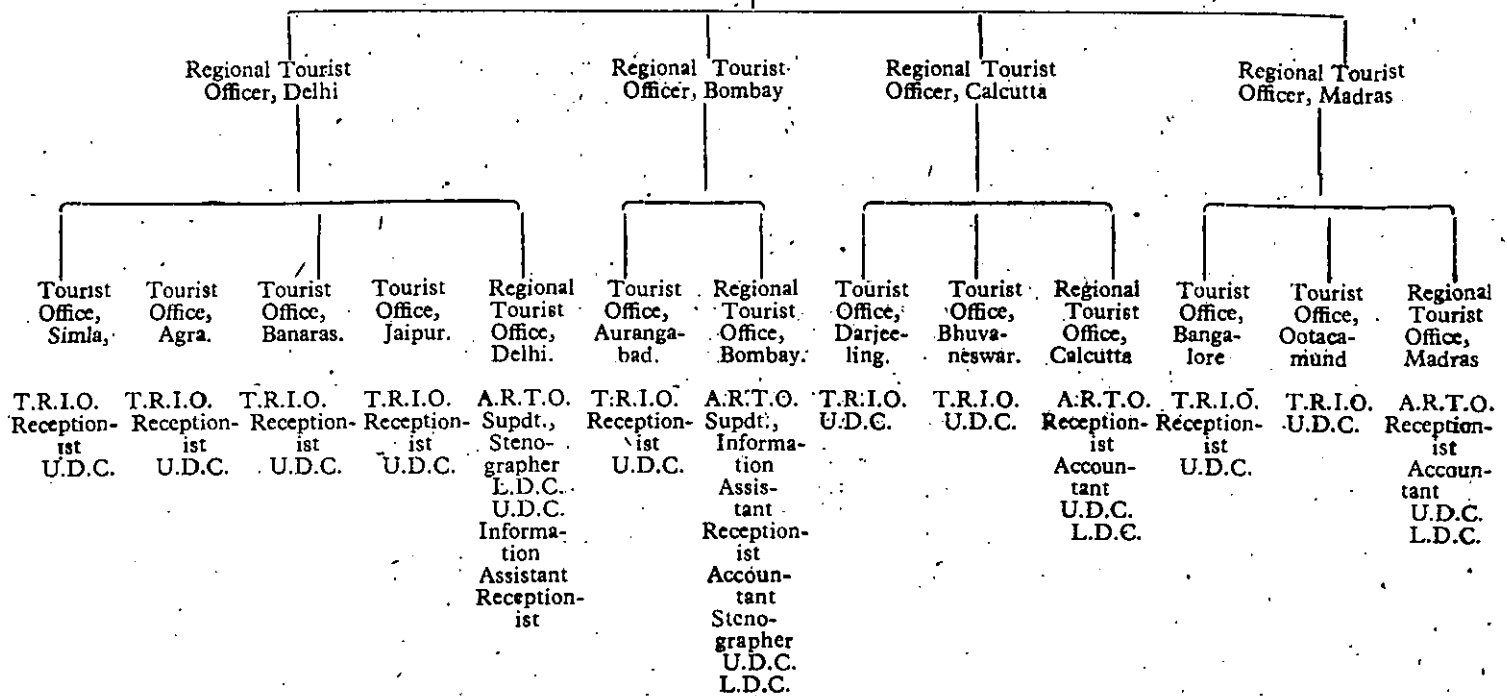
Sl. No.	Nationality	1951	1952	1953	1954	1955	Total
1	2	3	4	5	6	7	8
1	Afghan	3	41	105	106	414	669
2	African	181	181
3	American	3500	4,889	6206	9680	11028	35703
4	Arab	581	510	204	268	409	1972
5	Argentine	5	23	44	69	31	172
6	Australian	242	266	240	605	340	1693
7	Austrian	20	37	113	106	65	341
8	Belgian	57	104	130	100	155	546
9	Brazilian	42	33	28	31	15	149
10	British	5984	6760	7845	7919	8681	37189
11	Burmese	781	648	349	878	1048	3704
12	Canadian	128	183	250	331	428	1320
13	Ceylonese	1269	1507	1903	3095	3275	11049
14	Chilean	3	12	28	17	22	82
15	Chinese	260	237	115	349	572	1533
16	Costarican	..	2	..	1	..	3
17	Cuban	1	5	7	3	3	19
18	Czech	18	63	83	110	74	348
19	Danish	142	152	82	137	98	611
20	Dutch	297	343	324	462	353	1779
21	Egyptian	23	49	64	90	130	356
22	Finnish	12	27	25	26	19	109
23	French	506	1180	793	1199	882	4560
24	German	206	432	533	826	920	2917
25	Greek	32	103	85	71	130	421
26	Hungarian	32	26	52	38	57	205
27	Indonesian	154	63	63	75	88	443
28	Iraqi	12	15	43	54	74	198
29	Irish	31	0	54	61	74	260

1	2	3	4	5	6	7	8
30	Iranian	420	161	202	273	244	1300
31	Israeli	148	126	49	49	58	430
32	Italian	185	369	284	251	212	1297
33	Japanese	505	564	669	734	867	3339
34	Javanese	1	1
35	Korean	3	4	..	5	17	29
36	Lebanese	7	7	15	40	73	142
37	Malayan	9	9	18	22	28	86
38	Mexican	4	3	18	45	29	99
39	Nepalese	19	19	10	16	5	69
40	Newzealander	5	16	43	42	77	183
41	Norwegian	89	145	103	185	106	628
42	Ottoman	6	1	..	7
43	Pakistani	3171	4945	5220	8707	10376	32419
44	Palestine	4	..	4
45	Peruvian	13	1	3	37	2	46
46	Phillipine	98	69	61	111	99	438
47	Polish	23	56	20	44	148	296
48	Portugese	92	185	272	360	152	1061
49	Russian	67	56	79	213	437	852
50	Rumanian	2	2	1	37	1	43
51	Siamese (Thai)	92	127	135	176	167	697
52	South African	237	185	136	284	41	933
53	Saudi Arabian	25	41	66
54	Sardonian	4	..	14	18
55	Spanish	49	25	84	88	80	326
56	Swedish	176	187	148	349	268	1128
57	Swiss	140	277	256	376	336	1385
58	Sudanese	4	4
59	Syrian	5	5	195	19	44	268
60	Tunisian	2	2	15	..	2	21
61	Turk	16	34	25	20	10	105
62	Vietnamese	4	16	24	6	30	85
63	Yugoslav	18	24	41	59	48	190
64	Stateless	38	35	..	37	26	136
65	Others	23	43	68	2	56	192
Total		20,000	25,448	28,060	39,333	43,645	1,56,486

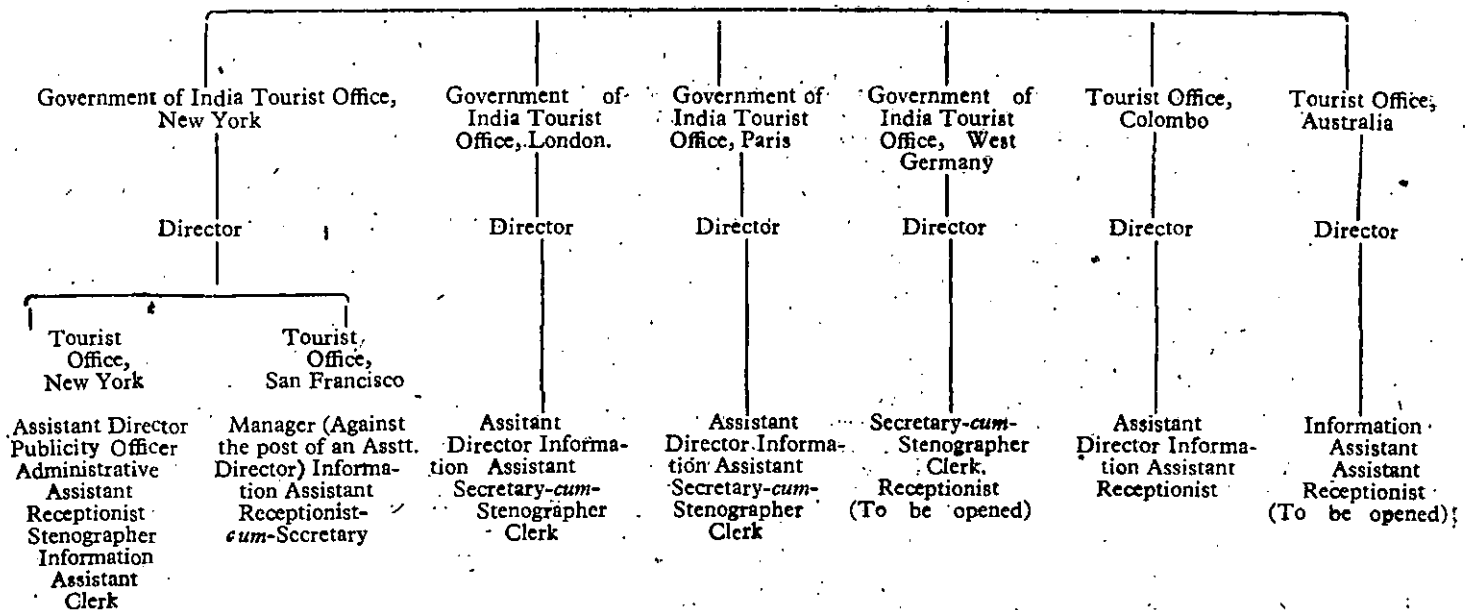
APPENDIX III

Set up of the Tourist Organisation in the Ministry of Transport including its Sub-Offices both in India and abroad. as on 1956

MINISTRY OF TRANSPORT



MINISTRY OF TRANSPORT



APPENDIX IV

Statement showing the actual expenditure on the development and promotion of tourist traffic and also on the running of Tourist Offices since 1950-51 to 1955-56.

Year	25 General Admn. Ministry of Transport A—Sectt. A—5. Development & Promotion of Tourist Traffic	25 General Admn. D-Regio- nal Tourist Organisation Establishment and other charges	Misc. Expen- diture under the Ministry of Transport— Subsidies to State Governments	Misc. Expendi- ture under the Ministry of Transport Subscriptions to International bodies	Total
I	2	3	4	5	6
1950-51	1,43,000 (23)	1,04,985 (23)	2,47,985
1951-52	2,05,673 (82)	1,17,772 (82)	3,23,445
1952-53	66,400 (89)	2,11,116 (89)	2,77,516
1953-54	40,382 (96)	4,14,750 (96)	..	3,351 (101)	4,58,483
1954-55	1,28,368 (96)	6,34,923 (96)	35,000 (101)	7,000 (101)	8,05,291
1955-56	*4,00,000 (93) *(anticipated)	**8,58,279 (93) **(provisional)	1,50,000 (98)	7,000 (98)	14,15,279
					35,27,999

1	2	3	4	5	6
F. Charges in England.					
1.	Expenditure in respect of Tourist Office, London,		1955-56		
	1954-55	Rs. 453—£34	*D—1 £ 1130		
	1955-56	Rs. 71,347—£5351*	D—2 £ 1190		
			D—3 £ 418		
			D—4 £ 2613		
			<hr/>		
		TOTAL :	£5351		

***NOTE—**

(1) In addition to the expenditure mentioned above, the Information and Broadcasting Ministry have also been incurring some expenditure on tourist publicity. The annual expenditure on this account from 1950-51 is as follows :—

25—General Admn. Ministry of I & B.—B Advertising
Branch—B-4—other charges.

1950-51	61,312	15	0	(12)
1951-52	1,48,951	12	0	(59)
1952-53	2,44,168	4	0	(61)
1953-54	2,08,267	15	0	(59)
1954-55	3,22,591	15	0	(59)
1955-56	6,79,990	11	0	(62)
	<hr/>			
	16,65,283	8	0	

(2) The figures in brackets give the number of the grants in which the expenditure was budgetted during the years in question.

APPENDIX V

A. DETAILS OF TOURIST LITERATURE BROUGHT OUT SO FAR

General Guides:

Hotel Guide (Old).
Tourist Information Booklet.
Supplement to Baggage Rules.
With Gun & Rod.

Regional Guides:

Bombay & Saurashtra.
Cave Temples—West India (Eng.).
Hill Stations North India.
Hyderabad Brochure (small).
Kashmir Guide (Eng.).
Madhya Bharat Guide (Eng. & Hindi).
Orissa Guide.
South India Guide (Hindi).
Temples of North India.
Travancore & Cochin.
West Bengal & Assam.

City Guides:

Amritsar.
Dalhousie.
Delhi.
Hampi.
Lucknow.
Madras.
Mandu.
Simla.

Folders:

Agra.
Ajanta Ellora.
Assam.
Bombay.
Buddha (Eng. & Hindi).
Calcutta.

Folders—contd.

Delhi (New—Eng. & Hindi).
 Himachal Pradesh.
 Himalayan Holidays.
 Kashmir.
 Mysore.
 Rajasthan.
 Simla (Eng. & Hindi).

Inserts:

Assam.
 Delhi.
 Kashmir.
 Kodaikanal.
 Madras.
 Rajasthan.
 Simla.

Posters:

Amritsar, Golden Temple.
 Darjeeling (Eng. & Hindi).
 Hill Woman (Eng. & Hindi).
 Kashmir Calling.
 Kashmir Shikara.
 Kashmir Blossoms (Eng. & Hindi).
 Khajuraho.
 Meenakashi Temple.
 Car Festival at Puri.
 Taj Mahal (Old).
 Taj Mahal.

Maps and Road Routes:

Air Route Map of India.
 Bombay Map Folder.
 Delhi Map Folder.
 Road Routes to Bombay.
 Road Routes to Calcutta.
 Sketch Map of India.
 Srinagar Guide Map.
 Tourist Map of India (South West Region).
 Traveller in India (April-May issue).
 Newsletter No. 10.

Picture Post Cards:

9 variety Picture Post Cards.

New picture post cards coloured 6 variety.

B. LIST OF TOURIST LITERATURE TO BE BROUGHT OUT IN 1956-57.**Guide Books:**

1. Rajasthan.
2. Madras & Andhra.
3. Kulu & Kangra.
4. Shopping Guide.
5. Trekking in India.
6. Indian Style Hotels.
7. Buddhist Shrines.
8. Hand Book of India.
9. Agra.
10. Ajanta—Ellora—Aurangabad—Daulatabad.
11. Allahabad.
12. U.P.—Punjab—Pepsu & Bihar.
13. Indian Cuisine.
14. Hill Stations of South India.
15. Hill Stations of East India.
16. (a) Pictorial India Album.
(b) Photographic Album.
17. Madura.
18. Sewagram.
19. Banaras.
20. Museum & Art Galleries.
21. Temples in South India.
22. Calcutta.
23. Bombay.
24. Mysore-Coorg.
25. Muslim Monuments & Shrines in India.
26. Khajuraho.
27. Gwalior.
28. Railway Digest Time Table.

Folders:

1. Banaras.
2. Puri-Bhuvaneshwar-Konarak.
3. Khajuraho.

Folders—contd.

4. Madras-Kanchipuram-Mahabalipuram.
5. Tanjore-Madura-Tiruchirapalli-Rameshwaram.
6. Santiniketan.
7. Travel in India.
8. Dances of India.
9. Mirzapur Falls.
10. Game Sanctuaries of India.
11. Museum & Art Galleries.
12. South India Hill Resorts.
13. Chandigarh-Bhakra-Nangal.
14. Hardwar.
15. Kumaon Hills.
16. Pondicherry including Karaikal.

Posters:

1. Banaras.
2. Delhi.
3. Jaipur.
4. Mysore.
5. Folk Dance.
6. Lion.
7. Typical Indian Woman.
8. Tiger Hill or Winter sports.
9. Seasons of India.

APPENDIX VI (A)

MINISTRY OF TRANSPORT

Rules for Recognition of Travel Agencies.

1. All applications for recognition shall be addressed to the Ministry of Transport (Tourist Traffic Branch), who is the authority empowered to grant recognition.

2. The object of recognition shall be to promote the development of the tourist industry in India.

3. All applications for recognition shall contain the following particulars:—

- (a) Year when the firm was founded.
- (b) Year when the firm was registered as a limited liability company.
- (c) Capital Invested.
- (d) Names of Directors.
- (e) Names of Bankers.
- (f) Names of Auditors.
- (g) All other activities undertaken by the firm besides travel.
- (h) Air and sea passage agencies held by the firm.
- (i) (1) Volume of tourist traffic handled up to the date of application showing foreign and internal tourist traffic separately.
- (2) Clientele—any special tourist parties, their size, frequency, etc.
- (3) Amenities arranged for foreign tourists.
- (j) Headquarters of the firm.
- (k) Branches of the firm in India.
- (l) The staff employed at headquarters and branches.
- (m) Foreign connections—whether there are any branches of the firm abroad, if so, details of the establishments at each place; any other particulars.
- (n) If no branches have been maintained abroad, particulars of foreign firms if any, with which tourist traffic business connections have been established.
- (o) Previous year's audited report and certified Balance sheet of the firm.

4. No firm shall be granted recognition unless it has been engaged actively in handling tourist traffic for at least one year before the date of the application.

5. Firms granted recognition shall be entitled to such rights and privileges as may be granted by Government from time to time and shall abide by the several terms and conditions of recognition including:—

- (a) the furnishing of a Banker's indemnity to the satisfaction of the Ministry of Transport. The amount of guarantee shall be decided by the Ministry of Transport.
- (b) an undertaking to issue railway tickets subject to the conditions which may be prescribed by the Railway Board from time to time.
- (c) the execution of an agreement in the annexed form No. I or III (as the case may be) in favour of the Railway Administration concerned.

6. Firms granted recognition shall undertake to maintain an office under the charge of a full time member of their staff, who should, apart from issuing rail tickets, be in a position to give up-to-date and accurate information regarding transport and accommodation facilities, currency and customs regulations, postal rates, etc.

7. The recognition may extend for the whole of India or be limited to a particular region.

8. All recognised firms shall furnish to the Ministry of Transport and the Regional Tourist Officers under them, if the Government so desire, yearly statements of their activities and such other information as may be called for by them from time to time in regard to the volume of tourist traffic actually handled and other relevant matters.

9. Applications for initial recognition or extension shall be entertained only once a year in the month of November.

10. The decision of the Government of India in the matter of recognition shall be final. The Government of India may in their discretion refuse to recognise any firm without assigning any reason.

11. The Government of India reserve the right to cancel or withdraw at any time the recognition already granted without assigning any reasons whatsoever therefor.

APPENDIX VI (B)

Rules for Recognition of Shikar Agents

1. The Ministry of Transport is the authority empowered to grant recognition to Shikar Agents. Subject to the provision of Rule 10 below, the recognition granted will be valid for a period of three years from the date of recognition.

2. All applications for recognition shall be addressed to the Ministry of Transport through the Divisional Forest Officer or the Game Warden, in the case of Bombay only, the District Magistrate and the State Government concerned.

3. The object of recognition shall be to develop the tourist industry of India.

4. Shikar Agents or Companies granted recognition shall be entitled to such facilities as may be granted by Government from time to time and shall abide by terms and conditions of recognition including the furnishing of a Banker's indemnity to the satisfaction of the Ministry of Transport.

5. All applications for recognition shall be on form No. I or II (copies enclosed) according as the applicants are individual shikar agents or companies.

6. No Company or Shikar Agent shall be granted recognition unless it or he has been engaged actively in handling shikar parties for at least a period of one year before the date of the application.

7. The Company or Shikar Agent may be required to furnish banker's guarantee. The amount of guarantee shall be decided by the Ministry of Transport on the recommendation of the State Government concerned.

8. Companies or Shikar Agents granted recognition shall be subject to the rules and regulations prescribed by the State Governments concerned for shooting blocks, possession of licences, etc.

9. All Recognised Shikar Agents or Companies shall furnish to the Ministry of Transport and/or to the State Government concerned such statements as may be asked from time to time in regard to Shikar parties actually handled and other relevant matters.

10. Any sort of misconduct on the part of and/or misuse of the facilities provided to Recognised Shikar Agents will entail the withdrawal of recognition from them. The decision of the Government of India in the Ministry of Transport will be final in this respect.

APPENDIX VII (A)

List of Travel Agencies who have been accorded recognition

1. M/s American Express Co. Ltd., Oriental Building, 364, Dr. Dadabhai Naoroji Road, P.O. Box No. 507 Bombay-1.
2. M/s Thomas Cook & Son, Cook's Building, D. Naoroji Road, Bombay-1.
3. The Orient Express Co. Ltd., Hotel Marina, New Delhi.
4. Jeena & Company, Passenger, Shipping, Clearing & Insurance Agents, 10, Veer Nariman Road, P.O. Box No. 849, Bombay-1.
5. Lee & Muirhead (India) Ltd., 12, Rampart Row, Fort, Bombay-1.
6. Trade Wings Ltd., Travel Agents, 30, Rampart Row, Fort, Bombay-1.
7. Trade Wings (Calcutta) Ltd., 15, Old Court House Street, Calcutta-1.
8. Balmer Lawrie & Co. Ltd., 21, Netaji Subhas Road, Calcutta-1.
9. Mercury Travels (India) Ltd., Grand Hotel, P.O. Box No. 925, Calcutta-1.
10. Ram Mohan & Co. Ltd., The National Travel Services, P.O. Box No. 1723, Madras-1.
11. Bhārat Travel Service Ltd., Tourist Agents, 310/311, Linghi Chetty St., Madras-1.
12. Iyer & Son Ltd., United India Building, Connaught Place, New Delhi.
13. Cox & Kings (Agents) Ltd., Post Box No. 398, Lloyds Bank Building, Bombay-1.
14. Grindlays Bank Ltd., Post Box No. 98, Mint Road, Bombay-1.
15. G. Raghunathmull Bank Ltd., Tourist Agents, Hyderabad (Deccan).
16. Jamnalal Sons Ltd. (Hind Musafir Agency), Jehangir Wadia Building, 15, Mahatma Gandhi Road, Bombay-1.
17. The Indian Travel Corp. Ltd., Bāns-Phatak & Banaras Cantt
18. Airfreight Ltd., 'Adelphi' 3, Queens Road, Bombay.
19. Globe Travels, 11-H Connaught Circus, New Delhi.

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20. N. Jamnadas & Co., Travel Agents, 16, Bank Street, Fort, Bombay.

21. Asiatic Travel Service, P.O. Box No. 1568, 12, Marzban Road, Fort, Bombay-1.

22. National Travel Agency, Mercantile Buildings, 9 & 10 Lall Bazar, Calcutta-1.

23. Saha & Rai Travels Ltd., Hotel Ambassador, Sujan Singh Park, New Delhi.

24. Escorts (Agents) Ltd., P.O. Box 187, Pratap Buildings, Connaught Circus, New Delhi.

25. Vensimal Bassarmal & Bros., 521 Kalbadevi Road, P.O. Box No. 2112, Bombay.

NOTE: Of the Travel Agencies noted above numbers 1 to 17 & 25 are authorised to issue tickets both for internal and external travel. Numbers 18 to 22 are authorised to issue tickets only in conjunction with Air and Sea Travel internal or external. Numbers 23 and 24 are authorised to issue railway tickets only in conjunction with external travel.

APPENDIX VII (B)

B. List of Shikar Agencies who have been accorded recognition

1. M/s Indian Shikar & Tours Ltd., F. Connaught Place, New Delhi.
 2. Shri M. Yusuf Ali, Porla Distt: Chanda (Madhya Pradesh).
 3. M/s Allwyn Cooper Ltd., Big Game Professional Shikaries, Wardha Road, Nagpur.
 4. Lt. Col. S. A. Granville, "The Vicarage" Pachmari, Madhya Pradesh.
 5. Shri Vivek Singh Majithia, Dumri, P.O. Sardarnagar, Distt: Gorakhpur.
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APPENDIX VIII

List of the members of the Central Tourist Traffic Advisory Committee

CHAIRMAN

Minister for Transport and Railways.

VICE-CHAIRMAN

Deputy Minister for Transport and Railways.

OFFICIAL MEMBERS

Secretary, Ministry of Transport.

Chairman, Railway Board.

Secretary, Ministry of Home Affairs.

Secretary, Ministry of Commerce and Industry.

Secretary, Ministry of Information and Broadcasting.

Director General of Archaeology.

Director General of Civil Aviation.

One representative of the Ministry of External Affairs (External Publicity Division).

One representative of the Ministry of Finance (Revenue Division).

One representative of the Ministry of Finance (C.D.).

Deputy Secretary, Ministry of Transport—Secretary of the Committee.

Representatives of the various State Governments.

* Regional Tourist Officers, Delhi, Bombay, Calcutta and Madras.

NON-OFFICIAL MEMBERS

1. Shri Birendra Nath Mookerjee, 12, Mission Row, Calcutta-1.

2. Shri B. Shiva Rao, M.P. 16-Tughlak Road, New Delhi.

3. Dr. N. P. Chakravarti, 26-Akbar Road, New Delhi.

4. Shri N. K. Katgora, C/o M/S Jeena & Co., 10-Veer Nariman Road, Fort, Bombay.

5. Shri Rustom P. Masani, Chairman & President Hotel & Restaurant Association of Bombay Region, Taj Mahal Hotel, Bombay.

6. Shri M. S. Oberoi, President, Hotel & Restaurant Association of Delhi Region, Maiden's Hotel, Delhi.

*Invited to the meetings provisionally pending reorganisation of the Committee.

7. Shri Norman Thompson, District Sales Manager, Trans World Airlines, Taj Mahal Hotel, Bombay.

8. Shri A. E. Currimbhoy, C/o M/s Trade Wing Ltd., 30, Ram-part Row, Bombay.

9. Shri J. M. Gupta, Chief Traffic Manager, Indian Airlines Corporation, Queensway, New Delhi.

10. Shri T. K. Menon, District Manager, Air India International, New Delhi.

11. Chairman or any other non-official representative of each of the Regional Tourist Traffic Advisory Committees, Delhi, Bombay, Calcutta and Madras.

List of the approved members of the Regional Tourist Traffic Advisory Committee, Delhi.

CHAIRMAN

President, Delhi Municipal Committee, Delhi

OFFICIAL MEMBERS

1. One representative of Uttar Pradesh Government—The Director of Tourism, Development Department, Lucknow.

2. One representative of PEPSU Government—Shri K. L. Budhiraja, I.A.S., Commissioner, Government of PEPSU, Patiala.

3. One representative of Punjab Government—Provincial Transport Controller, Punjab, Chandigarh.

4. One representative of Madhya Bharat Government—Shri A. M. Shastri, Director of Information, Madhya Bharat Government, Gwalior.

5. One representative of Delhi Government—Shri S. Swarup, Secretary to Delhi State Government (Local Self Government Department), Delhi.

6. One representative of Himachal Pradesh Government—Shri Prem Raj Mahajan, Director of Public Relations and Tourism, Government of Himachal Pradesh, Simla.

7. One representative of Ajmer Government—Shri A. R. Sethi, Secretary to Government of Ajmer, Transport Department, Ajmer.

8. One representative of Northern Railway.

9. Manager, Reserve Bank of India, Delhi.

10. Collector of Customs, Delhi.

11. State Motor Transport Controller, Delhi.

12. Hotel Controller (*i.e.* Additional District Magistrate), Delhi.

13. Superintendent of Police, Foreigners' Registration Department, Delhi.

14. Shri S. R. Krishnamurthy, Director, Postal Services, Eastern Court, New Delhi.

15. Shri H. E. Daruwala, Traffic Manager, Indian Airlines Corporation, New Delhi.

16. Regional Tourist Officer, Delhi (Convenor).

✓.

NON-OFFICIAL MEMBERS

1. Shri H. R. Berry, District Manager, Caltex (India) Ltd., Pearey Lal Buildings, New Delhi.

2. Shri Prem Bhatia, Representative, the Statesman Ltd., New Delhi.

3. Mrs. Charat Ram, Secretary, Bhartiya Kala Kendra, 18-Curzon Road, New Delhi.

4. Mrs. Tara Baig, 12, Willingdon Crescent, New Delhi.

5. Mrs. Qudsia Zaidi, 6, Bhagwan Dass Road, New Delhi.

6. One representative of International Airlines—Mr. W. F. Gerold Jr., Director for India, Pan American World Airways System, New Delhi.

7. Two representatives of hotels in Delhi—

(i) Shri P. R. S. Oberoi, Hotel & Restaurant Association of Delhi Region, Maiden's Hotel, Delhi.

(ii) Shri L. C. Nirula, Honorary Secretary, Delhi Caterers Association, Maiden's Hotel, Delhi.

8. One representative of the Automobile Association of Upper India—Shri Ram Dass, General Secretary, Automobile Association of Upper India, New Delhi.

9. One representative of Taxi Owners in Delhi—Shri Ganda Singh, Secretary, Delhi Taxi Union, Delhi.

List of the Members for Regional Tourist Traffic Advisory Committee, Bombay.

OFFICIAL MEMBERS

1. Deputy Secretary to the Government of Bombay, Home Department, Bombay.

2. Director of Publicity, Government of Bombay, Bombay.

3. Director of Prohibition & Excise, Government of Bombay, Bombay.

4. State Transport Officer, Government of Bombay, Bombay.

5. Deputy Commissioner of Police (Spl. Branch), Government of Bombay, Bombay.

6. Assistant Commissioner of Police (Armed Forces & Traffic), Bombay.

7. Assistant Collector of Customs, Bombay.

8. Chief Commercial Manager, Western Railway, Bombay.
9. Chief Traffic Manager, Western Railway, Bombay.
10. Shri V. Vas, Docks Manager, Bombay Port Trust, Bombay.
11. Shri B. D. Kashkar, Assistant Controller, Exchange Control Department, Bombay.
12. The Superintendent, Department of Archaeology, South Western Circle, Poona.

NON-OFFICIAL MEMBERS

1. Mayor of Bombay, Bombay. (Chairman)
2. Mrs. Brij Ratan Lal.
3. Mrs. S. Masani.
4. Mrs. Madhuri D. Desai.
5. Shri Homi J. H. Taleyar Khan, M.L.A., Bombay.
6. Shri Dahyalbai V. Patel, President, Western Indian Automobile Association, Bombay.
7. Shri Dhanna Singh, President, Bombay Taxi Association, Bombay.
8. Shri A. N. Parikh, M/s. Lee & Muirhead (India) Ltd., Bombay.
9. Shri D. H. A. Glenville, American Express Co. Inc., Bombay.
10. Shri N. V. Khote, Air India International, Bombay.
11. Shri Maneek S. Shaw, Restaurant Association of Bombay Region, Bombay.
12. Shri D. J. Halley, Representative of Shipping Companies of Bombay.
13. Shri R. E. Wades, Deputy General Manager (Traffic), Bombay State Road Transport Corporation, Bombay.
14. Mr. C. L. Bazaz, Indian Air Lines Corporation, Bombay.

List of the Members for Regional Tourist Traffic Advisory Committee, Calcutta.

CHAIRMAN

Maharajadhiraj Uday Chand Mahatab of Burdwan.

OFFICIAL MEMBERS

1. Director of Publicity, Government of West Bengal.
2. State Motor Transport Controller, Government of West Bengal.
3. Deputy Commissioner of Police (Headquarters), Calcutta, incharge of traffic.
4. Deputy Commissioner of Police (Security Control), Calcutta.
5. Assistant Collector of Customs and Superintendent, Preventive Service, Calcutta.
5. Assistant Collector of Customs and Superintendent, Preventive
7. The Superintendent, Department of Archaeology, Eastern Circle, Calcutta.

NON-OFFICIAL MEMBERS

1. Shrimati Protima Mitter.
2. Shri Sankar Das Banerji.
3. Shri S. B. S. Roy.
4. Shri Satish Chandra Ghosh.
5. Shri Krishna Kumar Chatterji, *Representative of the Calcutta Taxi Association.*
6. Chairman, *International Air Transport Association Airlines Representative Board, Calcutta.*
7. Shri C. B. Benson, *Representative of the Hotel and Restaurant Association of Calcutta Region.*
8. Shri M. K. Jerath, *Representative of the Shipping Companies.*
9. Shri Anil K. Sen } *Representatives of the recognised travel*
10. Shri S. Baxter } *agents operating in Calcutta.*
11. Shri N. C. Roy, *Representative of the Automobile Association of West Bengal.*

The Regional Tourist Officer, Calcutta will be the Secretary of the Committee.

List of the Members for Regional Tourist Traffic Advisory Committee, Madras.

CHAIRMAN

The Mayor of Madras.

OFFICIAL MEMBERS

1. Director of Information and Publicity, Government of Madras, Madras.
2. State Transport Commissioner, Government of Madras, Madras.
3. Assistant Secretary, Board of Revenue (Excise), Madras.
4. Deputy Commissioner of Police, Traffic & Licensing, Madras.
5. Deputy Commissioner of Police, Crime Branch, Madras.
6. Assistant Collector of Customs, Madras.
7. Chief Commercial Superintendent, Southern Railway, Madras.
8. Superintendent, Department of Archaeology, Southern Circle, Madras.
9. The Regional Tourist Officer, Madras (Secretary).

NON-OFFICIAL MEMBERS

1. Shrimati Mary Clubwala, M.L.C., "Philloroy", Mungembakkam, High Road, Madras.
2. Shri T. Chengalverayan, B.A.B.S., 93, San Thome High Road, Mylapore, Madras-4.
3. Mrs. P. V. Cherian, 5 Victoria Crescent Egmore, Madras-8.
4. Shri T. Purushotham Mudaliar, M.L.C., Arunachle Asari Street, Triplicans, Madras-5.

5. Shri S. V. B. Row, Vice Chairman and Legal Adviser, Automobile Association of Southern India, Post Box 304, Madras-2.

6. Shri M. R. V. Guru, C/o Messrs Ram Mohan & Co. Ltd., 362, Netaji Subhas Road, Madras.

7. Shri F. R. Loftouse, C/o Messrs Thos Cook & Son, (C & O) Ltd., Madras.

8. Shri K. Huer, F.H.C.I., Honorary Secretary & Treasurer, South India Hotels and Restaurants Association, Spencer's Building, Mount Road, Madras.

9. Shri H. Shreef, C/o Messrs K. P. V. Sheikh Mehmoed Rowthor & Co., Madras.

10. Captain T. K. Lalith, C/o Indian Air Lines- Corporation, Madras.

11. Shri Ashgur Ali, C/o Messrs. M.-H. Taxis, Madras.

APPENDIX IX

SCHEMES FOR PROMOTION OF TOURISM INCLUDED IN PARTS I, II
& III & BREAKDOWN OF EXPENDITURE IN THE SECOND FIVE
YEAR PLAN.

PART I

List of key Centres for the Development of foreign Tourist Amenities.

	Rs. in lakhs
1 AGRA	0.10
2 AMRAVTI (Andhra)	2.50
3 AHMEDABAD	1.00
4 ASSAM—including SHILLONG, CHEERAPUNJI, GAUHATI	3.00
5 AURANGABAD—including AJANTA & ELLORA	3.30
6 BOMBAY (Elephanta Island)	1.00
7 BAGH CAVES (Madhya Bharat)	4.70
8 BIJAPUR—including AIHOL, BADAMI & HAMPI	6.70
9 DELHI	3.52
10 KANARA—NORTH & SOUTH	2.70
11 KHAJURAHO	5.93
12 KULU KANGRA VALLEYS	3.60
13 MADRAS—including MAHABALIPURAM & KANCHIPURAM	1.20
14 MANDU	3.05
15 MADURAI	2.50
16 MYSORE—including BELUR, HAIEBID & SRA- VANBELGOLA	1.50
17 PURI—including BHUVANESHWAR & KONARAK	2.50
18 RAMESHWARAM	2.00
19 SIMLA	1.60
20 TANJORE	1.00
21 TIRUCHIRAPALLI—including SRIRANGAM	1.00
22 TRAVANCORE-COCHIN—including PERIYAR GAME SANCTUARY CAPE COMORIN & BACKWATERS	2.75
23 UDAIPUR—including CHITTORGARH	3.50
24 BIHAR—Bengal INDUSTRIAL BELT	5.00
25 TOURIST BUREAUX	10.00
26 DEVELOPMENT OF GAME SANCTUARIES	3.00

27	SHIKAR FACILITIES	1.00
28	DEVELOPMENT OF SPAS	5.00
29	PUBLICITY	*60.00
30	For preparation of a scheme for Hotel Training School by a foreign expert15
GRAND TOTAL		<u>144.80</u>

*Reduced to Rs. 40.00 lakhs, the balance of Rs. 20.00 lakhs to be used to meet variations between the estimates given in the Plan and the actual cost of the various schemes.

TOURIST PLAN PART I

S. No.		Impvts.	New Constn.	Total
1	2	3	4	5
				(Rs. in lakhs)
1	<i>Agra</i> —(including FATEHPUR-SIKRI). Improvement to Rest House at Sikri—renewal of furniture, crockery, cutlery etc.	·10	..	·10
2	<i>Amravti</i> (Andhra)—Ancient seat of Buddhist Culture—Rest House	..	2·50	2·50
3	<i>Ahmedabad</i> —Excellent examples of 15th Centruay Indo-Muslim architecture. Improvement and expansion of Circuit House	1·00	..	1·00
4	<i>Assam</i> (including SHILLONG, CHEERAPUNJI AND GAUHATI) Reconstruction of old Dak Bungalow at Cheerapunji Rest House at Gauhati	·50 2·50
		·50	2·50	3·00
5	<i>Aurangabad</i> (including AJANTA AND ELLORA) The following items have already been sanctioned for 1955-56 and since carried over to 1956-57. (i) Canteen at Ajanta and Ellora (ii) Garden at Ajanta (iii) Improvement of Subedari Bungalow at Aurangabad	·90 ·10 ·30
	Total	1·30
	<i>Other Requirements—</i> Expansion of the existing Rest House at Fardapur (near Ajanta)	·50

1	2	3	4	5
	Reconditioning and expansion of existing bulidings at Khulda-bad near Ellora	50
	Further improvements to Sube-dari Bungalow and the Nizam's Bungalow to make them fit for foreign tourists etc. at Auranga-bad	1 00
		2 00		3 30
6	<i>Bagh Caves</i> —(56 miles from Dhar in Madhya Bharat)—a set of nine caves adorned with frescoes over fifteen hundred years ago. At present there is only one Inspection Bungalow with 2 rooms expansion and improve-ment of this	50
	Miscellaneous amenities such as electric lighting	50
		1 00	..	1 00
7	<i>Bombay</i> —(Elephanta Inland) Improvement to Jetty at Elephanta	3 20
	Pavilion with Retiring Room and Cloak Room	1 50
		4 70	..	4 70
8	<i>Bijapur</i> (Bombay State)—with the largest domed area in the world—the Gol Gumbaz, and other beautiful monuments of the Adil Shahi Period. Nearby are AIHOLI, BADAMI and HAMPI. The first is considered to be the matrix of temple architecture. Amenities exist- ing nil. The second has well-preserved Hindu and Jain caves and some of the earliest built temples. The third was the seat of the mightiest kingdom of the South that of Vijayanagar brought low in 1565 (Battle of Talikota)			

1	2	3	4	5
<i>Requirements:</i>				
BIJAPUR :	Expansion of the existing Travellers, Bungalow . . .	70
AIHOLI :	A new Rest House for foreign tourists .	..	2.00	..
BADAMI :	Expansion and improvement of existing Rest House .	1.00
HAMPI :	A new Rest House at Hospet .	..	2.00	..
	Improvement of Rest House at Hampi .	1.00
		<u>2.70</u>	<u>4.00</u>	<u>6.70</u>

9 *Delhi :*

QUTAB :	Pavilion, Canteen, Car Park and 4 Cloak Rooms . . .	1.02
SURAJ KUND :	Pavilion, Garden, Car Park and Drinking water facilities56
TUGHLAKABAD :	Drinking water facilities, Car Park and 2 Cloak Rooms32
HAUZ KHAS :	Canteen Pavilion and Car Park .	.30
OKHLA :	Rest House, Pavilion, Drinking water facilities and Cloak Rooms .	1.32
		<u>3.52</u>	<u>..</u>	<u>3.52</u>

- 10 *Kanara—North and South—a picturesque part of India hitherto undeveloped.* KARKAL, UDIPI and COONDAPUR in South Kanara and JOG FALLS and KARWAR in

1	2	3	4	5
North Kanara are included.				
Improvement to Rest House				
in South Kanara :				
Improvements to Travellers'		1.70
Bungalows at Jog and Karwar .		1.00
		<hr/> 2.70	<hr/> ..	<hr/> 2.70
11 <i>Khajuraho</i> —in Vindhya Pradesh				
with remarkably well-preserved				
12th Century temples is be-				
coming a first class tourist cen-				
tre but without proper ameni-				
ties, expansion of existing Cir-				
cuit House which has only 2				
rooms and laying a garden				
		2.50
Beautifying the area around the				
temples—putting up tube-wells				
and electric generator				
		3.23
Air-conditioning of 2 rooms				
		.20
		<hr/> 5.93	<hr/> ..	<hr/> 5.93
12 <i>Kulu Kangara Valleys</i> —in the Pun-				
jab are not as well developed				
for tourism as their natural				
beauty and easy accessibility				
would demand. With the im-				
provement of road between				
Mandi and Manali being under-				
taken by Roads Wing, and with				
the possibility of an air service				
to Kulu in the near future, holi-				
day traffic to Kulu is bound to				
grow. The colourful Dasarah				
celebrations can vie with those				
in Mysore when given an equal				
amount of publicity. The apple				
blossoms in the spring can				
also provide a strong induce-				
ment for visitors from other				
parts of the country. There are				
4 centres which could be deve-				
loped in the plan period, viz.				
KULU, MANALI, MANI-				
KARAN & DHARAMSALA.				
requirements :				
Extra tents for existing Dak Bün-				
galows				
		20

1	2	3	4	5
Improvements to Rest Houses Building of huts near Show line beyond Dharamsala	2.50	
	.90	
	3.60	..		3.60
13 <i>Madras</i> (including MAHABALI- PURAM & KANCHIPURAM Canteen at Mahabalipuram	..	.20	..	
Canteen at Kanchipuram on the premises of Rest House	.50	
Development of Vedanthangal Bird Sanctuary	.50	
	1.00	.20		1.20
14 <i>Mandu</i> —in Madhya Bharat con- taining fine examples of pathan architectute of the 14th Century. With the construction of link road with main Bomaby—Agra Road at Gujarj undertaken by Roads Wing, the place will open up to the motorist. Present accommodation limited. It is doubtful if the archaeological department would permit alteration and addition to preserve monuments for resi- dential purposes.	..	2.00	..	
A new Rest House will have to be provided.	..	2.00	..	
Improvement of amenities at existing Rest House	.05	
Electric generator etc.	1.00	
	1.05	2.00		3.05
15. <i>Madurai</i> .—Addition of 8 rooms to the existing Circuit House	2.50	..		2.50
16. <i>Mysore</i> .—(including Belur, Hale- bid and Sravanbelgola) Impro- vement of Dak Bungalow at Halebid	.40	
Improvement at Belur	.10	

1	2	3	4	5
	Improvement at Sravanbel-gola	1.00
		1.50	..	1.50
17.	<i>Puri</i> .—(including Bhuvaneshwar and Konarak).— Addition of 4 rooms to Rest House at Konarak 8 rooms Rest House at Bhuvaneshwar	.50 2.00
		.50	2.00	2.50
18.	<i>Rameshwaram</i> .—8 room Rest House	..	2.00	2.00
19.	<i>Simla</i> .—(including places in Himachal Pradesh, popular for trekking and winter sports) Improvement of II Rest Houses Construction of Ski huts at Kufri	1.45 .. .15
		1.60	..	1.60
20.	<i>Tanjore</i> .—A small Rest House	1.00	..	1.00
21.	<i>Tiruchirapalli</i> .—(including Sri-rangam). Expansion of Rest Houses	1.00	..	1.00
22.	<i>Travancore-Cochin</i> .— (including Periyar Game Sanctuary, Cape Comorin and the Backwaters) Improvement of Rest House at Thekkady on the Periyar Lake Improvement to Rest House at Cape Improvement to Rest Houses at Ernakulam and Verakala 1.75 .50	.50
		2.75	..	2.75

1	2	3	4	5
23. <i>Udaipur</i> .—(including likely to be linked shortly by air with Delhi and on the proposed National Highway from Delhi to Bombay <i>via</i> Ahmedabad). Already a tourist centre, it is likely to equal Jaipur in popularity. 6 additional rooms to Circuit House		1.50
Rest House at Chittorgarh		..	2.00	..
		1.50	2.00	3.50
24. <i>Bihar-Bengal Industrial Belt</i> .—Rest Houses at Tilaiya Lake and Maithon		..	5.00	5.00
25. <i>Tourist Bureaux</i>		10.00
26. <i>Development of Game Sanctuaries</i> .—				
(i) <i>Saurashtra</i> .—Gir Forests	}			
(ii) <i>Assam</i> .—Kaziranga Game Sanctuaries				
(iii) <i>Uttar Pradesh</i> .—Ha-iley National Park		3.00
(iv) <i>Travancore-Cochin</i> .—Pariyar Game Sanctuaries				
(v) <i>Mysore</i> .—Venugopala Wild Life Sanctuaries				
27. <i>Shikar Facilities</i> .—in Madhya Pradesh, Cooch Behar and Assam and Kumaon Hills. Improvement of Rest Houses in the shooting blocks, provision of tents, Tents Furniture etc.		1.00
28. <i>Development of Spas</i> .—In Assam (Garampani) in Delhi (Sona) in Bombay (Vijreshwari) in Kulu, Manali, Simla and Bihar (Rajgir)		5.00
29. <i>Publicity</i>		60.00
30. For preparation of a scheme for Hotel Training School	15
GRAND TOTAL				144.80

PART II

*Development of facilities for Home Tourists at Centres
selected for Part I.*

	(Rs. in lakhs)
1. Agra	2.50
2. Amravti (Andhra)	1.00
3. Ahmedabad	1.50
4. Assam—including Shillong and Gauhati	3.00
5. Aurangabad—including Ajanta & Ellora	3.50
6. Bagh Caves (Madhya Bharat)	1.00
7. Banaras	1.50
8. Bijapur—including Aiholi, Badami & Hampi	3.00
9. Delhi	2.50
10. Jaipur	1.50
11. Kanara—North and South	3.00
12. Khajuruho	1.50
13. Kulu Kangra Valleys	7.50
14. Madras	2.50
15. Mandu & Ujjain	3.00
16. Madurai	2.50
17. Mysore including Brindavan & Jog Falls	4.50
18. Puri—including Bhuvaneshwar & Chilka Lake	6.50
19. Rameshwara	1.50
20. Simla	2.00
21. Tanjore	1.50
22. Tiruchirapalli	1.50
23. Travancore-Cochin	5.50
24. Udaipur	1.00
25. Improvements to rest houses along the pilgrim routes in the Himalayas	10.50
26. Bihar-Bengal Industrial Belt	7.50
27. Bhakra-Nangal	1.50
GRAND TOTAL	84.00

PART II

Development of facilities for Home Tourists at Centres selected for Part I.

Serial No.	Name of Place	Total
		(Rs. in lakhs)
1.	<i>Agra</i> .—(including Fatehpur-Sikri) Low Income Group Rest House at Agra (50 beds)	2.50
2.	<i>Amravti</i> (Andhra).—Low Income Group Rest House (16 beds)	1.00
3.	<i>Ahmedabad</i> .—L.I.G. Rest House (25 beds)	1.50
4.	<i>Assam</i> .—(including Shillong & Gauhati). L.I.G. Rest Houses (25 beds each) at Shillong and Gauhati @ 1.50 each	3.00
5.	<i>Aurangabad</i> .—(including Ajanta and Ellora) L.I.G. Rest House (50 beds) at Aurangabad	2.50
	Improvement to adjacent building at Khurdabad and Fardapur	1.00
		3.50
6.	<i>Bagh Caves</i> .—L.I.G. Rest House at Dhar (16 beds)	1.00
7.	<i>Banaras</i> .—(including Sarnath). L.I.G. Rest-House at Sarnath (25 beds)	1.00
8.	<i>Bijapur</i> .—(including Aiholi, Badami and Hampi).—Reconditioning of existing building for L.I.G. Rest House (16 beds) at Bijapur	1.00
	L.I.G. Rest Houses at Aiholi and Badami (16 beds each)	2.00
		3.00
9.	<i>Delhi</i> .—L.I.G. Rest House (25 beds) at Tughlakabad	1.50
	Development of Lake of Hauz Khas	1.00
		2.50
10.	<i>Jaipur</i> .—L.I.G. Rest House (25 beds)	1.50

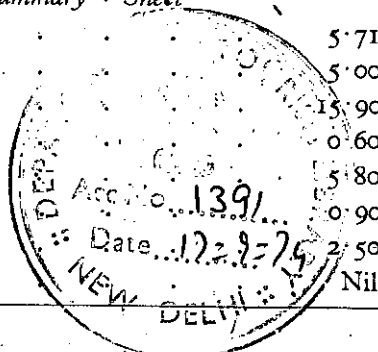
Serial No.	Name of Place	Total
		(Rs. in lakhs)
11.	Kanara.—North and South. L.I.G. Rest Houses at Udaipur, Jog Falls and Karnal of 15 beds @ 1.00 each.	3.00
12.	Khajuraho.—L.I.G. Rest House (25 beds)	1.50
13.	Kulu Kangra Valleys.—L.I.G. Rest Houses (25 beds each) at Kulu Manali, Manukaran, Dharamsala & Pathankot	7.50
14.	Madras.—L.I.G. Rest House (25 beds) at Kanchipuram	1.50
	Renting and improvement of an existing building for L.I.G. Rest House at Ooty	1.00
		2.50
15.	Mandu & Ujjain.—L.I.G. Rest Houses (25 beds) at Mandu and Ujjain @ 1.50 each	3.00
16.	Madurai.—L.I.G. Rest House (50 beds)	2.50
17.	Mysore.—(including Belur, Brindavan and Jog Falls). L.I.G. Rest Houses at Mysore (25 beds), Brindavan and Jog Falls (25 beds each)	4.50
18.	Puri. (including Bhuvaneshwar and Chilka Lake). L.I.G. Rest Houses (25 beds each) at Puri & Bhuvaneshwar	3.00
	Development of Chilka Lake (Orissa) including a Rest House, Swimming and Boating facilities etc.	3.00
		6.00
19.	Rameshwaram.—L.I.G. Rest House (25 beds)	1.50
20.	Simla.—L.I.G. Rest House at Karkande (16 beds)	1.00
	Improvement and renting of existing building at Simla for L.I.G. Rest House	1.00
		2.00
21.	Tanjore.—L.I.G. Rest House (25 beds)	1.50

Serial No.	Name of Place	Total
		(Rs. in lakhs)
22.	<i>Tiruchirapalli</i> .—L.I.G. Rest House at Trichy (25 beds)	1.50
23.	<i>Travancore-Cochin</i> .—L.I.G. Rest House (25 beds each) at Thekkady and Ernakulum	3.00
	Improvement of Mescot Hotel at Trivandrum	2.50
		5.50
24.	<i>Udaipur</i> .—L.I.G. Rest House (25 beds)	1.50
25.	Improvements to Rest Houses along the Pilgrim routes @ Rs. 2.00 lakhs a year	10.00
26.	<i>Bihar-Bengal Industrial Belt</i> .—L.I.G. Rest Houses (25 beds each) at Bokaro, Dhanbad, Jamshedpur @ Rs. 1.50	4.50
	6 cottages at Maithen, Tilaya and Topchandhi	3.00
		7.50
27.	<i>Bhakra Nangal</i> .—L.I.G. Rest House (25 beds)	1.50
	GRAND TOTAL	84.00

PART III (STATE SECTOR)

TOURIST SCHEMES RECOMMENDED FOR IMPLEMENTATION BY RESPECTIVE STATE GOVERNMENTS.

Serial No.	Name of the State	Amount recommended in lakhs of rupees.
Summary Sheet		
1.	Ajmer	5.71
2.	Andhra	5.00
3.	Assam	15.90
4.	Bhopal	0.60
5.	Bihar	5.80
6.	Bombay	0.90
7.	Coorg	2.50
8.	Delhi	Nil



Serial No.	Name of the State	Amount recommended in lakhs of rupees.
9.	Himachal Pradesh	5.65
10.	Hyderabad	0.25
11.	Kutch	0.50
12.	Kashmir	Treated separately.
13.	Madhya Bharat	0.60
14.	Madhya Pradesh	0.60
15.	Madras	12.57
16.	Mysore	1.70
17.	Manipur	2.22
18.	Orissa	0.20
19.	Punjab	3.33
20.	PEPSU	1.86
21.	Rajasthan	9.43
22.	Saurashtra	1.00
23.	Travancore-Cochin	11.00
24.	Uttar Pradesh	3.80
25.	Vindhya Pradesh	0.80
26.	West Bengal	5.00
TOTAL :		109.07

Serial No.	Place of Interest and Requirements	Estimate (Rs. in lakhs)	Total
1	2	3	4
AJMER			
1.	Rest House at Ajmer	2.50	
2.	Rest House at Todgarn	1.00	
3.	Rest House at Pushkar	1.00	
4.	Station Wagon at Ajmer	0.20	
5.	Improvement of beauty spots	0.30	
6.	Motor and Rowing Boats	0.25	
7.	Training of Guides	0.01	
		5.26	5.26

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ANDHRA

1. *Tirupathi Zone.*—

(a) Construction of rest house with 4 suites of rooms at Chahragiri	1.00	
(b) Construction of a rest house with 4 suites of rooms at Tiruttami		
(c) Construction of a rest house with 4 suites of rooms at Kalashosti		
(d) Construction of a rest house at Somapalyam with 2 suites of rooms	0.15	1.15

2. *Visakhapatham Zone.*—

(a) Construction of a bungalow at Simachelam	0.40	0.40
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3. *Guntur Zone.*—

(a) To complete the construction of a Travellers Bungalow at Nagarjuna-Konu	0.15	
(b) Improvement to the Travellers Bungalow at Nagarjunsakonda	0.05	
(c) Construction of Travellers Bungalow at Ettipotata Water falls	0.15	
(d) Western Style Hotel at Ettipotata Water falls	0.30	
(e) Dak Bungalow with necessary equipment at Vijayawada	0.40	1.05

4. *Kurnool Zone.*—

(a) Construction of a Travellers Bungalow at Srisallem	0.25	
(b) A hotel on western style at Srisallem	0.45	
(c) Construction of Travellers Bungalow at Mahanadi	0.15	
(d) Construction of a western style Hotel at Mahanadi	0.30	
(e) Construction of a Travellers Bungalow at Ahobilam	0.15	
(f) Construction of a western style Hotel at Ahobilam	0.30	1.60

5. *Anantapur Zone.*—

(a) Construction of a Travellers Bungalow at Lopukshi	0.15	
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1	2	3	4
(b) Construction of a western style Hotel at Lopukshi		0.30	
(c) To improve the P.W.D. Inspection Bungalow at Penukonda		0.05	
(d) Construction of western style Hotel at Panukoda		0.50	0.80 5.00
			5.00

ASSAM

1. Rest House at Hajo	0.50	
2. Rest House each at Kamakhya and Basishte	1.00	
3. Rest House at Darrangamela	0.50	
4. (i) Rest House at Rajapara	0.50	
(ii) Motor boat at Rajapara	0.40	
5. Improvement of Inspection Bungalow at Silghat	0.30	
6. Rest House at Akasigangka	0.30	
7. Rest House at Tukerswari	0.30	
8. Rest House at Jangal Balahu Gor	0.50	
9. Rest House at Bordowar	0.40	
10. Rest House at Doosri	0.80	
11. Rest House at Bhalukpung	0.50	
12. Rest House at Naphak Lake	0.50	
13. Rest House at Siju Cave	0.40	
14. Rest House at Komima	0.80	
15. Rest House at Bhuban Hill Shrine	0.80	
16. Rest House at Khaspur	0.05	
17. Rest House at Mairang	0.80	
18. Improvement of Rest House at Biswanath	0.20	
19. (i) Rest House at Joysagar	1.30	
(ii) Motor Boat at Joysagar	0.40	
20. Rest House at Parasuram-Kund	0.50	
21. Boating facilities	1.70	13.90

BHOPAL

1. Rest House at Bhojpur	0.40	
2. Transport facilities at Sanchi	0.20	0.60

1	2	3	4
BIHAR			
1. L.I.G. Rest House at Ranchi		2.00	
2. Development Pavapur (Jain)		0.30	
3. Rest House at Vaishali (Buddhist Jain)		1.00	
4. Boating facilities in the D.V.C. Area		2.50	5.80
BOMBAY			
1. Provision of accommodation for holiday camps at Matheran		0.50	
2. Rest House at Ansa Lake		0.50	
3. Rest House at Vaitharna		1.00	
4. L.I.G. Rest Houses at Dwarka, Mount Abu and Nasik		4.50	
5. Transport facilities at Badami, Zaiholi and Bijapur		0.40	6.90
The following centres (not hitherto included in any of the schemes) are of tourist importance but no proposals from the State Governments have been received with regard to them. It may be that at a later stage the State Governments might consider their development in which case their proposals might be considered:— Nasik, Sinnar, Poona, Purandhar, Mount Abu, Baroda (and places nearby) Champaner and Dwarka.			
COORG			
Construction of a Rest House at Mercara with swimming facilities attached to the Rest House			
		2.50	2.50
DELHI			
		Nil	Nil
HIMACHAL PRADESH			
1. Improving Lake areas		2.00	
2. Tourist buses 5 @ '25		1.25	
3. Fishing facilities		0.40	
		3.65	3.65

1	2	3	4
HYDERABAD			
1.	Extension of Travellers Bungalow at Sirpur	0.50	
2.	(i) Extension of Rest House at Bidar	1.00	
	(ii) Low Income Group Rest House at Bidar	0.25	
3.	L.I.G. Rest House at Nizam Sagar	0.50	
4.	Improvement of Rest House at Tuljapur	0.50	
5.	L.I.G. Rest House at Tungabhadra	0.50	
6.	Rest House each for L.I.G. and U.I.G. at Alampur	1.00	
7.	Rest House each at Osmanagar and Himayatsagar	1.00	
8.	Improvement to Travellers Bungalow and Low Income Group Rest House at Warangal	1.00	
9.	Rest House at Mulug	0.50	
10.	Extension of Rest House at Pokhal Lake	0.50	
11.	Low Income Group Rest House at Nalgonda	0.50	
12.	Rest House at Manthani	0.50	
13.	Rest House each for L.I.G. and U.I.G. at Bhadrachalam	1.00	
		9.25	9.25

KUTCH

Development of Pilgrimage Centres viz.
Narayan Sarovar, Hajipir, Bhoreshwar,
Havcnai Matal & Dhinsuar

0.50 0.50

KASHMIR

Treated separately.

MADHYA BHARAT

1.	Improvement of Government Rest House at Shivpuri & Ujjain	0.10	
2.	Improvements at Bhilsa and Udaygiri	0.50	
3.	Transport facilities at Bagh Caves and Mandu	0.20	
		0.80	0.80

1	2	3	4
MADHYA PRADESH			
1. Boating facilities		0.20	
2. Development of Golf Course at Pachmarhi		0.40	
		0.60	0.60

MADRAS

1. Rest House furnishing etc. at Bakal	0.83
2. Rest House furnishing etc. at Gurpur	0.83
3. Rest House furnishing etc. at Mudabidri	0.56
4. Rest House at Kirimanjs	0.25
5. Rest House furnishing etc. at Kirimarjeshwar	0.59
6. Rest House furnishing etc. Kollur	0.83
7. Rest House furnishing etc. Sumpoje	0.83
8. Extension of Rest Houses at Banimiangamal, Chatram, Mudari	0.65
9. Rest House at Chidambaram	0.50
10. Rest House at Tifunelveli	0.50
11. Rest House at Tiruchevour	0.50
12. Rest House at Kumbakonam	0.50
13. Rest House at Gūruvayoor	1.00
14. Rest House at Courtallam	1.70
15. Rest House at Tiruvannamalai	0.40
16. Rest House at Mudumalai	0.50
17. Rest House at Kuduraimukh	0.50
18. Rest House at Subrahmya	0.50
19. Development of Golf Courses at Ooty and Kodaikanal	0.60
	12.57
	12.57

1	2	3	4
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MYSORE

1. Improvements to Nandi Hills	1.50		
2. Transport facilities at Hospet	0.20		
	1.70	1.70	

MANIPUR

1. The construction of Guest House at Imphal	2.22	2.22
2. Construction of Dak Bungalow at Ukhrul and Churachandpur near Imphal		
3. Development of Loktak Lake (provision of Boats and also maintain Game Garden and Boatmen)		
4. Rest House at Moirang		
5. Construction of a bldg. for Tourist Bureau at Imphal and to appoint two tourist guides		

ORISSA

1. Transport facilities at Puri	0.20	0.20
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PUNJAB

1. Dak Bungalow at Chandigarh	2.00	
2. Rest House at Bhain	0.33	
3. Rest House at Dalhousie (conversion of existing building.)	0.30	
4. Rest House at Kurukshetra	0.30	
5. Transport facilities at Pathankot for Kulu and Kangra valleys. An important tourist centre Amritsar has been left out and should be considered for development	0.40	
	3.33	3.33

PEPSU

1. Rest House at Pinjore	0.62	
2. Rest House at Fatehgarh	0.63	
3. Rest House at Patiala	0.61	
	1.86	1.86

1	2	3	4
RAJASTHAN			
1.	Improvements and renovation of Parks and Gardens	0.49	
2.	Installation of Electricity Sagar and Jagat Shiromani's temple, Amer	0.09	
3.	Lump sum for acquiring certain attractive sites	1.00	
4.	Improvements to Alwar and Joanpur	1.00	
5.	Boating facilities	1.25	
		3.83	3.83

SAURASHTRA

1.	Improvement of Rest Houses at Junagadh, Jamnagar, Verawal, Porbandar and Palitana	1.00	1.00
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TRAVANCORE-COCHIN

1.	Rest House at Nagercoil	0.50	
2.	Rest House at Trivandrum	1.25	
3.	Provision of Buildings at Upper and Lower Sanitoria at Ponmudi	1.00	
4.	Expansion of Travellers Bungalow at Quilon	1.00	
5.	Expansion of Rest House at Kottayam	1.00	
6.	Expansion of Rest House at Alleppey	0.50	
7.	Expansion of Rest House at Trichur	1.00	
8.	Expansion of Rest House at Alwaye	0.50	
9.	Expansion of Rest House at Chittoor	0.20	
10.	Provisions of Latrines, Bathrooms etc. at Sabrimala (Pilgrim traffic)	2.00	
11.	Expansion, furnishing etc. of Government House at Edabalayan	2.00	
12.	Boating facilities at Periyar	1.00	
		11.95	11.95

UTTAR PRADESH

1.	4 bed room Rest House at Ranikhet	0.40	
2.	Rest House with suitable amenities at Binsar (Almora)	0.40	

1	2	3	4
UTTAR PRADESH			
3.	A rest house at Nahakmata	1.50	
4.	Rest House at Sravasti	1.50	
5.	Rest Houses at Khela, Tipti and Maipa	1.50	
		5.30	5.30
VINDHYA PRADESH			
1.	Improvement of Shikarganj Dak Bung- low	0.20	
2.	Rest House at Rewa	0.40	
3.	Transport facilities at Khajuraho	0.20	
		0.80	0.80
WEST BENGAL			
1.	Low Income Group Rest House at Dar- jeeling	1.00	
2.	Pavilion Restaurant at Tiger Hill	0.25	
3.	Rest House at Siliguri	2.00	
4.	Rest House at Dighe	1.75	
		5.00	5.00
TOTAL :			104.52

APPENDIX X

STATEMENT SHOWING THE SUMMARY OF CONCLUSIONS/RECOMMENDATIONS

Serial No.	Ref. to Para No.	Summary of Conclusions/Recommendations
1	2	3
1	13	The Committee understand that a proposal for the creation of a Directorate-General of Tourism is now under consideration. While appreciating the good work that has been done by the Tourist Traffic Division for the promotion of Tourism, the Committee are definitely of the opinion that there is no adequate justification for the creation of a Directorate-General of Tourism. One reason advanced in favour of setting up a Directorate-General of Tourism was that, at present, the policy-making and executive functions are combined in the existing staff of the Tourist Division of the Secretariat and that these should be separate. While in general, this is a good principle to serve as a guide, in the case of Tourism, the Committee do not consider it of vital importance for the simple reason that the subject of tourism has not yet developed to such an extent as to require an immediate separation of these two functions. Moreover, this point of separation of policy-making and executive functions will be adequately met when a Board or a Corporation is set up for tourism on the lines indicated by the Committee in the last Chapter.
2	16	The Committee are not convinced that the duties involved in the matter of distribution of the material are so onerous as to justify the creation or continuance of the post of the Distribution Officer in the present scale. The Committee understand that the distribution of publicity material in the Press Information Bureau of the Ministry of Information and Broadcasting is being managed by a Section Officer, Grade III. The Committee recommend that the present post of the Distribution Officer should be down-graded and entrusted to a Section Officer, Grade III in the scale of pay of Rs. 275-325-25-500. The Committee consider it a waste of talent to utilise an A. R. T. O. for this work.

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36 The Committee understand that 33 1/3% of the posts of Regional Tourist Officers have been reserved to be filled in by promotion of departmental candidates and 66 2/3% by direct recruitment. The Committee suggest that this percentage should be raised to 50%. A minimum of 'five years' service as an A. R. T. O. should be laid down as one of the conditions for promotion. This will serve as a good incentive to the new recruits joining service as A. R. T. Os.

13

38 The Committee understand that a list of enhanced powers which should be given to the R. T. Os. has been prepared and draft orders framed. The orders have not yet been issued because "some of the matters required discussion with other Ministries. The Committee suggest that in order to avoid further delay, orders can be issued on those points on which final decision has already been taken.

14

39 The Committee consider that the cost of establishment and publicity and other charges of the Regional Tourist Offices both in India and abroad have been rather on the high side, possibly due, *inter-alia*, to the higher scales of pay given to the R. T. Os., the exorbitant rent for the buildings, occupied by the offices etc., and recommend that steps should be taken to bring down the cost of administration in relation to the amounts spent directly for promoting Tourism.

15

46 The Committee have seen the Tourist literature published on behalf of the Tourist Division. Though their standard is generally high, comparison with the tourist literature produced by some of the foreign countries such as the U. S.A., England, Switzerland, Italy, France, etc. shows that there is still considerable scope for improvement. They would like to make three observations in this connection :—

(i) In some folders and booklets the type used is rather small, causing a strain to the readers' eyes. Such information is not likely to be widely read. This defect should be remedied.

(ii) Some of the literature meant for foreign tourists includes information about places which a foreign tourist is not likely to visit

APPENDIX X

STATEMENT SHOWING THE SUMMARY OF CONCLUSIONS/RECOMMENDATIONS

Serial No.	Ref. to Para No.	Summary of Conclusions/Recommendations
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22 The Committee suggest that the question whether the existing number of Regional Tourist Officers is adequate to serve the needs of the country or not should be carefully considered in consultation with the Ministry of Education, taking into account the national monuments, places of historical, cultural and religious interests and other relevant factors from the tourist point of view. The number may be suitably increased, if found necessary. The same criteria should also apply to the opening of additional information offices.

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23 In regard to other Tourist Centres of comparatively less importance, the State Governments should be encouraged to open tourist-bureaus for which suitable subsidies may be granted.

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27 The Committee are of the opinion that the number of tourists that visited India during the past three years is the only dependable guide for deciding whether an independent Tourist Office should be opened in a foreign country. They are of the view that unless the tourist traffic figures clearly justify the opening of a separate tourist office, the work of disseminating tourist literature and providing factual information to the potential tourists should be entrusted to the staff attached to the Indian Embassies and Consulates.

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28 The Committee are not fully satisfied about the justification of opening Tourist Offices at Sydney and Frankfurt in Australia and West Germany respectively. As a matter of fact, the nationality-wise figures of tourists coming to India during the past five years (as given in Appendix II) indicate that Japan has a greater claim for a tourist office than Australia. They have, however, no objection to the opening of these two offices purely as an experimental measure for one year. The position should be reviewed after one year and unless there is a substantial increase in the number of tourists, these offices should be closed down. The Committee also suggest that one tourist office should be similarly opened as an experimental measure in Japan especially because there is not a single office in the Far East.

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29 The Committee understand that one of the reasons of some Class I and Class II posts lying vacant in the Tourist Division of the Ministry is that

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the U. P. S. C. takes at least 6 to 8 months (if not more) to make recruitment from the date of requisition. In regard to this factor, they would like to draw attention to their recommendation contained in para 56(5) of their Ninth Report on the Administrative, Financial and other Reforms, suggesting a time limit of two months between requisition and U. P. S. C.'s recommendation for recruitment. It has been represented that in view of a large number of intermediate steps involved it would be difficult to observe the time limit of two months. In that case, the Committee suggest that the time limit of four months may be fixed up to start with, which should be rigidly adhered to.

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- 30 In regard to the second factor leading to delays *viz.*, that verification of credentials of candidates takes and even exceeds six months, the Committee suggest that the Home Ministry should evolve a new procedure in consultation with the State Governments and the U. P. S. C. to reduce these delays to a period of two months at the most.

9

- 32 The Committee consider that the period of training (2 months) prescribed for Regional Tourist Officers is totally inadequate. They recommend that a proper training of 6 months should be laid down for R. T. Os. as well as A. R. T. Os. They also recommend that knowledge of at least one foreign language besides English should be insisted upon for all future recruitment.

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- 33 The Committee also recommend that the staff in the tourist offices should be encouraged to learn foreign languages by offering them suitable inducements.

11

- 35 The Committee observe that the pay scale of the R. T. Os. has been fixed at a high level. They are not fully convinced with the reasoning adduced in justification for the higher start of pay for the R. T. Os. even after allowing for a margin for the higher age limit prescribed. The Committee would like to observe that the duties of the R. T. Os. are not so onerous as to require more than double the minimum of an officer in the junior cadre of I. A. S. Suitable revision of the scale commensurate with the responsibilities appears to be necessary.

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- 12 36 The Committee understand that 33 1/3% of the posts of Regional Tourist Officers have been reserved to be filled in by promotion of departmental candidates and 66 2/3% by direct recruitment. The Committee suggest that this percentage should be raised to 50%. A minimum of 'five years' service as an A. R. T. O. should be laid down as one of the conditions for promotion. This will serve as a good incentive to the new recruits joining service as A. R. T. Os.
- 13 38 The Committee understand that a list of enhanced powers which should be given to the R. T. Os. has been prepared and draft orders framed. The orders have not yet been issued because some of the matters required discussion with other Ministries. The Committee suggest that in order to avoid further delay, orders can be issued on those points on which final decision has already been taken.
- 14 39 The Committee consider that the cost of establishment and publicity and other charges of the Regional Tourist Offices both in India and abroad have been rather on the high side, possibly due, *inter-alia*, to the higher scales of pay given to the R. T. Os., the exorbitant rent for the buildings, occupied by the offices etc., and recommend that steps should be taken to bring down the cost of administration in relation to the amounts spent directly for promoting Tourism.
- 15 46 The Committee have seen the Tourist literature published on behalf of the Tourist Division. Though their standard is generally high, comparison with the tourist literature produced by some of the foreign countries such as the U. S.A., England, Switzerland, Italy, France, etc. shows that there is still considerable scope for improvement. They would like to make three observations in this connection :—
- (i) In some folders and booklets the type used is rather small, causing a strain to the readers' eyes. Such information is not likely to be widely read. This defect should be remedied.
 - (ii) Some of the literature meant for foreign tourists includes information about places which a foreign tourist is not likely to visit

The Committee suggest that there should be clear demarcation in the tourist literature meant for foreign tourists and that meant for home tourists.

(iii) There is always a danger that the publicity might be over-done.

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47 The Committee feel that the two tendencies described in the Report of the U. N. Fellowship Study of the Working of Official Travel Organisations of six European countries *viz.*, those of (i) limiting expenditure on publications and spending comparatively more on reaching the public at large and (ii) emphasising more on human interest than on things like architecture of cathedrals, the scenic beauty of the countryside etc. need to be fostered in respect of the tourist literature produced by the Tourist Division.

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51 It was pointed out that the centralisation of the editing, production and publishing work by the Ministry of Information and Broadcasting had resulted in heavy delays in the past. It was suggested that the work of editing, production and publishing of tourist literature should be entrusted to the Tourist Division of the Ministry of Transport. The Committee do not agree with this suggestion. They feel that such delays can be minimised by proper planning and co-ordination.

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53 The Committee suggest that the sanction for the purchase of the duplicating machine for the Regional Tourist Office at Calcutta should be expedited.

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54 The Committee understand that tourist offices often run out of stock particularly of publications of which the rate of consumption is very high and that it is not always possible to meet these requirements because of the overall shortage. The Committee do appreciate the difficulties in the form of the limited funds available and time lag in getting the reprint orders through. They, however, suggest that the number of publications should be kept strictly limited with a view to ensure that adequate copies of the same are always available.

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56 The Committee appreciate the importance of road maps and their easy availability to tourists. They, however, feel that the efforts in this direction need not be duplicated. The Committee, therefore,

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tourism is essentially a subject for the States and their co-operation should be obtained in securing suitable publicity for Home Tourism.

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The Committee hope that in the matter of according recognition to Shikar Agents, applications from the un-represented parts of the country would be given due consideration. In this connection the Committee have presued with interest the book "With Gun and Rod in India" issued on behalf of the Ministry and hope that the same would be published in important foreign languages like French, Spanish etc., so as to benefit the tourists who do not know English.

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It is often noticed that the staff of the Archaeological Department posted in-charge of the various monuments act as guides. It would, therefore, be advisable to arrange in collaboration with that Department that such staff also get the advantage of the guide training courses arranged by the Ministry of Transport. The Committee also suggest that the trained guides should be encouraged to prepare suitable publicity material bringing out salient features of the places of tourist interest for publication. They may be suitably remunerated for this type of work.

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The Committee are glad to learn that it is proposed to hold refresher courses for guides at different places and that the Ministry of Transport has been taking concrete steps in the matter of training the guides. They would suggest that besides the courses arranged for by the Government of India, other State Governments should be approached to organise similar courses of study as the Government of Rajasthan has done. This will ensure adequate and regular supply of suitably trained guides and interpreters all over the country.

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The Committee realise the difficulty in ensuring that untrained guides do not operate in the absence of any legislation prohibiting their practice and hope that with the efflux of time, and in the face of superior competition from better educated and trained men, old untrained guides will disappear. The Committee suggest that while the tourists are 'handled' at the points of entry by the Government officials, a printed slip should be handed over

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to them unostentatiously suggesting that they should utilise only officially trained guides who can, if an when need be, be asked to produce their certificates issued by the Government of India. In the tourists literature also, mention may be made prominently of this fact.

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The Committee also suggest that minimum educational qualifications should be prescribed for the future training courses of guides. The Committee were informed that lectures by eminent authorities on the various subjects were arranged for the training courses of the guides. The Committee suggest that these lectures should be collected in the form of a book and published for the benefit of guides, travel agents, staff of the tourist offices and other parties interested.

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The Committee also suggest that while selecting candidates for training as guides, preference should be given to those who have knowledge of a foreign language besides English. Those guides who have undergone a training course should be encouraged to learn a foreign language by offering some suitable inducements. The fact that a guide knows a particular foreign language should be clearly mentioned in the list of trained guides maintained by the tourist offices and the recognised Travel Agencies.

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The Committee understand that the All India Travel Agents' Association has made a proposal to other component parts of the Travel trade that they should all get together and form an All-India Travel Trade Council which will consist of representatives of travel agents, National Airlines, shipping agents, hoteliers etc. with the idea of promoting travel to India on a very comprehensive basis. The Committee consider this move on the part of the Association as a step in the right direction and consider that the Council as and when it is formed will be a valuable adjunct in the private sector of the tourist activities in the country.

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The Committee are of the opinion that the interval between the meetings of the Hotel Consultative Committee is too long to be of any practical assistance and they suggest that these meetings should, in future, be held regularly twice a year.

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| 37 | 94 | It is observed that a decision was taken at the meeting of the Hotel Consultative Committee held on the 19th April, 1955 to set up a Committee for the purpose of classification of hotels. The Committee note with regret that this decision has not yet been implemented though more than sixteen months have passed. They feel that this decision should have been implemented much earlier and the work of classification of hotels should have been completed before the commencement of the UNESCO Conference during this winter season. |
| 38 | 96 | In view of the abnormal delay that has already taken place since the suggestion regarding classification was made, the Committee suggest that the Hotel Classification Committee should be requested to submit its report within a specified period of say six months. |
| 39 | 97 | The Committee were given to understand that the introduction of bed and breakfast rates in hotels would be taken up after the classification of the hotels had been done. This is another reason why the classification should be completed early. However, in the meantime the Committee are glad to learn that for special purposes e.g. UNESCO and other International Conferences which are to be held this winter the hotels are gradually agreeing to quote bed and breakfast rates. |
| 40 | 98 | The Committee were informed that most of the big hotels in the country have standardised their menus. They are glad to note that at the last meeting of the Hotel consultative Committee held on 19th April, 1955, it was agreed that Indian menus should be available in all hotels, and that the hoteliers should give the option of choosing both from the Western and Indian menus according to the wishes of the customer. The Committee are sure that this will be appreciated by the foreign tourists, because many of them do want to have a first hand experience of the Indian ways of living including their diet and even clothing. |
| 41 | 100 | The Committee would like the following ideas regarding Indianisation of hotels put forth at the last meeting of the Hotel Consultative Committee in April, 1955 to be gradually put into practice:—
(a) The fabrics selected for curtains, sofa covers, table cloths, carpets etc. should not merely be of Indian manufacture but also have typical Indian pattern; |

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suggest that the issue of road maps should be entrusted entirely to the Survey Department, Dehra Dun. The Tourist Division may co-ordinate with the Survey Department and offer their suggestions regarding production of these road maps. It should also ensure that these road maps are readily available to the tourist at the Tourist Offices and through the Automobile Associations.

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60 In order to attract foreign tourists, the Committee consider that it would be worth-while to arrange for the sale of picture post cards with stamps affixed thereon through Post Offices so as to facilitate their purchase and use by the public. To begin with, these might be made available at the General Post Offices at the capitals of the States.

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62 The Committee consider that the "Visit India" seal which is being used by the Tourist Offices abroad might also be used with advantage by the Indian Missions abroad in their mail. The Committee recommend that the question of the Indian tourists abroad using the seal in all their outgoing mail, and also sending their correspondence to foreign nationals in envelopes having drawings etc. similar to those used by the Tourist Offices may be taken up with the Ministry of External Affairs.

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Complaints have been heard that the tourist literature brought out in the different languages in the country reads more as translation from the English language than as original contribution in the respective languages. They suggest that this criticism should be borne in mind while preparing the scripts for Tourist Literature in any of the Indian Languages in future.

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The Committee observe that the guide books do not always highlight the picnic spots. They suggest that this should be done in future particularly in the city guides. In this connection, the Committee would also suggest that information regarding the water-falls in the country may be prominently mentioned in the tourist literature, so that the tourists may be attracted to these places also. (Water-falls of the river Cauverie near Dharmapuri and Sivasamudram, Courtallam Water-falls and Jog Water-falls are some of the instances).

The Committee suggest that there should be clear demarcation in the tourist literature meant for foreign tourists and that meant for home tourists.

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- 25 65 The Committee observe that in the tourist literature produced so far, greater stress is laid on ancient monuments and places of scenic beauty than on the present day achievements such as Bhakra Nangal Dam and other River Valley Projects, Chittaranjan Locomotive Works etc. The Committee recommend that equal importance should be given to publishing literature on both the topics, whereby it will be possible for the tourist to get interested in both. The Committee also recommend that the publications brought out by the Publications Division on the developmental schemes, project etc. should be displayed prominently, in the Regional Tourist Offices and at the Information Offices.
- 26 69 While the Committee are glad to note that sufficient attention is being paid to the production of an adequate number of documentaries, they recommend that these documentaries should also be widely exhibited in colleges and schools all over the country so as to encourage student tourism.
- 27 70 The Committee are glad to learn that the Second Five Year Plan provides for a sum of Rs. 40 lakhs for internal tourist publicity. The Committee suggest that in the matter of distribution of the tourist literature which is brought out in the various languages of the country, wide publicity to the fact of their being brought out in the respective languages should be given through the medium of advertisements in the regional newspapers concerned, so that the public may become aware of the existence of the publications.
- 28 71 The Committee came across a small and attractive publication called "This is Saurashtra" published by the Saurashtra Government. It is well illustrated with beautiful photographs of important monuments and places of interest and describes features of tourist interest in the State. The Committee suggest that the Tourist Division should circulate this publication to other States and urge them to bring out similar publications for their respective States. Subsequently, the Tourist Division should arrange for the rendering of these publications in different Indian languages and their wide dissemination in different States. It should also ensure that such publications are made available in the Tourist Offices. Encouragement of home

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| 38 | 96 | In view of the abnormal delay that has already taken place since the suggestion regarding classification was made, the Committee suggest that the Hotel Classification Committee should be requested to submit its report within a specified period of say six months. |
| 39 | 97 | The Committee were given to understand that the introduction of bed and breakfast rates in hotels would be taken up after the classification of the hotels had been done. This is another reason why the classification should be completed early. However, in the meantime the Committee are glad to learn that for special purposes e.g. UNESCO and other International Conferences which are to be held this winter the hotels are gradually agreeing to quote bed and breakfast rates. |
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| 41 | 100 | The Committee would like the following ideas regarding Indianisation of hotels put forth at the last meeting of the Hotel Consultative Committee in April, 1955 to be gradually put into practice:—
(a) The fabrics selected for curtains, sofa covers, table cloths, carpets etc. should not merely be of Indian manufacture but also have typical Indian pattern; |

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(b) The paintings, murals and other motifs introduced in interior decorations should be typically Indian. It is appreciated that it would be difficult to achieve this in the case of paintings and murals in grill rooms and night clubs attached to hotels but an attempt to this end should be made;

(c) Without excluding or abolishing cabaret dances or other Western type of music and entertainment steps should be taken to introduce items of Indian dancing and music on certain fixed evenings in the week.

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In view of the fact that the Hotels are not properly advertising that tips should not be given, the Committee recommend that the Hotels should be categorically informed that unless they prominently display in the rooms of the Hotels and also in the printed cards the fact that since 10% is being collected as service charges, tips should not be paid, their names will not be included in the Hotel Guide published and circulated by the Ministry of Transport. The fact that the hotels are observing the instructions issued by the Ministry may be verified by officials of the Ministry during the course of their periodical visits to the hotels and the names of such hotels which do not abide by the instructions should be excluded from the subsequent edition of the Hotel Guide. The Committee suggest that the Ministry may also take it up with the Hotel Federation of India that a suitable code of conduct should be laid down and observed by all its members. Importuning by the Hotel Staff for the payment of tips, in spite of the fact that 10% service charges have been paid, is an evil practice which should be put a stop to. It is, however, equally necessary to see that the service charges collected are properly distributed to the staff according to some suitable formula to be laid down.

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The Committee are glad to learn that negotiations with an expert, Mr. Fuller (who has a wide experience of hotel training institutions in the U.K. and on the Continent and who is at present a Member of the technical staff of the British Education Ministry) have been completed and that he is expected to arrive in India early in October, 1956 to prepare a scheme for the establishment of a Hotel Training Institution in India.

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| 44 | 105 | The Committee suggest that selected staff from the Catering Departments of Indian Railways should also be given a brief intensive training of six months in the proposed Hotel Training School. The experience gained in running catering departments by Indian Railways should also be made available in a suitable form to this new School. |
| 45 | 107 | The Committee recommend that the suggestions regarding development of the Hotel Industry put forward at the 10th meeting of the Central Tourist Traffic Advisory Committee held in June, 1956 by the representative of the Hotel industry should be considered sympathetically and early decisions arrived at in regard to each one of the points raised except the question of relaxation in the Prohibition Act. In this respect, the Committee suggest that the facilities for consumption of liquor to foreign tourists extended by the Governments of Madras and Bombay might be given by other States also. |
| 46 | 108 | The Committee are not in favour of giving grants-in-aid to the Hotel Industry. They are, however, of the opinion that Government should use its good offices to see that the hotel industry gets loans to a reasonable extent from the Banks, the State Insurance Corporation and/or the Industrial Finance Corporation. |
| 47 | 109 | While the Committee have no objection to the grant of loans on easy terms, subject to the availability of funds for the development of Hotel industry, they are definitely of the opinion that Hotel Industry is pre-eminently suitable for the private sector, and that the public sector should not encroach upon this sphere. |
| 48 | 110 | The Committee also consider it very essential to encourage the building of new hotels for low and middle income groups of tourists rather than luxury hotels which are very expensive. In this respect, the Hotels in India have developed on rather unsatisfactory lines. Whereas in Europe, the percentage of luxury hotels to the total number is comparatively small, in India majority of the good hotels are luxury hotels. This position needs to be rectified. The Committee hope that businessmen will be encouraged to build such hotels in increasing numbers in other cities in India. Building of hotels for lower income groups of tourists both foreign and local with suitable camping sites near the places of interest also needs to be encouraged. |
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- 49 111 The Committee are of the opinion that there is even greater scope for introducing the scheme of paying guests in Bombay and Calcutta than in Delhi.
- 50 114 The Committee regret to learn that in spite of the recognised policy of encouraging indigenous and small scale industries, the Government should consider it necessary to import foreign crockery for the Ashoka Hotel and thus set a bad example to the hotel industry. The Committee do not see any reason why the quality of Indian crockery cannot be brought to an acceptable standard. The Committee therefore, recommend, that the practice of issue of import licences for buying foreign crockery should be stopped and the Development Commissioner of the small scale industries should be asked to investigate the problem immediately and take steps to see that the requirements of crockery of the acceptable standard are fully met from the indigenous sources. Given a clear idea of the required standard and firm orders, the Committee do not see any reason why the indigenous sources should be not in a position to meet the requirements. The Committee do not approve the frittering away of the limited foreign exchange in buying consumer goods which are readily available in the country.
- 51 115 The Committee were given to understand that an air-conditioning unit obtained from indigenous sources is costlier than the one obtained from abroad. All the same the Committee would recommend that no import permits should be granted for purchasing these units from abroad. The Committee would go to the extent of saying that it does not matter if the progress in regard to air-conditioning of hotels in the country is slow due to the policy of encouraging indigenous products.
- 52 122 The Committee understand that there is a proposal to build a theatre at Delhi costing about Rs. 75 lakhs. The Committee suggest that, to start with, 10 theatres on a somewhat modest scale should also be built at other important places in the country.
- 53 126 The Committee recommend that the question of setting up State Tourist Traffic Advisory Committees by States which have not done so as yet.

should be taken up with the State Governments at the appropriate level and the State Committees formed so as to promote and encourage home tourism. As promotion of 'Home Tourism' is rightly the responsibility of the States, the Committee recommend that the question of appointment in the States of an Officer exclusively to deal with the tourist matters should be taken up with other State Governments.

The Tourist Division of the Ministry of Transport should, however, continue to offer the benefit of their experience in this respect to the State Governments. It should also continue to function as a Central Coordinating Agency for this purpose. The State Governments should also be persuaded to establish a Tourist Bureau at the capitals of their respective States or some other suitable tourist centres, and the Central Government may grant suitable subsidies and offer technical advice for this purpose.

- 54 127 The Committee recommend that a representative of the Shipping Industry should also be included in the Central Advisory Committee.
- 55 128 The Committee suggest that in every Regional Tourist Traffic Advisory Committee and also in the Central Tourist Traffic Advisory Committee, a representative of the Posts and Telegraphs Department may be associated with advantage.
- 56 129 The Committee hope that the Regional Tourist Offices at Calcutta, Madras and Delhi will also emulate the efforts made by their sister office in Bombay regarding cultural performances to be given by a group of talented artists for tourists and arrange for similar shows in their respective cities. The co-operation of local cultural and arts bodies, and Indian cultural institutions like the Sangeet Kala Akadami, the Little Theatre Group etc. and Government departments like the All India Radio may be solicited in the matter. The growth of a net work of small Theatres all over the country, referred to earlier, will give a great fillip to such activities.
- 57 133 Though machinery exists for effecting liaison between the various Government departments for dealing with problems of tourism, there seems to be further

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scope for improving the degree of coordination. The very fact that two successive meetings with the representatives of State Governments were held at an interval of nearly 18 months, and that the most important decision about the constitution of the State Advisory Committees has not yet been implemented by a number of States, seems to indicate that closer degree of coordination is necessary between the Centre and the States. Similarly, the fact that the publication of the Tourist publicity material was badly delayed in the past, as complained by the representative of the Tourist Division, suggests that there is scope for closer coordination between different Ministries at the Centre. In this connection, however, the Committee were glad to learn that these delays have been minimised in the recent past.

- 58 136 The Committee suggest that the feasibility of delegating the authority of issuing permits for stay in rest houses to some local Government official readily available on the spot, at least in so far as foreign tourists are concerned, may be examined in consultation with the State Governments concerned.
- 59 137 The Committee consider that it would be desirable to provide bedding and linen for tourists staying in the Rest Houses or Dak Bungalows at a small extra charge, if necessary, so as to facilitate their stay without discomfort.
- 60 139 The Committee do not appreciate the tendency on the part of the ministries of the Central Government to take over the management, control, custody and maintenance of the Rest Houses. They are definitely of the opinion that this work should be left to the State Governments. The tourist division should co-ordinate with the State Governments and see that the tourists are given adequate facilities to utilise these Rest Houses.
- 61 140 The Committee would like to draw attention to an important factor in this connection. The Committee understand that the Ministry of Transport is planning for the development of Dak Bungalows and buildings in regions of tourist interest. The Committee wish to emphasise that it is no use thinking of or giving lodging facilities without

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first providing facilities of adequate and speedy communication to reach such places. The Ministry of Transport should draw out a plan for the construction of new Rest Houses and development of existing ones in consultation with the authorities concerned only after satisfying themselves that adequate means of communications exist for the tourists to visit such places without any inconvenience.

- 62 141 The Committee are glad to learn that a provision has been made for the construction of low income group rest houses in about 25 places in Part I and Part II of the Second Five Year Plan of the Ministry of Transport. The Committee were informed that Part II in fact entirely provides for Rest Houses and other facilities for tourists in the middle income group. The Committee would like to stress that adequate attention should continue to be paid to the construction of such Rest Houses all over the country not only for the foreign tourists but also for the home tourists.

- 63 142 The places of temporary abode for the travellers have been given different names in different parts of the country, such as Rest Houses, Dak Bungalows, Travellers' Bungalows, Circuit Houses etc.

The existing names are very confusing not only to the foreign tourists, but also to the people within the country. The Committee understand that the matter of assigning a uniform name is already under reference with the State Governments. The Committee recommend that early decision should be taken in this matter.

- 64 143 The Committee have noted that the information about accommodation—Dak Bungalows etc. is generally given in the guides published on behalf of the Tourist Division under "See India" series but that there is no uniformity in the mode of presentation. The Committee suggest that in future, this information should be given at the end of the paras referring to a particular tourist centre, and also in a consolidated form, as an Appendix at the end of the book. Information about the extent of accommodation available, rent chargeable, distance from the Railway Station and exact location should also be invariably added.

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- 65 152 The Committee are glad to learn that the relaxations in registration and visa facilities which have already come into force have been duly appreciated by tourists and will help in increasing the tourists traffic.
- 66 153 The Committee are of the opinion that there is scope for arranging sight seeing tours in important cities like Delhi, Agra, Calcutta, Bombay, Madras etc. The Committee are glad to learn that in Bombay the BEST has placed tourist coaches at the disposal of the public for this purpose. In Madras too a luxury coach is run to and from Mahabali-puram. Such activities need to be encouraged further.
- 67 155 The Committee suggest that the question of granting some loans to recognised travel agents repayable in easy instalments for the purchase of tourist coaches may be considered with advantage by the Ministry of Transport. The Committee would like the Tourist Division of the Ministry to check up carefully that the proposed Motor Vehicles Amendment Bill will meet their requirements from the point of view of removing handicaps of the Tourists while making Road journeys.
- 68 156 The Committee understand that luxury cars are available on hire for tourists in Bombay and Delhi, but that the charges and conditions vary. The Committee suggest that this point be examined with a view to bringing about greater uniformity. The Committee also recommend that the question of providing luxury cars for hire by tourists at other important centres like Madras and Calcutta should also be examined. Assistance of the Air India International should also be sought in assessing tourist opinion.
- 69 157 It was represented to the Committee that the existing procedure with regard to the grant of visas had not been fully followed in some cases by the Indian Embassies abroad. It was also represented that the domestic Air Transport service does not invariably connect the international carriers. The Committee suggest that these points may be carefully examined and remedial action taken where feasible. The Committee also recommend that the difficulties experienced by the foreign tourists should be ascertained not only from the tourists

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who visit India through the media of sample surveys etc., but also from the various travel agents and travel bureaus in foreign countries which arrange for the visits of the tourists to this country, so that correct appreciation of the problem may be had and remedial measures taken with promptitude.

- 70 158 Another important point brought to the notice of the Committee in this connection is that there is considerable importuning at historic places like Agra and also at the Air Ports and Railway Stations where the tourists are pestered to a very great extent. The Committee recommended that the State Governments might be requested to take all possible steps for eliminating importuning at public monuments and historic places. The Committee have already dealt with the problem of beggars and hawkers in trains and stations in para 68 of their Twenty-fifth Report on "Passenger Amenities" in Indian Railways and hope that with the implementation of the suggestions made by them the problem would be solved to a considerable extent.

- 71 159 It was also represented to the Committee that the route from the Calcutta Air Port to the important hotels in the city is very much congested and passes through filthy surroundings and that this creates a very bad first impression in the minds of the tourists, as also the transit passengers. The same is the case with Bombay also. The Committee suggest that the matter should be taken up with the Govts. of West Bengal & Bombay at a sufficiently high level, and remedial measures taken. Feasibility of providing alternative routes from the air-ports to the important hotels, through cleaner surroundings should be examined.

- 72 161 There is, at present, too much dependence on rail transport which is inadequate. The Committee are of the opinion that steps should be taken to develop other modes of transport, specially by roads and rivers, to relieve the terrific pressure on Railways. In this connection, the Committee are in full agreement with the following observations of the Sargent Committee :—

"What will be necessary is that road transport arrangements should be very carefully co-ordinated with air and train services. In

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this connection, the co-operation of the authorities responsible for road transport, whether official or private will need to be secured. The Committee are also of opinion that in view of the beauty of many of India's waterways, the attractions of boat travel should not be overlooked."

- 73 163 The Committee accept that development of home tourism should be primarily the responsibility of the State Governments, and that the questions of Youth Hostels and Social Tourism should be dealt with by the Education Ministry and the Labour Ministry respectively. They are, however of the opinion that the Tourist Division of the Government of India should also be in the picture, and that it should continue to act as a Central Co-ordinating agency in the matter of all the aspects of Tourism.
- 74 166 The Committee suggest that the various concessions allowed to students for promoting student travel should be widely publicised in schools and colleges.
- 75 167 The Committee recommend that the feasibility of granting suitable concessions to students from foreign countries on their air travel to India may be taken up with the Air India International Corporation so as to encourage the visit of foreign students. The concessions proposed to be given should be publicised widely. As regards students within, the country, the Committee reiterate their recommendation contained in para 32 of their Twenty-third Report on the Railway Budget for 1956-57 and hope that the feasibility of extending the concessions further will be constantly kept under review.
- 76 168 The Committee recommend that the feasibility of having systematic programme regarding sight-seeing tours drawn up every month or so, according to a scheduled time-table may be considered. Such sight seeing tours, on foot or by rail, in motor vehicles by road, in boats by rivers and in steamers and steam launches by sea will considerably promote indigenous tourism apart from the fact that such travellers, specially students will really come to "know" their country.

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- 77 171 The Committee hope that the scheme for the construction of Youth Hostels by the Ministry of Education will be carefully guided and that it will be possible to open more Youth Hostels during subsequent years of the Plan period.
- 78 173 As far as the Committee are aware, the Railways have no doubt made a small but significant beginning by opening Holiday Homes for Railway employees. This facility, however, requires to be developed gradually on a country-wide scale for all the workers, particularly in lower income groups.
- 79 174 The Committee recommend that suitable steps on the lines adopted in Italy for the encouragement of social tourism should be taken for the workers in this country also, specially for those belonging to lower income groups. The Tourist Division of the Transport Ministry should assist the Labour Ministry in framing such a scheme to suit local conditions.
- 80 183 Considering the limited financial resources available during the Second Plan, the provision of funds for Tourism is quite liberal. The Committee have no doubt that proper and careful implementation of these schemes will go a long way towards developing both foreign and Home Tourism.
- 81 185 The Committee do not consider that it is wholly a Secretariat function to promote and develop tourism departmentally, though it is desirable for the Government to render all possible facilities for this purpose. It is for this reason that the Sargent Committee that examined the question of tourism in 1945 recommended the formation of a statutory corporation for promotion and regulation of tourism. During the course of discussion, the representative of the Ministry of Transport agreed that ultimately when the industry had developed, it might be proper to set up a corporation. He, however, felt that that stage had not yet been reached. He was, however, of the opinion that the executive functions should be separated from the policy making functions. In order to achieve this end and also to achieve more flexibility in the day-to-day work of promoting

and regulating tourism in the country, the Committee recommend that a Board of Managing Directors should be set up for promotion and regulation of tourism on the lines suggested by the Committee in para 7 of their Sixteenth Report on Organisation and Administration of Nationalised Undertakings. The Board may consist of four or five Members including the representatives of the Department of Archaeology, Ministry of Information and Broadcasting and the Ministry of Transport. At least one of the Members should be a person of experience in financial matters. The Chairman and Members of the Board should work collectively and on a functional basis. The Chairman should have in exceptional cases, where conditions demand, sufficient power to exercise his discretion, so that there is no delay or waste of expenditure. The Chairman of the Board should be directly responsible to the Minister and should not be subject to the control of the Secretariat of the Minister.

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- 186 An Advisory Body should also be constituted for the purpose of advising the Chairman of the Board on various matters from time to time. The Advisory Body will only render advice and will have no powers to decide matters of policy or to give orders to execute any of their directions. The Advisory Body will invariably send a copy of their report to the Minister concerned for information. The Minister will thus be in a position to know the point of view held by the Body other than the Board. The Advisory Body will have the right of asking or calling for information on all matters excepting those which have been specified by the Minister as being of a secret nature.
- The Advisory Body will have also the right of unlimited criticism and will offer advice on any matters they deem fit. The Advisory Body will be kept informed by the Board through progress reports, balance-sheets, development plans and any other schemes, which the management may have in view. The Advisory Body will consist of the representatives from hotel industry, travel trade and Members of Parliament and local Legislatures.

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- 187 The question whether the Board should be responsible to the Minister of Transport or to the Minister for Information and Broadcasting should be examined by the Government.

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- 84 192 A recognised travel agent becomes entitled to sell railway tickets and enters into agreements with individual railways. However, this recognition does not entitle him to sell air tickets as the IAC maintain a separate list of approved travel agents who can sell their tickets. The Committee recommend some sort of uniformity in this matter.
- 85 196 The Committee understand that the question of bringing in legislation on certain aspects of tourism such as hotels, guides and travel agents is being considered by the Ministry of Transport and that certain points have been drawn up on the basis of study on legislations in about 10 other countries of the world. The Committee suggest that this matter should be expedited.
- 86 202 The Committee welcome the several international contacts built up by the Ministry of Transport because they foster international goodwill and also encourage foreign tourism.
- 87 203 The Committee recommend that the address and telephone number of the Regional Tourist Offices may, with advantage, be included in the list of Important Telephone Numbers in the respective city telephone directories. Similarly, in the concerned railway stations, air ports and important hotels, maps showing the location of and routes leading to the Regional Tourist Office may be hung up at prominent places as a measure of advertisement and in order to facilitate the tourists to locate the Regional Tourists offices easily.
- 88 204 The Committee understand that each Tourist Office sells tourist literature. The Committee suggest that various Government publications, particularly those dealing with the Five Year Plans and the current topics should also be made available for sale in the tourist offices. About curios and other things, the Committee understand that the only step that the Ministry of Transport has taken so far is to have persuaded various State Government Emporia that in lieu of allowing them to display their goods in the Regional Tourist Offices in the windows and display cases, they should give either free of charge or for a small value of Rs. 2/- or Rs. 3 each, souvenirs upto Rs. 1000 or 2000 a year which could be given to distinguished tourists as gestures of courtesy.

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89	205	The Committee are glad to learn that this agreement has been reached already with two or three States. The Committee suggest that this matter may also be discussed with the All India Khadi and Village Industries Board, the All India Handicrafts Board, the Small Scale Industries Board etc. so that a variety of souvenirs could be collected. Similarly, in the air ports, curio shops might be opened where the tourists might make their last bit of purchase in the country. Better liaison with the All India Boards and Khadi Bhavans will yield fruitful results.
90	210	The estimates of earnings from tourists in the Second Plan have been arrived at on the basis of the rate of increase in the number of tourists since 1951. It would be interesting to watch how far these estimates turn out to be true.
91	213	The Committee understand that with a view to get a greater coverage of the tourists throughout India it is proposed to carry out sample surveys at several other places like Bombay, Calcutta, Madras etc. The Committee suggest that such surveys should be conducted at regular intervals, so that suitable steps may be taken for developing tourist facilities according to the needs of the tourists.
92	214	The Committee also understand that in Hawaii, the Visitors' Bureau has carried out a survey by sending mail questionnaires to names randomly selected from the Baggage Declaration Forms. The method has one great advantage, viz., that a scientific sampling procedure can be availed of, since a complete plan frame is readily available. The method will, no doubt, be somewhat costly and the factor of non-response will have to be reckoned with. All the same the Committee feel that this type of survey will be useful and suggest that the same may be tried once as an experimental measure.
93	215	India has a very rich heritage of ancient monuments. There must be tens of thousands of them but the Committee understand that the Government of India have declared only about 4,000 monuments to be of national importance. It is essential that the Archaeological Department should keep these monuments in perfect condition and in case where there is no controversy about the original type of the structure, a certain amount of renovation should be done as is done in various countries of Europe.

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94	216	Not only should these monuments be protected and looked after with care, but also there should be metalled roads linking these monuments with the main roads, or national highways, thus making the monuments easily accessible to the tourists.
95	217	The Committee understand that between 1954 to July, 1956 about 156 talks and other programmes have been given over the External Services of the All India Radio in the "Discover India" Series. A large number of talks on places of tourist interest had also been broadcast in the home services of the All India Radio from Delhi and other stations. The Committee suggest that these talks should be compiled, edited and published in the form of a book. The Committee are sure that such a publication would be of great interest both to the foreign and home tourists.
96	218	The Committee suggest that the examination of proposals submitted by State Governments for the development of game sanctuaries may be completed without further delay and steps initiated during the current financial year itself for developing these sanctuaries.
97	220	The Committee consider that the rents paid for buildings accommodating tourist offices both in India and abroad are rather exorbitant. The Committee appreciate that the difficulty of accommodation in Government owned buildings is not peculiar to the tourist organisation alone and that it exists equally in respect of many permanent departments which are still occupying rented buildings either due to the difficulty in securing the required land or due to the limitation of availability of capital funds. They, however, suggest that the feasibility of utilising numerous buildings like the bungalows and places of former Indian princes which are lying vacant should carefully be examined. The Committee also suggest that an attempt should be made to construct, as far as possible, Government-owned buildings rather than paying heavy rents as this will be more economical in the long run. The Ministry should analyse the rents that are being paid by the tourist offices both in India and abroad and chalk out a plan by which the Government have not to spend as much as it is spending on rents now.

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98	221	The Committee hope that the target date of 31.12.1956 for the issue of the departmental manual for the guidance of the tourist offices will not be exceeded.
99	223	During the course of their tours, the sub-Committees of the Estimates Committee had noticed that the libraries attached to the Regional Tourist Offices were inadequate. The Committee recommend that an initial provision on a larger scale should be made for the libraries and the recurring expenditure on purchase of books may be on a smaller scale. The Committee lay great emphasis on the purchase of books because the staff of the offices would then be able to go through them and be in a position to answer intelligently the various questions that the tourists may raise. While the libraries may be mainly for the benefit of the staff of the tourist offices so that they may be well informed about Indian history, culture, heritage etc., the tourists also as and when they are inclined may go through them. The Committee realise that a tourist may not have the time to sit down and read the books but if he finds that there is a good collection of books in the country, possibly he might like to have a similar one in his own country.
100	224	The Committee understand that generally one set of the tourist literature published by tourist offices in foreign countries is received by the Ministry as a matter of courtesy. The Committee recommend that the foreign tourist offices may be approached to supply more copies so that they could be distributed amongst the Regional Tourist Offices in India also.
101	225	The Committee would also like to recommend that the authorised guides should be permitted and also encouraged to make free and liberal use of the tourist office libraries so that they can be up-to-date, and can give more than superficial account of Indian history and culture to the tourists whom they accompany. The Committee suggest that book-lists (i.e. bibliographies) on special aspects of Indian life should be prepared and supplied to the tourists.

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The Committee recommend that special attention should be paid to provide facilities for tourists of low and middle income groups in matters of transport, accommodation and recreational facilities at important tourist centres and that the staff in Regional Tourist Offices should be properly trained and equipped with up-to-date knowledge about the places of interest in the region. The Committee further recommended that there should be complete co-ordination between the Regional Tourist Offices, Airlines, Railways Shipping Companies, Travel Agents and State Governments and the queries of tourists should be promptly attended to by all concerned when processed through travel agents or Regional Tourist Offices.

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Given proper attention and care, India with its varied flora and fauna and her natural scenic beauty, can verily become a Tourists' Paradise.



