



ANNUAL REPORT **2016-17**

MINISTRY OF TOURISM
GOVERNMENT OF INDIA







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Chapter-1

Tourism - An Overview

- 1.1** Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity. The Ministry of tourism has the main objective of increasing and facilitating tourism in India. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, etc. are some of the responsibilities of the Ministry.
- 1.2** The year 2016 witnessed a growth of 10.7 % in Foreign Tourist Arrivals (FTAs) in India. FTAs during 2016 were 88.9 lakh (provisional) as compared to the FTAs of 80.3 lakh during 2015. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2016 were Rs.1,55,650 crore (provisional) with a growth of 15.1%.
- 1.3** Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative of pursuance with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on 31st December, 2016 the 'e-visa' facility is available under 3 sub – categories i.e. 'e- Tourist Visa', e – Business Visa' and 'e – Medical Visa'. 'E –Visa facility has been extended to the nationals of 161 countries.
- 1.4** For providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and for assisting them with advice while travelling in



India, a 24x7 Toll Free Multi-Lingual Tourist Info Line in 10 International Languages besides Hindi & English is being run by the Ministry of Tourism. The calls made by tourists (both international and domestic) while in India will be free of charge. This service will be available on the number 1800111363 or on a short code 1363. The international languages handled are Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish, in addition to English and Hindi

- 1.5** Welcome cards for distribution at immigration counters to people arriving in India were introduced with few guidelines on how to make their stay more safe and comfortable.
- 1.6** The aspect of 'seasonality' in tourism is a challenge. The Ministry of Tourism has taken

the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome seasonality and to promote India as a 365 days destination, attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. The Niche Products that have been identified by the Ministry of Tourism include Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Expositions (MICE), Eco-tourism, Film Tourism and Sustainable Tourism.

- 1.7** A National Medical and Wellness Tourism Board has been set up to work as an umbrella organisation to govern and promote medical tourism in India.
- 1.8** A consultant for preparing Action Plan and



detailed road map for the development of Cruise Tourism in India has been appointed jointly by Ministry of Shipping and Ministry of Tourism.

1.9 For development and promotion of Adventure Tourism in India, a Task Force on Adventure Tourism has been formed in October, 2016 to resolve the issues related to Adventure Tourism which includes Safety and Security of Tourists. The first meeting of the Task Force was held on 21st December 2016.

1.10 Setting in place the framework for supply of trained manpower is a challenge facing the hospitality education. It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42

Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 10 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education / conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs are concerned with skill level education. National Council for Hotel Management & Catering Technology (NCHMCT) steers and regulates the academic efforts of the IHMs and FCIs.

1.11 Apart from this the Indian Institute of Tourism and Travel Management (IITTM) an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centres at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports). IITTM is a pioneer in the field of travel and tourism education and training. It



provides specialized training and education for tourism and travel industry.

1.12 The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The Ministry is also expanding the ICI, by opening its Northern Chapter at Noida which has been sanctioned at a total cost of Rs. 98.50 crore; Rs. 65 crore have already been released by the Ministry for the project.

1.13 The Ministry of Tourism, as part of its ongoing promotional activities, releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of India to increase foreign tourist arrivals and domestic visits within the country. A series of promotional activities are undertaken in important and potential markets overseas through the India Tourism

offices abroad and within India through domestic India Tourism offices, with the objective of showcasing India's tourism potential to foreign and domestic tourists.

1.14 To promote tourism, the government has also taken many initiatives. An International Advertisement Campaign in electronic and digital media for the year 2016-17 has been launched globally. To begin with the Ministry has launched its campaign on leading Television Channels including CNN, BBC, Discovery & TLC, Euro News, History, CNBC, Travel Channel, CBS (USA), Tabi (Japan) and RMC (France) as well as on Google.

1.15 An Incredible India Tourism Investors Summit was organized at the Vigyan Bhavan, Delhi from the 21st to 23rd September 2016 with the objective positioning the Indian Tourism Sector for attracting large investments.

As on 06.02.2017, the State Governments of



Chattisgarh, Gujarat, Karnataka, Rajasthan and Uttarakhand have signed 86 MoUs for developing tourist places in their respective states. The number of MoUs signed by these states along with investment involved is given below:

Sl. No.	States	MoUs signed	Amount (Rs. in crores)
1	Gujarat	29	8235
2	Karnataka	2	2595
3	Rajasthan	45	847.7
4	Uttarakhand	9	507
5	Chhattisgarh	1	12

1.16 The 5th International Buddhist Conclave was organized in Delhi, Varanasi, Sarnath and Bodhgaya from 2nd to 06th October, 2016 by the Ministry of Tourism, Government of India, in collaboration with the State Governments of Uttar Pradesh and Bihar.

1.17 The Ministry of Tourism organizes Bharat Parv as part of the Republic Day and Independence Day celebrations with the objective to promote national integrity and to showcase cultural and culinary diversity to the people of our nation. 2 Bharat Parvs, from 12th to 18th August, 2016 and from 26th to 31st January, 2017 were organised during 2016 -17.

1.18 The North East region of India is being promoted by the Ministry of Tourism through several media campaigns. A one month television campaign promoting North East on Doordarshan network was launched in June 2016 and the second phase of the campaign on the Doordarshan network was launched in November 2016. The Ministry of Tourism in partnership with the Discovery Channel has produced documentary series 'Go North East' on the eight states of North East.

- 1.19** The region is also being promoted through organising the annual International Tourism Mart which is attended by global buyers besides others. The 5th International Tourism Mart was organized from 23rd -25th November, 2016 in Imphal, Manipur.
- 1.20** For creation of tourism infrastructure, the Ministry of Tourism has two major plan schemes viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.
- 1.21** Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme thirteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit & Heritage Circuit.
- 1.22** Under PRASAD scheme, 25 sites of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailem (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).
- 1.23** A quarterly News letter “Tourism News letter” highlighting the activities and achievements of the Ministry of tourism has been published beginning from the quarter ending of 30th September, 2016 onwards.
- 1.24** “Swachh Paryatan Mobile App” operated by the Ministry of Tourism for 25 Adarsh Smarak Monuments has been also made available for Windows Phones and iPhone. Earlier it was available for Android Phones only. This mobile app is being monitored by the Project Monitoring Unit of Swachh Bharat Mission in Ministry of Tourism.
- 1.25** The Ministry of Tourism has launched an initiative for providing pre-loaded Sim Cards to foreign tourists arriving in India on e-Visa. This initiative has been launched on 15th February 2017 in association with Bharat Sanchar Nigam Ltd., (BSNL), wherein BSNL would distribute pre-loaded SIM Cards to foreign tourists on e-Visa. This facility will be initially available in the Indira Gandhi International Airport (T3 Terminal), New Delhi and later in the remaining 15 international airports, where e-Visa facility is currently available. This initiative is aimed at providing connectivity to foreign tourists to enable them to stay in touch with their family and friends and also help them to contact with the 24x7 Multi lingual toll free helpline of Ministry of Tourism for any assistance and guidance during times of distress / medical emergency, etc.





Chapter-2 Ministry of Tourism and its Functions

2.1 The Organisation

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

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

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

of Skiing and Mountaineering within the country and 14 overseas offices. The overseas offices promote Indian tourism in the market abroad.

The domestic field offices also play a vital role for promotion of tourism sector in the country. They are also involved in monitoring the progress of implementation of projects sanctioned by the Ministry to the State Governments/Union Territories.

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

The Ministry also has the following autonomous institutions:

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



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

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions:-

- (i) All policy matters including:
 - a. Development Policies
 - b. Incentives
 - c. External Assistance
 - d. Manpower Development
 - e. Promotion & Marketing
 - f. Investment Facilitation
 - g. Growth Strategies
- (ii) Planning
- (iii) Co-ordination with other Ministries, Departments, State / Union Territory Administrations.
- (iv) Regulation:
 - a. Standards
 - b. Guidelines
- (v) Infrastructure & Product Development:
 - a. Central Assistance
 - b. Distribution of Tourism Products
- (vi) Research, Analysis, Monitoring and Evaluation
- (vii) International Co-operation and External Assistance:

- a. International Bodies
- b. Bilateral Agreements
- c. External Assistance
- d. Foreign Technical Collaboration
- (viii) Legislation and Parliamentary Work
- (ix) Establishment Matters
- (x) Overall Review of the Functioning of the Field Offices
- (xi) Vigilance Matters
- (xii) Official Language: Implementation of Official Language Policy
- (xiii) VIP References
- (xiv) Budget Co-ordination and Related Matters
- (xv) Plan Co-ordination
- (xvi) Overseas Marketing (OM) Work
- (xvii) Welfare, Grievances and Protocol

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

- (i) Assistance in the formulation of

policies by providing feedback from the field offices

- (ii) Monitoring of plan projects and assisting in the plan formulation
- (iii) Co-ordinating the activities of the field offices and their supervision
- (iv) Regulation:
 - a. Approval and classification of hotels, restaurants, Incredible India Bed & Breakfast (IIB&B) units
 - b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.
- (v) Inspection & Quality Control:
 - a. Guide service
 - b. Complaints and redressal
- (vi) Infrastructure Development:
 - a. Release of incentives
 - b. Tourist facilitation and information





- c. Conventions & conferences
- (vii) Human Resource Development:
 - a. Developing HRD Institutions
 - b. Setting standards and guidelines
- (viii) Publicity & Marketing:
 - a. Policy
 - b. Strategies
- c. Coordination
- d. Supervision
- e. promotion & marketing
- f. Hospitality programmes
- (ix) Parliamentary Work
- (x) Establishment Matters of the Directorate General of Tourism as well as of the Ministry of Tourism.





Chapter-3

Ministry of Tourism- Role, Synergy and Convergence

3.1 Role:

The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India. This is necessary in order to harness the direct and multiplier effect of tourism on employment and poverty eradication in the country. The other major objectives of the Ministry pertain projecting the country as a 365 days' tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined

from that of a regulator to that of a catalyst and requires synergy and convergence with different stakeholders.

3.2 Synergy and Convergence:

3.2.1 Stakeholders: The Ministry works in close collaboration with the various Ministries and Departments of the Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Development, Road Transport & Highways, Railways, Port Trust of India etc.; various State/Union Territory Governments and various stakeholders and associations namely- Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association



of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Indian Convention Promotion Bureau (ICPB), Experience India Society, India Tourism Development Corporation (ITDC), World Travel & Tourism Council – India Initiative (WTTCII), World Wildlife Fund (WWF), Indian Railway Catering and Tourism Corporation (IRCTC), Federation of Associations of Indian Tourism and Hospitality (FAITH) and All India Resort Development Association (AIRDA) etc.

3.2.2 Inter-Ministerial Coordination Committee on Tourism Sector

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

The members of Committee are:

- i. Chairman, Railway Board,
- ii. Secretary, M/o Home Affairs
- iii. Secretary, M/o External Affairs,
- iv. Secretary, M/o Civil Aviation
- v. Secretary, M/o Environment, Forests & Climate Change

- vi. Secretary, M/o Urban Development
- vii. Secretary, M/o Culture
- viii. Secretary, M/o AYUSH
- ix. Secretary, M/o Textiles
- x. Secretary, M/o Road Transport & Highways
- xi. Secretary, M/o Information & Broadcasting
- xii. Secretary, M/o Development of North Eastern Region
- xiii. Secretary, Ministry of Tourism is the Member Convener of the Committee.

Co-opted Member:

- xiv. Secretary, D/o Economic Affairs
- xv. Secretary, D/o Telecommunications

Meeting of the IMCCTS was held on 15th July, 2016 under the Chairmanship of the Cabinet Secretary. Important Inter-Ministerial issues relating to development of tourism were discussed in the meeting.

3.2.3 National Tourism Advisory Council

The National Tourism Advisory Council (NTAC) serves as a think tank of Ministry of Tourism. The NTAC constituted on 20th

October, 2016 has the following composition:

A. Chairman : Minister of State (I/C) for Tourism

B. Vice – Chairman : Secretary (Tourism), Government of India

C. Members:

(I) Ministries of Government of India:

1. Secretary, Home (or his representative, not below the level of Joint Secretary).
2. Secretary, Finance (or his representative, not below the level of Joint Secretary).
3. Secretary, Foreign (or his representative, not below the level of Joint Secretary).
4. Secretary, Culture (or his representative, not below the level of Joint Secretary).
5. Secretary, Civil Aviation (or his representative, not below the level of Joint Secretary).
6. Secretary, Urban Development (or his representative, not below the level of Joint Secretary).





7. Secretary, Road Transport & Highways (or his representative, not below the level of Joint Secretary).
8. Secretary, Shipping (or his representative, not below the level of Joint Secretary).
9. Secretary, Drinking water and sanitation (or his representative, not below the level of Joint Secretary).
10. Chairman, Railway Board
11. Principal Adviser (Tourism), NITI Aayog
12. Additional Member (Tourism & Catering), Railway Board.

(II) Experts in the field of travel and tourism management etc. who are member in their individual capacity:

1. Shri Subhash Goyal
2. Shri Nakul Anand
3. Shri Vivek Nair
4. Shri Jyotsna Suri

5. Shri Karan S. Anand
6. Shri Amitabh Sinha
7. Dr. Narendra Gupta
8. Shri Pradeep Narayan Singh
9. Shri Gyan Singh Rathore
10. Ms. Tanuja Pandey
11. Ms. Alka Pareek
12. Shri Alok Vatsa

(III) Ex - Officio Members:

1. CMD, ITDC
2. President, IATO
3. Chairman, FAITH
4. Chairman, FIA
5. President, FH&RA
6. President, TAAI

D. Member Secretary: JS level officer in charge of NTAC.





Chapter-4

Development of Tourism Infrastructure

Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's plan expenditure goes into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs. At present the following Plan Schemes, for Tourism Infrastructure creation are operative in the Ministry of Tourism.

Plan Schemes:

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

4.1.1 Mission objectives:

- a. Develop circuits having tourist potential in a planned and prioritized manner;
- b. Integrated development of infrastructure in the identified theme based circuits;
- c. Promote cultural and heritage value of the country;
- d. Provide complete tourism experience with varied thematic circuits;
- e. Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit destination;
- f. Follow community based development and pro-poor tourism approach;
- g. Creating awareness among the local communities about the importance of tourism for them in terms of increase sources of income, improved living standards and overall development of the area.



- h. Promote local arts, cultural, handicrafts, cuisine etc to generate livelihoods in the identified regions.
- i. Harness tourism potential for its direct and multiplier effects in employment generation and economic development.
- j. Leverage public capital and expertise.

4.1.2 Mission Strategy:

- a. To identify themes based circuits that have potential to be showcased as world class tourism products in consultation with the stakeholders;
- b. To ensure that the development of theme based circuits adhere to the sustainability and carrying capacities of the destinations;
- c. To create a framework for classifying

infrastructural gaps in the identified circuits that have been major roadblocks in unlocking the potential of these circuits;

- d. To plan in an integrated manner the development of these circuits in a specific timeframe ensuring full convergence of state and central government schemes as well as private sector investments;
- e. To identify and prioritize projects that need to be taken up through dedicated public funding immediately and to leverage to the extent feasible, additional resources from voluntary funding (Corporate Social Responsibility) initiatives of Central Public Sector Undertakings and corporate sector;



- f. To promote local arts, cultural, handicrafts, cuisine etc to generate livelihoods in the identified regions;
- g. To follow a comprehensive area development approach for ensuring all the facilities required by the tourists in the identified circuits.
- h. To centrally coordinate the development process of identified projects.

4.1.3 Under Swadesh Darshan scheme, following thirteen thematic circuits have been identified initially:

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

During 2016-17 (up to 31.12.2016) Ministry of Tourism has sanctioned 31 projects under Swadesh Darshan Scheme with Central Financial Assistance of Rs.2601.76 crore and Rs.506.47 crore has been released. Details are given in Annexure IV.

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

Mission Objectives:-

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

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

Mission strategy:

- a. To identify religious destinations that have potential to be showcased as world class tourism products in consultation with the stakeholders;
- b. To ensure that the development of these destinations adhere to the sustainability and carrying capacities of the destinations ;
- c. To create a framework for classifying infrastructural gaps in the identified destinations and have been major roadblocks in unlocking the potentials of these places;
- d. To plan in an integrated manner the development of these destinations in a specific timeframe ensuring full convergence of state and central government schemes as well as private sector investments;
- e. To promote local arts, cultural, handicrafts, cuisine etc. to generate

livelihoods in the identified destinations.

The following 25 sites/cities have been identified for development under PRASAD Scheme:

Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya

(Assam), Kanchipuram (Tamil Nadu), Katra (Jammu), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailem (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Triambakeshwar/ Nasik (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Velankanni (Tamil Nadu).

The following projects were sanctioned under the PRASAD Scheme during the year 2016 -17

(Rs. in Crore)

Sl. No.	State	Name of the project	Amount Sanctioned
1.	Gujarat	Development of Dwarka	26.23
2.	Tamil Nadu	Development of Kanchipuram	16.48
3.	Tamil Nadu	Development of Velankanni	5.60
4.	West Bengal	Development of Belur	30.03
5.	Jammu & Kashmir	Development of Hazratbal	42.02
		Total	120.36





4.3. Other Schemes

4.3.1 Assistance to Central Agencies:

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

4.3.2 Assistance for Large Revenue Generating Projects:

The scheme aims at attracting Public Sector and Corporate/Private Sector Partnership in development of tourism infrastructure in the country by attracting techno-managerial efficiencies and resources of the Corporate/Private Sector. It is proposed to promote the Large Revenue Generating Projects like Tourist Trains, Cruise Vessels,

Convention Centres, Golf Courses, Health and Rejuvenation facilities and last mile connectivity to tourist destinations (air and cruise including heli tourism) etc. in the Public Private partnerships.

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

The objective of the scheme is to identify tourist circuits and destinations in the country and develop them to international standards. With a view to provide world – class infrastructural facilities in circuits and destinations. The scheme also covered rural tourism. However, this Scheme has been delinked from the Union Support from 2015-16 for State Plan. While no budgetary provision under this Scheme is made for states, a provision of Rs.10 crores has been kept for assistance to the UTs during 2016-17.





Chapter-5

Accessible Tourism

Provisions under Guidelines for Classification I Re-classification of Hotels.

- 5.1** As per the guidelines of the Ministry of Tourism for classification / re-classification of hotel, all Star hotels shall provide, at least one room for the differently abled guests. Door width for room of the differently abled persons and bathroom of such rooms should allow wheel chair (made available by the hotel) to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bathroom shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bathroom of such rooms shall have minimum width of 90 cm w.e.f. 01.04.2023.
- 5.2** Bath room should be wheel chair accessible with sliding door suitable fixtures like low wash basin, low height WC, grab bars etc.
- 5.3** Ramp with anti-slip floors at the entrance of the hotel to allow wheel chair access. Free accessibility in all public areas and to at least one restaurant in 5 Star and 5 Star Deluxe hotel.
- 5.4** In public Restrooms (unisex), wheel chair should be accessible with low height urinal (24" maximum) with grab bars.
- 5.5** The almirah in differently abled rooms-'shall be sliding in cases where no sufficient space is available for opening the almirah doors by the differently abled person.
- 5.6** Room shall have low height furniture, low peep hole, cupboard with low cloth hangers, audible and visible (blinking light) alarm system & door bell.



Chapter-6

New Tourism Products (Niche Tourism)

Niche Tourism Products

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

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

6.1 Cruise Tourism

6.1.1 Cruises are one of the most dynamic and the fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical



and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposable incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

6.1.2 Task Force on Cruise Tourism.

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

constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. and meets regularly and has formulated Standard Operating Procedure (SOP) to be followed by the various agencies for handling of cruise ships. On the recommendation of the Task Force, Ministry of Shipping and Ministry of Tourism have jointly appointed a consultant for preparing Action Plan and detailed road map for the development of Cruise Tourism in India.

6.1.3 Ocean Cruise:

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June 2008. The objectives of the policy are to make India as an attractive



cruise tourism destination with the state-of-the-art infrastructural and other facilities at various ports in the country to attract the right segment of the foreign tourists to cruise shipping in India and to popularize cruise shipping among Indian tourists. The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism.

6.1.4 River Cruise

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

6.1.5 Identification of Cruise Circuits and development of necessary infrastructure

In the meeting chaired by the Hon'ble Prime Minister on 21st June 2014, it was decided

that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for carrying out cruise tours on waterways and also take measures to develop necessary infrastructure.

Accordingly, a Working Group was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:

- (a) IWAI – 1 member from HQ and Local Director/In charge;
- (b) Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
- (c) Domestic Tour Operators – 1 member;
- (d) Cruise Operators – 2 representatives from cruise operators operating in each waterway.

In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2. The Working Group has



also identified key issues and challenges pertaining to development of these circuits which, inter alia, include:

- (i) Development of infrastructure including all weather navigable channels with requisite navigable aids and proper berthing facilities;
- (ii) Provision of tourist amenities including maintenance of law and order at terminals, jetties, river fronts etc., and
- (iii) Proper maintenance of tourist places.

The details of identified 8 Tourist Cruise Circuits along NW-1 and NW-2 and suggestions and recommendations of the working group are given in Annexure V.

6.2 Adventure Tourism

6.2.1 Adventure tourism involves exploration or travel to remote, exotic areas. Any constructive activity which tests the endurance of both a person and his equipment to its extreme

limit is termed as Adventure. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations.

6.2.2 Initiatives of Ministry of Tourism to Promote Adventure Tourism

The Ministry of Tourism has issued guidelines for the approval of Adventure Tour Operators, which is a voluntary scheme, open to all bona-fide Adventure Tour Operators.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting. These have been uploaded on the website of the Ministry of Tourism titled www.tourism.gov.in. The same have also been forwarded to the State Governments



and Union Territory Administrations for compliance.

Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.

Special efforts are made by the Ministry of Tourism to promote Inland Water Tourism by providing necessary infrastructure facilities. Financial assistance was extended for construction of Double Hull Boats, constitution of Jetties, Cruise Vessels, Boats, etc.

A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the

country. The first meeting of the Task Force was held on 21st December 2016.

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

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

6.2.4 Indian Mountaineering Foundation (IMF)

An amount of Rs 55.33 lakh has been released to IMF on account of peak fee concession given to mountaineers going on expeditions in the current year (As on December, 2016).

6.3 Medical Tourism

6.3.1 Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing

practice of travelling across international borders to obtain health care. Services typically sought by travellers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

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

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

6.3.3 The Medical Tourism activity is mainly driven by the private sector. The Ministry of Tourism has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. The Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:

- Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- 'Medical Visa' has been introduced,

which can be given for specific purpose to foreign travellers coming to India for medical treatment. 'E- Medical Visa' has also been introduced for 161 countries.

- Ministry of Tourism supported International Summit- Advantage Health Care India-2016 organised by FICCI.

6.3.4 Constitution of National Medical & Wellness Tourism Board.

In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness and Tourism Board with the Hon'ble Minister (Tourism) as it's Chairman. The Board will work as umbrella organisation that governs and promotes this segment of tourism in an organised manner. The first meeting of the Board was held on 13th January 2016. Among other decision taken, three Sub-Committees have been set up to look into the issues relating to visa, accreditation and allied services and marketing and promotion of Medical and Wellness Tourism. The Sub-Committees met on 26-27 April, 2016 and made various recommendations.

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

The Ministry of Tourism has revised guidelines for the promotion of Medical Tourism as a Niche Tourism Product on 6th December 2016. For participation in approved Medical/Tourism Fairs/Medical Conferences/Wellness conferences/Wellness Fairs and its allied Road Shows (PMT), Ministry of Tourism provides Market Development Assistance (MDA). This scheme was extended to the Medical



Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators (Travel Agents/Tour Operators engaged in Medical Tourism and approved by Ministry of Tourism, Government of India.

During the year 2016-17 (till December 2016), the Ministry of Tourism under MDA scheme provided a financial assistance of 2.38/- lakh to the Medical Tourism Service Providers.

6.4 Wellness Tourism

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

6.4.2 The Ministry of Tourism has issued guidelines for the promotion of Wellness as a Niche Tourism Product. These guidelines address various issues including inter alia, making available quality publicity material, training and capacity building for the service providers and participation in international & domestic wellness related events.

6.4.3 The Ministry of Tourism also provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres, i.e., representatives of wellness centres accredited by NABH or the State Governments. The MDA assistance is for participation in medical/tourism fairs, medical conferences, wellness conferences, wellness fairs, and allied road shows.

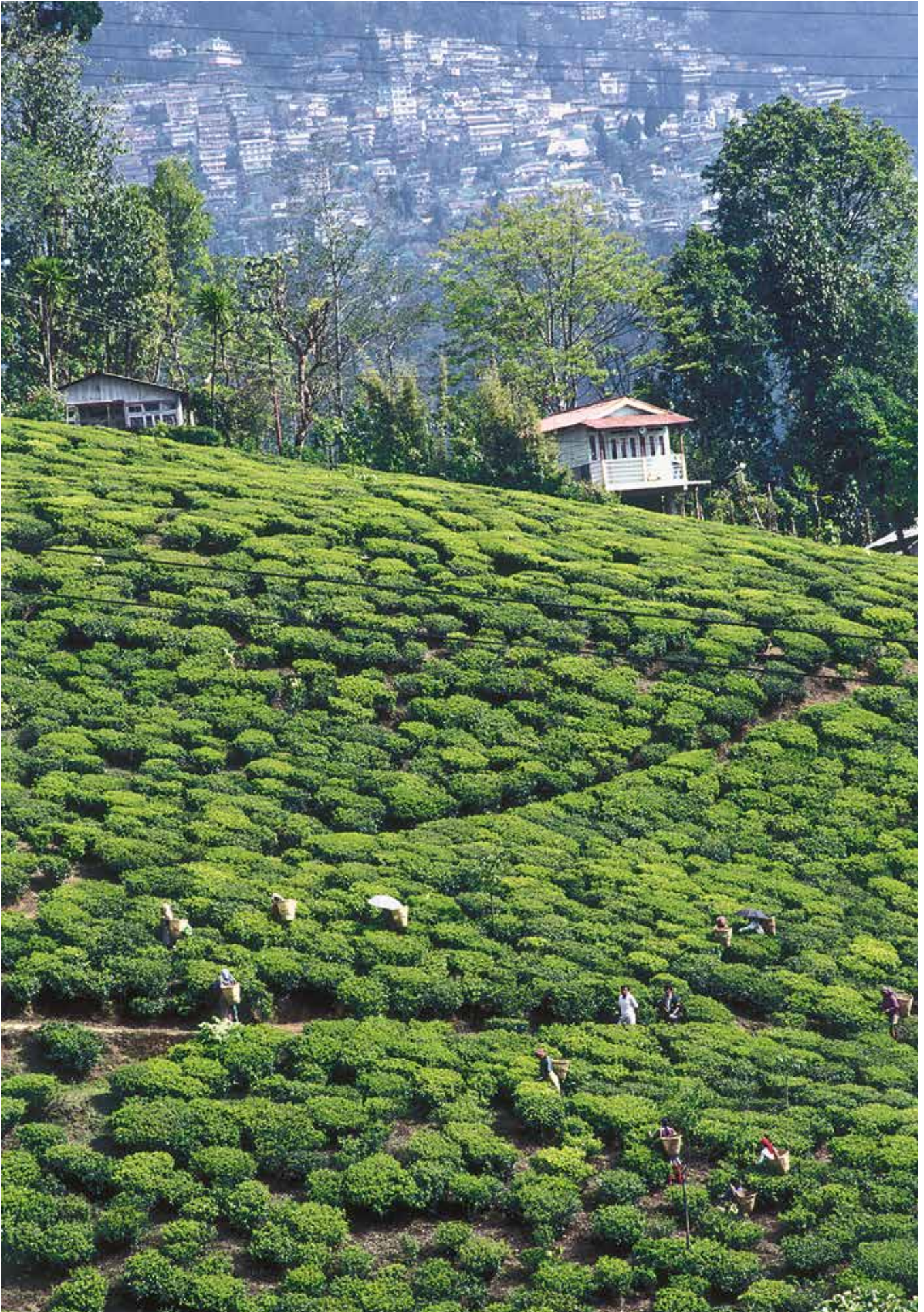
6.4.4 In addition, the steps taken by the Government to promote medical/ health tourism include promotion in overseas markets through road shows, participation in travel marts, and production of brochures, CDs, films and other publicity material. Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.

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

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

6.5 Golf Tourism

6.5.1 Sports tourism in India is gaining interest. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth the world over. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. In order to tap this growing interest in golf tourism, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing





work that is being carried out, and building upon the strength of India's position as a fast growing free market economy.

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

6.5.3 The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country. IGTC approved 08 golf events for financial support during the year 2016-17 (till December 2016) .

6.5.4 The Ministry invites Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/UT Administrations, Approved Tour Operators/ Approved Travel Agents and Corporate Houses seeking financial support from the Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/Annual Meetings/Seminars eligible for financial support, with a view to promote Golf Tourism to and/ or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards. Applications received through EOI are being evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

6.6 Polo Tourism

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

6.6.2 The Ministry of Tourism promotes Polo

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

6.7 Meetings Incentives Conferences and Expositions (MICE)

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

6.7.2 The important objectives of ICPB are as under:

- a) To promote India as a venue for International Congresses and Conventions.
- b) To undertake a continuing programme of creating awareness of the role and benefits of Congress and Conventions in the context of national objectives.
- c) To undertake research on the international conference market for development of India's conference industry.
- d) To diffuse knowledge to conference industry personnel through educational programmes, seminars, group discussions, courses of study and exchange of visits with Indian Associations / Organisations and relevant world Associations / Organizations.

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

- a) A Video film on the conference facilities in India, has been produced, copies of which have been provided to the members and Indian associations for promotional activities/ bidding, etc.
- b) Participation in International Travel Marts, like EIBTM, IT&CMA etc. to give exposure to India's Conference infrastructure.
- c) Organisation of seminars to motivate Indian Associations to bid for international Conferences.

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

6.7.5 Under MDA scheme for extending the benefits to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby bringing more MICE business to the country, the Ministry of Tourism provides financial assistance.

6.8 Promotion of Eco Tourism

6.8.1 The growing tourist demand is already exerting pressure on our natural and other resources. Unless, attention is paid now for developing tourism in ecologically sustainable manner and maintaining environmental integrity, it may cause irreparable damage. Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It purports to educate the traveller, provide funds for ecological

conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and for human rights. Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

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

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

- a) It should involve the local community and lead to the overall economic development of the area.
- b) It should identify the likely conflicts between use of resources for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
- c) The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- d) It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan while avoiding inter-sectoral conflicts and ensuring sectoral integration associated with commensurate expansion of public services.

6.8.4 Tiger Reserves opens for Tourism Activities

The guidelines for Tourism in and around Tigers reserves' notified by the National Tiger Conservation Authority (NTCA) have taken cognizance of various matters of concerns of the Ministry of Tourism. The Ministry of Tourism was represented in the Committee constituted to frame a comprehensive set of guidelines under section 380(c) of the Wildlife (Protection) Act, 1972 and other



laws in force in compliance of the interim order dated 29.08.2012 from the Hon'ble Supreme Court of India in the petition for SLP(civil) No. 21399/2011.

The stand of Ministry of Tourism during discussion in the Committee was for regulated tourism in protected areas of the country. Tourism should be based on scientific carrying capacity and sustainability principles. The Ministry of Tourism does not favour a total ban in protected Areas including Tiger Reserves. International Practices/best National Practices should be taken into consideration by Ministry of Environment & Forests in finalizing eco-tourism guidelines for Protected Areas. Regulated and controlled tourism in Protected Areas is found to be generally helpful globally, in conservation efforts for wildlife in different countries.

The guidelines now allow a conservation fee from the tourism industry for eco

development and local community upliftment work, based on bed capacity of each accommodation unit with tariff charges. This is a desirable clause for the hospitality industry.

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

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

6.8.5 Eco- friendly measures to be adopted by the Hotels

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

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

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

6.9 Promotion of Sustainable Tourism

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism


Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) on 15th March 2016 to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry.

6.10 Film Tourism

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

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





Chapter-7

Hotel and Travel - Trade

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

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

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

7.2 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under



this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, and 'Heritage', 'Heritage (Classic)' and 'Heritage (Grand)'. The category of Heritage hotels was introduced in 1994. The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry.

The Ministry has reviewed and revised the Guidelines from time to time for the Approval of Hotels Projects' and also for the 'Classification of Star Category Hotels' to address the requirements of the hospitality industry. The revised Guidelines have tried to address issues related to the eco-friendly / energy saving measures, facilities for persons with disabilities and security and

safety concerns. Some of the new features include the (i) Measures and facilities to address the requirements of persons with disabilities includes dedicated room with attached bath room, designated parking, ramps, free accessibility in public areas, designated toilet (unisex) at the lobby level etc. (ii) Existing classified hotels and new projects have to adopt environmental friendly practices, (iii) Segregation of smoking and non-smoking areas in hotels, besides compliance with other requirements of the provisions under "The Cigarettes and other Tobacco Products (Prohibition of advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003," (iv) Implementation of measures to address the safety and security concerns viz. use of X-ray machines for baggage scan,



CCTV, under-belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, (v) Giving commitment towards following tenets of 'Safe & Honourable Tourism' (vi) Training a minimum number of persons, in every calendar year in the short duration Skill Development Courses under the 'Hunar Se Rozgar' scheme (vii) Submission of bar license is mandatory for 4 Star, 5 Star, 5 Star Deluxe, Heritage Classic & Heritage Grand categories wherever bar is allowed as per local laws for hotel classification / re-classification etc. However three new categories of hotels i.e. 4 Star without Alcohol, 5 Star without Alcohol, and Heritage Classic without Alcohol hotels have been created. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co- ordinate inspection.

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

With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. In the past, the application relating to project level approval of hotels and classification/ re-classification of hotels were accepted in this Ministry in hard copy form submitted either by hand or post. This has been completely dispensed with. This online process has also been integrated with payment gateway. The applications for the classification of hotels in the star category and heritage category and also for project approval can be filed on www.hotelcloud.nic.in.

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

- i. The Government had studied the current tourism scenario and revised the guidelines for Classification of and reclassification of Hotels w.e.f. December 16, 2014, to ensure higher level of services, more customer – friendly/ hospitable and make the information about customers' rights available to them on and even before their arrival.
- ii. Keeping in view of the demand from hotel industry new categories of hotels such as 4 Star category (without Alcohol Service), 5 Star category (without Alcohol Service), Heritage Classic (without Alcohol Service) have been created.
- iii. As per the guidelines of the Ministry of Tourism for Classification / Re-classification of Hotels, all Star hotels shall provide at least one room for the differently abled Guests. The doors width of such rooms for differently abled persons and the bathrooms of such rooms should allow wheel chair made available by the hotel to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bathroom shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bathroom of such room shall have minimum width of 90 cm w.e.f. 01.04.2023.

7.5 Heritage Hotels

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

per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

7.6 Approval of Standalone Restaurants

Restaurants are an integral part of a Tourist's visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming popular with the tourist – both domestic and foreign as they intend to enjoy the taste of authentic food, particularly cuisine of different States in the country. With the aim of providing standardized world class services to the tourists, the Govt. of India, Department of Tourism has a voluntary scheme for approval of restaurants in the country.

7.7 Guidelines for Apartment Hotels

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

7.8 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such



steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

7.9 Approval and Classification of Timeshare Resorts

Time Share Resorts (TSRs) are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in three star, four star and five star categories.

7.10 Incredible India Bed & Breakfast / Homestay Scheme

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

7.11 Approval of Stand - alone Air Catering Units

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

7.12 Approval of Convention Centres

Meeting, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow and the country is in need of more Convention and Exhibition Centres to meet this requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centres.

7.13 Incentives provided to Hotels

To encourage the growth of hotels, on the request of Ministry of Tourism, a Five- Year Tax holiday was announced in the budget of 2008-09 for two, three and four star hotels that are established in specified districts which have UNESCO declared "World Heritage Sites" (except the revenue districts of Mumbai and Delhi). For availing this incentive, the hotel should be constructed and start functioning between the period April 1st 2008 to March 31st 2013. The Government has recently announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country. The Reserve Bank of India (RBI) has also issued revised Guidelines on Classification of exposures as Commercial Real Estate (CRE) exposures. As per these guidelines, RBI has classified exposures to hotels outside the CRE exposure.

7.14 Harmonized Master List of Infrastructure Sub - Sectors

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

- a) Three Star or higher category classified hotels located outside cities with population of more than 1 million. Hotels with project cost of more than Rs. 200 crore each in any place in India and of any star rating. This clause is applicable with prospective effect from 07.10.2013, the date of notification and available for eligible prospects for three years from the date of notification i. e. 07.10.2013. Eligibility cost of Rs. 200 crore excludes cost of land and lease charges but include interest during construction.
- b) Convention centres with project cost



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

7.15 Skill Development Mission

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

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

Selection and Training of Regional Level Tourist Guides is an ongoing process and the Ministry conducts the training programmes through the Indian Institute of Tourism & Travel Management (IITTM). The selection of Regional Level Tourist guides is done based on the guidelines for selection and grant of guide license to Regional Level Tourist Guides (RLG) of this Ministry which is in place with effect from 22nd September 2011. There are 2740 Regional Level Tourist Guides in India. As on 31.12.2015 the Ministry of Tourism has approved organizing the Regional Level Guide Training Programme 2015. A total No. of 912 seats have been estimated for this course across India for this training. This training programme will be organised by Indian Institute of Tourism & Travel Management (IITTM). An advertisement

calling applications for the said training programme was issued on 10.1.2016. The last date for receipt of the application was 20.2.2016. The Guide training programme is of 26 Week duration. The entrance test for Regional Level Guide Training Programme 2015 was held on 03.07.2016. As on 10.01.2017, the post training written test and viva voce was going on.

7.17 Approval of Travel Trade Service Provider

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

Category	Approval Issued During 1st January 2016 to 16th December 2016
Inbound Tour Operators	87
Travel Agents	37
Tourist Transport Operators	26
Domestic Tour Operators	17
Adventure Tour Operators	8
Total	175

7.18 Web-based Public Delivery System

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

- Inbound Tour Operators
- Travel Agents
- Domestic Tour Operators
- Adventure Tour Operators
- Tourist Transporters Operators

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

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

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

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

The Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme open to all bonafide agencies.

The submission of applications for Approval /classification of aforesaid categories of tourism service providers is all done online. However, the online submission procedures hitherto did not have provision for accepting the application fee online by credit/debit cards etc. The applicants were remitting the fee through Demand Drafts.

Now, the Ministry of tourism has introduced an online payment gateway on this system to make it 100 percent online process. The websites that allow submission of application forms is <http://etraveltradeapproval.nic.in/>

7.20 E- Visa

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. As per, Ministry of Home Affairs/ Foreigners Divisions' Circular No. 482 dated 29th December, 2016, 'e- visa' is allowed under three sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa' and 'e-Medical Visa'.

Following activities will be permitted under e-Tourist Visa, e-Business Visa and e-Medical Visa:-

- (a) **e-Tourist Visa:** Recreation, sightseeing, casual visit to meet friends or relatives, and attending a short term yoga programme.
- (b) **e-Business Visa:** All activities permitted under normal Business Visa as per the Visa Manual
- (c) **e-Medical Visa:** Medical treatment, including treatment under Indian systems of medicine.

The window for application under e-Visa stands increased from the existing 30 days to 120 days. Duration of stay in India under e-Visa has been increased from the existing 30 days to 60 days. In the case of e-Medical Visa, extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

On e-Tourist Visa and e-Business Visa, a foreign national will be permitted double entry as against single entry at present. In the case of those availing e-Medical Visa, triple entry will be permitted as against single entry at present.

The list of 161 countries considered for e-tourist visa as on 31/12/2016 is as below:

Angola, Azerbaijan, Albania, Andorra, Anguilla, Antigua & Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Burundi, Bahamas, Barbados, Belgium, Belize, Bolivia, Bosnia & Herzegovina, Botswana, Brazil, Brunei, Bulgaria, Cambodia, Canada,





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

This facility is available at 16 airports against 9 airports when this was introduced. The 16 Airports are: Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Thiruvananthapuram, Kochi, Goa, Varanasi, Gaya, Ahmedabad, Amritsar, Tiruchirapalli, Jaipur and Lucknow. In addition, E-Visa will be provided at 5 major Indian Ports i.e. Mumbai, Cochin, Goa, Chennai and

Mangalore to tap the potential of cruise tourists from different countries.

Revision of e-Tourist Visa Fee:

E-tourist Visa fees is country/Territory specific (min \$00 and max \$60). Bank transaction charges of 2.5% will be charged additional on applicable e-Tourist Visa fees, which is uniform for all the countries. The fee must be paid at least 4 days before the expected date of travel otherwise application will not be processed. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US \$ 2 to 2.5 % of the e-TV fee. There is no bank charge for zero visa fees.

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

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

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

products and latest developments in the field of tourism.

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

7.22 Multilingual Tourist Infoline

The Ministry of Tourism has setup of the Tourist Infoline/ contact centre to provide information services and also guide the tourists during any emergencies such as medical, crime, natural calamities or on being stranded etc. This service is available as toll free on telephone 1800111363 or on a short code 1363. The Tourist infoline service will provide a sense of security to the tourists who can contact the Government for guidance/information during emergencies while travelling in India and also seek tourist information etc. This facility is available in Hindi, English and 10 other languages namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, Spanish.





Chapter-8 Human Resource Development

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

8.1.1 As part of the Ministry's resolve to generate sufficient professionally trained manpower to meet the needs of the tourism and hospitality industry, the National Council for Hotel Management and Catering Technology (NCHMCT), 42 Institutes of Hotel Management (IHMs) (21 Central IHMs and 21 State IHMs), and 10 Food Craft Institutes (FCIs), have been set up with Central Financial Assistance from the Ministry of Tourism. These institutes are autonomous societies with the specific mandate to impart hospitality education and impart training on hospitality skills.

The NCHMCT/IHMs conduct B.Sc. course

in Hospitality and Hotel Administration, M.Sc. in Hospitality Administration, P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management

8.1.2 The National Council for Hotel Management & Catering Technology (NCHMCT) was set up by the Ministry in the year 1982 with the specific task of controlling and regulating the academic programmes of the IHMs and FCIs. The 21 Central IHMs, 21 State IHMs, 10 Food Craft Institutes and 14 Private Institutes are affiliated to the NCHMCT.



The mandate of the NCHMCT is to promote the growth of hospitality management education through its affiliated Institutes and co-ordinate and regulate the academic programmes of these Institutes. The Council is the Nodal Agency for matters relating to admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, etc. The NCHMCT conducts Joint Entrance Examination (JEE) on All India basis for admission to the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated Institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma

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

8.2 Indian Institute of Tourism & Travel Management:

8.2.1 The Indian Institute of Tourism and Travel Management (IITTM), set up in 1983, is a pioneer in the field of Travel and Tourism Education and Training. It provides specialized training and education for tourism and travel industry. The Institute offers the following programmes:

- i. Two year MBA (TTM) programme



Course Name:- F & B Service, Batch-I, Session:- 2016-17, Duration:- 21/04/2016 to 10/06/2016, Photograph:- After 10 days from the commencement of class.



Course:- Food Productoin, Batch-01, Session:- 2016-17, Duration:- 04.04.2016 to 13.06.2016, Photograph:- At the time of after 10 days from the commencement of

in collaboration with Indira Gandhi National Tribal University Amarkantak

- ii. Three year BBA (T&T) programme from Gwalior, Bhubaneswar, Nellore and Noida Centres in collaboration with Indira Gandhi National Tribal University Amarkantak
- iii. PhD programme in Tourism by IITTM Noida Centre in collaboration with Punjab Technical University.
- iv. India's coastline offers immense potential for water-based and adventure sports. The Ministry had established the National Institute of Water Sports (NIWS) in Goa under the administrative control of the IITTM to offer courses on Water Sports.

8.3 Indian Culinary Institute, Tirupati

The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The main objective of setting up of ICI is to institutionalise a mechanism to support efforts intended to preserve, document, promote and disseminate the Indian Cuisine, meet the sectoral requirement of specialists specific to Indian Cuisine, as also of teachers, and promote Cuisine as a Niche Tourism product. The ICI is proposed as an Institute of Excellence that will offer structured regular programmes of study specific to culinary arts leading to graduate and post graduate level degrees, promote research and innovation, document and create data base specific to Indian cuisine and commission studies and survey on cuisine.

The Ministry is also expanding the ICI, by opening its Northern Chapter at Noida which has been sanctioned at a total cost of Rs. 98.50 crore. Rupees 65 crore have already been released by the Ministry for the project.

8.4 Further efforts to meet the skill gap

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

Efforts to increase the annual pass out of trained persons by expanding and strengthening the institutional infrastructure for training.

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

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

The Central Financial Assistance (CFA) extended for setting up of new IHMs / FCIs is subject to certain guidelines including allocation of at least 5 acres of land by the State Government concerned and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.12.50 crore, of which, Rs. 10.00 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional Rs. 4.00 crore can also be granted for construction of hostels. The expenditure over and above the



Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to Rs.7.50 crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

8.6 Broad-basing of the Hospitality Education

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

8.7 Challenge of Servicing the Sector

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

8.8 Ministry's Skill Development Strategy

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

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

a) Skill Testing and Certification

This Ministry is also alive to the fact that many of the service providers have cognizable skills needing to be tested and certified. Such certification will help the individual with better self belief and respect and also better market standing. It will also, at the same time, give the Sector better skill credentials. The Ministry has, therefore, put in place a mechanism for skill testing and certification of the existing service providers under which the service providers undergo a 5-day orientation programme and on the 6th day their skills are tested. As of now, 45 institutes - 21 Central IHMs, 17 State IHMs and 7 FCIs have the authority to test and certify skills in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. Since the inception of this programme and till the close of March 2016, the number of persons certified stood at over 92692. A total of no 22903 candidates have been trained in current financial year till 30th November, 2016.

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

The Ministry had, in the year 2009, launched an initiative, christened Hunar Se Rozgar Tak (HSRT), to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal, and by the close of March 2016, a total of over 2.50 lakh persons stood trained. The initiative is meeting two important objectives : first, it is giving the Sector the option of skilled hands at the lowest rung of service hierarchy, and second, it has grown into a strategy for poverty alleviation owing to its built-in,





even if unsaid, pro-poor slant. The features common to the training programmes under the HSRT initiative are:

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

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

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

8.9 A 6-month Programme of training in hospitality trades

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

food & beverage service, housekeeping and bakery exclusively for the HSRT pass-outs. The MoT sponsored IHMs, FCIs and KITTS have been authorized to implement the Programme. . A total of about 801 persons stood trained during the Financial Year 2015-16. In the current financial year, 239 candidates have been trained till 30th November, 2016.

8.10 Hunar Se Rozgar Tak-बढ़ते कदम

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

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

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

8.11 New Initiatives Launched on National Youth Day

8.11.1 Training programme for Delivery Boys for Fast Food Chains

A 06 days training programme has been launched to prepare Delivery boys to deliver food at home with skill, style and civility and to upscale the Sectoral skills for 10th pass candidates in the age group of 18 to

28 years. The programme is implemented by the IITTM, IHMs & FCIs. 50 candidates have been trained during the FY 2015-16. 49 candidates have been trained in the current financial year till 30th November, 2016.

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

10 days training programme has been launched to inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act / work as Tourist Facilitators (Prayatak Mitra). Young men and women so trained act as catalyst/ resource persons in turn for similar effort. To gradually work towards a tourism-sensitive citizenry for college going students including those enrolled with NCC & NSS in the age group of 18 – 28 years. This programme is implemented by IITTM. 119 candidates have been trained till March 31, 2016.

8.11.3 Sensitization programme for the Existing Service Providers at Varanasi

A 4 days' sensitization programme has been launched for the existing service providers to eventually achieve an improved tourist specific ambience and a furtherance of the Swatchh Bharat Abhiyan. This programme covers the sensitization of Boatman, Rickshaw Pullers, Pandas, Porters, Shopkeepers and Street Vendors (in and around Ghats and Kashi temple). This programme is implemented by IITTM. 250 candidates have been trained till March 31, 2016.

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

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





Chapter-9

Publicity and Marketing

The Ministry of Tourism, promotes India in a holistic manner. As part of its marketing / publicity activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes events, brings out brochures, leaflets, maps, films, CDs, etc. on various topics, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following sections give the details of the activities undertaken in the domestic & overseas market and the social media during the year 2015 -16.

A. Domestic Market

9.1 Events/ Exhibitions

Participated

- Participated in GITB (The Great Indian Travel Bazaar) held from 17th to 19th April 2016 at Jaipur.
- Participated in the Kerala Travel Mart 2016 from 28th to 30th September 2016.
- Participated in the Bharat International Tourism Bazaar (BITB) 2016 organised in Delhi from 4th to 6th October 2016.
- Participated in BRICS Trade Fair held in New Delhi from 12th to 14th October 2016.
- Participated in Meri Dilli Utsav & Vibrant India, New Delhi from 14th to 16th October 2016
- Participated in IITF 2016 held at Pragati Maidan, Delhi from 14th to 27th November 2016
- Participated in 14th Pravasi Bharatiya Divas Convention in Bengaluru from 7th to 9th January 2017. An Incredible India Pavilion was set up in an area of 195 sq.mtr.,



to showcase tourism destinations of the country. Secretary (Tourism) participated in the Plenary Session on Partnering with Diaspora 'to accelerate Tourism to India. The promotional film of the Ministry "India is Awesome" was also screened during the Session.

- Participated in Vibrant Gujarat Global Summit 2017 from 10th to 13th January 2017 at Gandhinagar, Gujarat. An Incredible India Pavilion was set up in an area of 100 sq.mtr., to showcase tourism destinations of the country.

Organised

- The National Tourism Awards Function was organized on 30th July 2016 at the Vigyan Bhawan, New Delhi to confer awards for the year 2014-15. The Hon'ble Speaker of

the Lok Sabha gave away the Awards at the function.

- Ministry of Tourism was designated as the nodal Ministry for the Bharat Parv event organized by the Government of India at the Rajpath Lawns, India gate, New Delhi from 12th to 18th August 2016, as part of the Independence Day Celebrations. The main components of the event were :
 - ✓ Performances by the Armed Forces Bands
 - ✓ Food Festival
 - ✓ Crafts Mela
 - ✓ Cultural Performances by North Zone Cultural Centre and Cultural Troupes and Delhi based Associations of States / UTs



- ✓ “Azadi Se Azadi Tak”- Ek Buland Naara (Quit India 2) presented by Shri Subhash Nakashe and his Group
- ✓ Theme Pavilions – put up by States, showcasing various aspects of the State including Tourism.
- ✓ “Azadi 70 Saal- Yaad Karo Kurbani” – Photo-Exhibition by Ministry of Information & Broadcasting
- Bharat Parv was organised at Red Fort from 26th to 31st January 2016 as part of Republic day celebration.
- The Ministry of Tourism, in collaboration with the Tourism Finance Corporation of India (TFCI) and the Confederation of Indian Industry (CII) organized the Incredible India Tourism Investors Summit at the Vigyan Bhavan, Delhi from the 21st to 23rd September 2016. The objective of the Summit was to position the Indian Tourism Sector for attracting large investments and

presenting to the global and domestic investors a tangible investment ready bouquet of projects from different States and Union Territories of India.

- World Tourism Day 2016 was celebrated with the following activities:
 - ✓ Delhi Sightseeing Tour for Children with Special Abilities
 - ✓ Rewarding prize winning students of Painting Competition
 - ✓ Run from Transport Bhavan to India Gate

Extended Support

Financial support was extended to the following events in accordance with relevant guidelines:

- ABP Group Tourist Spot – Travel Fair, Kolkata
- Celebrating North East, Guwahati
- National Young Chefs Convention, New Delhi



- Jaipur by Nite event, Jaipur
- Annual Parampara Series – by Dr. Raja and Radha Reddy, New Delhi
- PHD Chamber of Commerce Conference on Film Tourism
- Delhi International Arts Festival
- Sambhav 2016
- SaMaPa Music Festival 2016
- Celebrating North East, New Delhi
- General Assembly of Club des Chefs des Chefs
- 5th Travel East, Kolkata organised by CII
- Gun Salute Vintage Car Rally
- National Street Food Festival, New Delhi
- promote tourism to the North East Region.
- TV Campaign on the State of Jammu & Kashmir released on Doordarshan in June 2016 to promote tourism to the State of Jammu & Kashmir.
- TV Campaign on the theme ‘Find What You Seek’ released on Doordarshan in November 2016 to promote tourism within the country.
- Support extended to Discovery Channel for airing a series ‘Go North East’, with one episode on each of the North Eastern States, on the Discovery-Domestic, Tamil and SAARC feeds and on TLC Channel
- Domestic Print Campaign promoting World Heritage Sites in India undertaken in the following publications:
 - ✓ India Today (English & Hindi)
 - ✓ Outlook (English & Hindi) + Outlook Traveller

9.2 Domestic Campaigns

- TV Campaigns on the North-East Region released on Doordarshan in June 2016 and November 2016 to



- ✓ Lonely Planet - India
- ✓ National Geographic Traveller – India
- Outdoor Branding undertaken at Delhi and Mumbai Airports for one month in September / October 2016 and from December 2016 for a two month period.
- Outdoor Advertising undertaken on the Yamuna Express and DND Flyway for one month in December 2016.
- Radio Campaign undertaken for promoting the Bharat Parv Event at the Rajpath Lawns in August 2016.
- Radio Campaigns for promoting the Tourist Helpline undertaken in May 2016 and December 2016.
- Radio Campaigns for promoting the Swachh Paryatan App undertaken in May 2016 and December 2016
- SMS Campaigns to publicize the Tourist Helpline and Swachh

Paryatan App. undertaken in June 2016 and November 2016. Third phase of the Campaign is being undertaken in January 2017. Each Campaign is for duration of 2 months.

- Advertising Campaign undertaken on 10 lakh Air India Boarding Passes to promote the Tourist Helpline.
- Advertising Campaign undertaken on Railway Tickets to promote the Tourist Helpline
- Campaign launched to promote ‘#Incrediblekumbh’ Photograph Contest, organised in line with the ‘Mann Ki Baat’ Message of Hon’ble Prime Minister of India and to coincide with the Simhasth Kumbh 2016 event at Ujjain.

9.3 Advertisements Released

Advertisements were released in various newspapers for:

- 24x7 Toll Free Tourist Helpline

- Swachh Smarak, Sundar Bharat
- Indian Culinary Institute, Tirupati
- Achievements of Ministry of Tourism (one full page advt. and 6 strip advts.)
- National Tourism Awards
- Bharat Parv organised at the Rajpath Lawns, Delhi
- Incredible India Tourism Investors' Summit
- BRICS Convention on Tourism 2016
- Simhastha Kumbh Photo Competition
- World Tourism Day 2016
- International Buddhist Conclave 2016
- Rann of Kutch Festival
- International Tourism Mart 2016 in Manipur
- Advertorial printed in 'Mail Today' on Adventure Tourism
- Foundation Stone Laying Ceremony of Swadesh Darshan & PRASAD Projects in Uttar Pradesh (3 Advertisements)

9.4 Production of Creatives and Collaterals

- Print Creatives on World Heritage Sites in India produced for use in Domestic and International Markets.
- Print Creatives on the 'Indian Heritage Trail' produced.
- Promotional film on Delhi produced.
- Television Commercials on the North Eastern States including Sikkim produced through Discovery Channel.
- Thematic Television Commercials on 'Medical Tourism', 'Yoga' and 'MICE' produced through BBC.
- Promotional Wall & Desk Calendars 2017 produced with use of innovative technology, on the theme 'Go Beyond'.
- Creatives designed and produced for

all newspaper advertisements released.

- Creatives designed for production of hoardings & banners on Ekta Diwas.

9.5 Social Media

- New Social Media Accounts for the Ministry opened on Periscope, Vimeo, Pinterest and LinkedIn, in addition to the existing accounts on Google+, Youtube, Facebook, Instagram and Twitter.
- A Workshop on Social Media Management was organized in Delhi on 7th September 2016 to sensitise State Governments, Travel Trade and officials of the Ministry on effectiveness of the marketing destination through social media platforms. A key aspect of the workshop was the initiation into the workings of social media including engagement building, social media optimization, content creation techniques, analytics and report interpretation among others. The Workshop included Sessions conducted by industry experts from Google and Twitter.
- Collaborated with the Rashtrapati Bhavan for online promotion of Rashtrapati Bhavan as a destination for tourists visiting Delhi.
- Promoted International Day of Yoga on Incredible India social media channels (Facebook, Twitter & Google Plus).
- Creatives designed and posted for promoting "National Tourism Awards 2014-15" on Incredible India social media channels (Facebook, Twitter & Google Plus).
- Creatives designed and posted for "Bharat Parv 2016" event on Facebook/ Twitter/Google+ etc. Shared and retweeted updates and tweets from Incredible India followers and people who attended the event.
- Creatives designed and posted for



promotion of “BRICS Convention on Tourism 2016” on Incredible India social media channels. Shared and retweeted updates and tweets on BRICS Convention on Tourism 2016 to further promote the event.

- Shared creatives and GIFs (30 sec clippings) to promote “Incredible India Tourism Investors Summit 2016” on Incredible India social media channels.

The inaugural function of the Summit was covered live on Periscope.

- Creatives designed and posted on Social Media Accounts on the occasion of World Tourism Day 2016.
- Shared six posters to promote the International Buddhist Conclave – 2016 held from October 02-06, 2016 in Delhi, Varanasi and Bodhgaya. The event was covered on Facebook Live. Regular posts / live tweets on daily basis on the various sessions / programme of the Conclave.
- India’s participation in the World Travel Market 2016 (WTM), London from November 7-9, 2016 as the Premium Partner Country was actively promoted / publicized on various social media channels of the Ministry of Tourism. Live coverage of the inauguration of WTM and India Pavilion done on Facebook Live. Updates on day to day programme were also shared on Facebook, Twitter and Google+.
- Creatives designed and posted on Social Media Accounts for promotion of the International Tourism Mart organized in Manipur.
- Photographs of inauguration of Ministry of Tourism’s stand at the 36th India International Trade Fair at Pragati Maidan, New Delhi were shared on the social media channels of the Ministry of Tourism.

B. Overseas Market

9.6 International Campaigns

- Television: Global Media Campaigns for promoting ‘Incredible India’ in overseas markets launched on leading international Television Channels – BBC, CNN, Discovery, TLC, National Geographic Channel, Euronews, History, CNBC, CBS – USA and TABI – Japan.
- Online: Global Online Campaigns launched on CNN, BBC and Google.

9.7 Participation in International Travel Fairs and Exhibitions

India tourism offices overseas have participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include Internationale Tourismus Bourse (ITB), Berlin in March 2016, Arabian Travel Mart (ATM) Dubai in April 2016, WTM Africa, Cannes Film Festival, IMEX Frankfurt in May 2016; Beijing International Tourism Expo (BITE) in May 2016; Innoprom Industrial Exhibition in Ekaterinburg in July 2016; Virtuoso Travel Week in Las Vegas USA in August 2016; MATTA (Malaysian Association of Tour and Travel Agents) in Johar Bahru in August 2016; Korea International Tourism Show in August 2016; International Trade Fair for Leisure Travel (OTDYKH) in Moscow in September 2016; PATA Travel Mart in Jakarta in September 2016; JATA Tourism Expo in September 2016; Top Resa in Paris in September 2016; Incentive Travel and Conventions, Meetings Asia Tourism Event (IT&CMA) in Bangkok in September 2016; ITB Asia in Singapore in October 2016; IMEX America in Las Vegas, USA in October 2016; TTG Incontri Tourism Trade fair in Rimini in October 2016; Taipei International Travel Fair in November 2016; World Travel Market (WTM) London in

November 2016; China International Travel Mart (CITM) in November 2016; IBTM Barcelona in November/December 2016; ILTM Cannes in December 2016 amongst others.

9.7.1 World Travel Market (WTM) London 2016

India participated at the World Travel Market, one of the largest international events of the travel and tourism industry held in London from November 07 – 09, 2016 as ‘Official Premier Partner’. The exhibition was officially inaugurated by the Hon’ble Minister for Tourism & Culture (Independent Charge) Dr. Mahesh Sharma along with Mr. Simon Press, Senior Exhibition Director World Travel Market on November 07, 2016.

The Indian delegation comprised Chief Ministers, State Tourism Ministers, dignitaries of States & Union Territories, industry partners and officials of the Ministry of Tourism, Government of India. Around 42 co-exhibitors/ partners including State / Union Territory Tourism departments, tour operators, hoteliers, resort owners, Air India, IRCTC, ITDC, and other stakeholders co-exhibited from the India Pavilion to showcase their diverse destinations, tourism products and services respectively.

The presence of India as Official Premier Partner was prominent in and around the venue in the form of on-site and on-line branding including social media, print and electronic promotions through WTM collaterals etc. woven around the theme “India - The Land of Eternal Heritage”, and at important forums such as Seminar on Responsible Tourism, Wellness Tourism Seminar, UNWTO Ministers’ Summit on ‘Tourism and Security: Promoting Safe and Seamless Travel’ etc. Activities such as Mehendi, turban tying, cultural performances etc. were also organised to highlight India as a preferred destination and to showcase India’s rich cultural heritage. According to an online article by Travel Weekly UK, India

was the 2nd most talked about destination at WTM London 2016.

9.8 Marketing through Overseas Offices

This Ministry, Government of India, through its 14 offices overseas endeavours to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-à-vis competition faced from various destinations and to increase India’s share of the global tourism market. The said objectives are met through an integrated marketing and promotional strategy and a synergised campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in the Print & Electronic Media, participation in international Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows & India Evenings, printing / production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators/Indian Missions/ Airlines etc., inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

9.9 Promotional Activities Undertaken for Overseas Promotion

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

9.9.1 Road Shows and Know India Seminars

As part of the promotional initiatives undertaken, Road Shows were organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. During the year 2016 – 17, Road Shows were organized in collaboration with various trade associations in the following cities:



May 24, 2016 - Beverly Hills, Los Angeles, USA

May 25, 2016 - Orange County, Los Angeles, USA

May 26, 2016 - Seattle, USA

May 31, 2016 - Vancouver, Canada

June 02, 2016 - San Francisco, USA

October 17, 2016 – Helsinki, Finland

October 19, 2016 – Stockholm, Sweden

October 20, 2016 – Copenhagen, Denmark

October 24, 2016 - Warsaw

October 26, 2016 - Prague

October 27, 2016 – Vienna

November 29, 2016 – Guadalajara, Mexico

December 01, 2016 – Mexico City

In addition, the Road shows were also organized by the ITOs overseas in collaboration with Airlines and other stakeholders. Besides, India Tourism Offices Overseas also organized Know India Seminars in Pretoria, Johannesburg, Durban, Rome, Milan, Torino, Thessaloniki, Malta, Bari, Napoli Athens, Vancouver, Paris, Krakow, Stuttgart, Düsseldorf, Frankfurt, Belgrade, Tel Aviv, Warsaw, Hamburg, Baku, Tashkent, Sofia, Ottawa, Toronto, Montreal, Mestre, Torino, Napoli, Calgary, Torino, Firenze, Paphos, Cairo, Aman, Kuwait, Sydney, Auckland, Wellington, Plymouth, Rio de Janeiro, Antwerp, Brugge, Oslo, Helsinki, Gothenburg, Copenhagen, Hiroshima, Tokyo, Sapporo, Busan, Daegu, Daejeon, Suwon City, Taipei, Brazil etc.

9.9.2 Food Festivals

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

- ✓ Nairobi, Kenya
- ✓ Cairo, Egypt
- ✓ Yangon, Myanmar
- ✓ Madrid, Spain
- ✓ Beirut, Lebanon
- ✓ Seoul, Korea
- ✓ Bogota, Colombia

9.9.3 Outdoor Publicity

For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising at airports and on buses / trams, hoardings & billboards have been undertaken at prominent places in the important cities including Finland, Denmark, Paris, Barcelona, London, Los Angeles, Vancouver, Toronto, Venice, Moscow, Tokyo, Busan, Seoul, Sendai, Korea, Nagoya, Kyoto, Roppongi, Taipei City, Osaka, Taiwan, Daegu, Singapore, Rome, Milan, Thailand, Malaysia, Abu Dhabi, Sydney, Canberra, Perth, Melbourne, Adelaide, Brisbane etc.

9.9.4 Printing of Brochures

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

9.10 Other Activities for promoting tourism in International Markets

9.10.1 2nd International Day of Yoga (IDY):

The Ministry of Tourism celebrated the 02nd International Day of Yoga on 21st June 2016 by hosting a MEGA FAM Tour for a group of 48 foreign delegates from June 20th to 30th, 2016. The FAM consisted of Tour Operators/ Travel Agents/ Media Persons/ Opinion Maker/ Scholar from 19 countries which are source markets for promotion of Yoga and Wellness. This group of 48 delegates

was split into 2 groups of 24 delegates each which participated in the IYD celebrations in Delhi and Chandigarh on June 21, 2016 respectively. Both the groups then merged in Rishikesh and visited wellness & spiritual centres in Haridwar, Rishikesh, Trivandrum, Cochin, Neyyar (Kerala), Puducherry and Chennai.

The India Tourism Offices Overseas also celebrated IDY 2016 in collaboration with the Indian Missions which included yoga sessions by renowned Yoga gurus and other related activities, Incredible India branding, distribution of yoga kits at some of the venues etc.

9.10.2 5th International Buddhist Conclave 2016

Ministry of Tourism, Government of India, in collaboration with the State Governments of Uttar Pradesh and Bihar organized the 5th International Buddhist Conclave 2016 in Delhi, Varanasi, Sarnath and Bodhgaya from 02nd to 06th October, 2016. The overall theme for the 05th International Buddhist Conclave was 'India, the Land of Buddha'.

About 258 delegates from around 39 countries viz. Australia, Austria, Bangladesh, Bhutan, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, Italy, Japan, Korea, Laos, Malaysia, Mongolia, Myanmar, Nepal, Netherlands, Norway, Poland, Russia, Singapore, Slovakia, South Africa, Spain, Sri Lanka, Sweden, Taiwan, Thailand, U.K, U.S.A. and Vietnam; consisting of Tour Operators, Travel Agents, Journalists, Travel Writers, Bloggers, Buddhist Scholars, Monks and Opinion Makers attended the Conclave. The invited delegates also included high priests of Buddhist order, Buddhist Scholars and monks from all over the world. Invitation was also extended to Tourism Ministers and heads of the National Tourism Boards of ASEAN and SAARC Nations (except Pakistan).

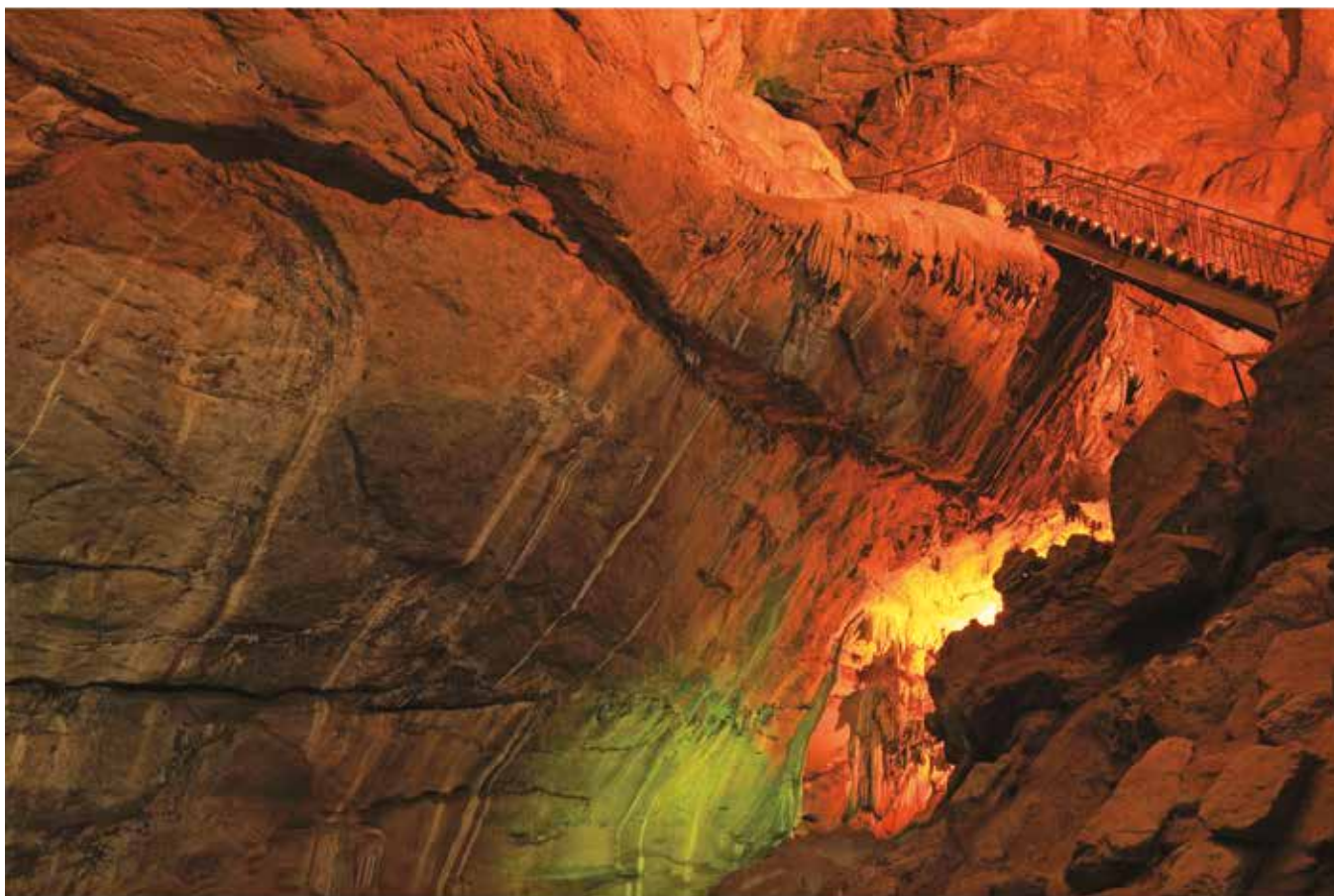
The Conclave was inaugurated by Dr. Mahesh Sharma, Hon'ble Minister for Tourism and Culture (IC) on 02nd October, 2016 presence of Most Venerables, Supreme Patriarchs, Mahatheros, High priests of highest orders from countries such as Cambodia, Vietnam, Myanmar, Sri Lanka, Indonesia and Malaysia, foreign diplomats, foreign media etc. The inaugural session was also addressed by Hon'ble Vice Tourism Minister of Sports and Tourism, Government of the Kingdom of Thailand; Hon'ble Speaker of the Parliament of Sri Lanka; President, Indian Council for Cultural Relations, New Delhi and Executive Director, United Nations World Tourism Organization (UNWTO). The Conclave also honoured ASEAN as the "Guest of Honour" partner.

The State Governments of Gujarat, Madhya Pradesh and Telangana offered Post Conclave familiarization tours to the international delegates to showcase and promote Buddhist sites in their States.

9.10.3 Festival of India in Australia:

The Ministry of Tourism, Govt. of India extended support to the Festival of India in Australia. Dr. Mahesh Sharma, Hon'ble Minister of Tourism & Culture (IC), Government of India, addressed the gathering on 18th September, 2016 and spoke about India as a tourist and cultural destination and on relations between India and Australia and projected India as a '365 days destination' during the press meet. Over 1800 people attended the event. A gala reception and concert was organised at the Sydney Opera House which highlighted the unique aspects of each distinct genre through dance and music, Indian and western musical traditions and through poetry and prayers.

Ministry of Tourism provided support towards the Signature events and undertook outdoor branding in six main cities in Australia viz. Sydney, Brisbane, Melbourne, Adelaide, Canberra and Perth during the Festival of India in Australia. Ministry of



Tourism also extended hospitality to 2 senior journalists, as part of Festival of India event.

Ministry of Tourism, through India Tourism Office Sydney provided support towards the Signature Events organised by the Indian Mission in six main cities in Australia viz. Sydney, Brisbane, Melbourne, Adelaide, Canberra and Perth during the period of the Festival. ITO Sydney undertook outdoor on buses, trains, maxi bus, mega and mega trams and Hon'ble Minister for Tourism & Culture (IC) flagged off the Incredible India branded bus in Sydney on 18th September, 2016. During all signature events, Incredible India standees/banners and media wall were placed at prominent locations, promotional material distributed and information disseminated. Ministry of Tourism also extended hospitality to 2 senior journalists, as part of Festival of India event.

India Tourism Offices overseas also supported various promotional events organised by the Indian Missions.

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

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

- a) Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows
- b) Production of Publicity Material for promoting Indian tourism destinations and products

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

9.12 Familiarization Tours under the Hospitality Programme

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

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

These guests were also invited to cover important events in India, including the Global Exhibition on Services (GES-INDIA), Global MICE Travel Mart, 2nd International Day of Yoga, Kerala Travel Market, 5th International Buddhist Conclave, 9th Convention India Conclave and International Tourism Mart at Imphal, Manipur etc.





Chapter-10

International Cooperation

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations such as United Nations World Tourism Organization (UNWTO); Economic and Social Commission for Asia and the Pacific (ESCAP); Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Co-operation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism.

Following are the key activities undertaken in the area of International Cooperation during 2016 – 17:

10.1. MOUs / Agreements signed in the field of Tourism Cooperation:

- a) An MOU was signed in the field of tourism cooperation between the Government of the Republic of India and the Ministry of Tourism, Government of the Republic of Maldives for strengthening cooperation on 10th April 2016 during the visit of Hon'ble President of Maldives to India on 10th & 11th April 2016.
- b) An MOU was signed in the field of tourism cooperation between the Government the Republic of India and the Government of the State of Qatar for strengthening cooperation on 5th June 2016 during the visit of Hon'ble Prime Minister of India to Qatar.



- c) An MOU was signed in the field of tourism cooperation between the Government the Republic of India and Government of The Republic of South Africa on 8th July 2016 in Pretoria, South Africa during the Hon'ble Prime Minister of India visit to South Africa.
- d) An MoU was signed in the field of Tourism cooperation between the Government the Republic of India and The Government of the Kyrgyz Republic represented by the Ministry of Cultural, Information and Tourism Cooperation on 20th December 2016 in New Delhi during the Hon'ble President of the Kyrgyz Republic visit to India.

10.2 Joint Working Group Meetings:

- a) The 1st India- Cambodia Joint Working Group Meeting on Tourism Cooperation was held in New Delhi on 28th April 2016. Both sides exchanged views for establishing a mechanism to encourage exchange of information and data related to tourism resources and tourist arrivals to understand the dynamics of the tourism sector in each other's country, as well as the requirements and expectations of overseas travellers from both countries.
- b) The 2nd India – Sri Lanka Joint Working Group Meeting took place in Colombo, Sri Lanka, on 23rd June 2016. Both sides exchanged views on possibilities of technical and professional cooperation



which could be further explored for exchange of experience in the areas of promotion, marketing, Human Resource Development in the tourism field and also discussed promotion of Ramayana Trail and Buddhist Circuit for strengthening tourism in both countries.

- c) The Ministry of Tourism participated in the 1st India-Japan Joint working Group/ India-Japan Tourism Council on 25th October 2016 at Hotel Lalit, New Delhi.

10.3 List of Bi-lateral and other Meetings:

- a) A meeting was held between Dr. Mahesh Sharma, Hon'ble Minister for Culture and Tourism (IC) & Minister of State for Civil Aviation and Hon'ble Andrew Rob, MP, Special Envoy for Trade, Australia on 5th May 2016

at New Delhi. Both sides discussed strengthening of tourism cooperation between both countries.

- b) A meeting on travel and tourism partnership between India & US was held to discuss the work plan ahead of 2nd India –US Strategic and Commercial Dialogue (S&CD) on 29th August 2016 in New Delhi. Travel and tourism has been incorporated as a new work stream under the Commercial Track of S&CD.
- c) The Ministry attended the plenary meeting and breakout session of 2nd India –US Strategic and Commercial Dialogue (S&CD) meeting which took place on 30th August 2016.
- d) The Ministry of Tourism hosted the BRICS Convention on Tourism at Khajuraho, Madhya Pradesh on 1st and 2nd September 2016. The two days

event was attended by representative from Russia, India, China and South Africa, including stakeholders and provided a platform for exchange of ideas for promotion of intra BRICS tourism.

- e) A review meeting to discuss the tourism work plan 2017 between India and USA was held in Ministry of Tourism, Government of India, New Delhi on 29th September 2016. Both side discussed and shared principles under the proposed tourism work plan 2017 and beyond.
- f) A meeting on optimum utilization of Visitors' Centers at Ajanta & Ellora was held in Ministry of Tourism, Government of India on 17th November 2016. Representatives from MTDC, JICA and ASI attending the meeting.

10.4 Other Important participations and representations:

- a) 103rd Session of the UNWTO Executive Council, Madrid, Spain from 9th to 11th May 2016.
- b) 28th Joint Meeting of the UNWTO Regional Commission for East Asia and Pacific and the UNWTO Commission for South Asia (CAP-CSA) & Conference on Tourism & Technology held in Nara, Japan from 2nd to 4th June 2016.
- c) 1st Meeting of the Joint Working Group (JWG) on HRD, Education and Culture led by ICCR held at Kabul, Afghanistan on 20th June 2016.
- d) PATA Executive Board Meeting in Jakarta, Indonesia from 9th to 11th September 2016.
- e) 104th Session of UNWTO Executive council in Luxor, Egypt on 31st October & 01st November 2016.





Chapter-11

North-Eastern Region and Jammu & Kashmir- Special Emphasis

North Eastern Region:

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

The North Eastern Region, with its magical and stunning natural beauty, challenging rivers and mountains, Buddhist monasteries situated in serene natural environment, exotic flora and fauna, rare orchids, indigenous sports, unique tribal culture, folk dance and music offers invaluable resources for the development of tourism. The region is endowed with diverse tourist attractions and each State has its own distinct features. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environment.

These attractions and the people of the region constitute the tourism resources at large.

The Ministry of Tourism provides special emphasis on the development and promotion of tourism for North Eastern States. Space on complimentary basis is provided to the North Eastern States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these States an opportunity to showcase and promote their tourist products in the international source markets.

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



relaxed and is also extended to State Govt. approved tourism service providers from North Eastern Region.

Familiarization (FAM) Tours to the North Eastern Region are arranged for Travel and Media Representatives from Overseas to the States in the regions on a regular basis under the Hospitality Scheme of this Ministry.

This Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist infrastructure, promotion of fairs/festivals and tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, tourism promotion and marketing etc.

11.2 International Tourism Mart (ITM-2016)

Imphal

The 5th International Tourism Mart was organized from 23rd to 25th November, 2016 at Imphal in Manipur. The objective of the Tourism Mart was to showcase the tourism potential of North Eastern States of India at the international level. The International Tourism Mart 2016 was formally inaugurated at the City Convention Centre, Imphal on 24th November, 2016 by Shri Okram Ibobi Singh, Chief Minister of Manipur. 49 International delegates from 29 countries participated in ITM -2016.

B2B meetings between the seller delegates from the North Eastern Region and West Bengal and buyer delegates from overseas and other regions of the country were held as part of ITM on 25th November, 2016. These meetings were aimed at establishing business development between the tourism fraternity of the region with their counterparts from



other regions of the country and also with other countries, with the objective of promoting tourism and increasing tourist arrivals to the North East Region. In addition to the business interactions and technical sessions, the International Tourism Mart 2016 gave the participating delegates a feel of the traditional dance forms through the cultural performance of North Eastern States. The North Eastern States also presented small souvenirs from each of the states to the international delegates participated in ITM 2016. FAM tours were also organised for the

foreign delegates.

11.3 TV Campaigns on the North-East Region:

TV Campaigns were released on Doordarshan in June 2016 and November 2016 to promote tourism to the North East Region.

11.4 Infrastructure projects:

Projects sanctioned for North Eastern Region under various themes of Swadesh Darshan during 2016-17 (up to December, 2016) are as follows:

Sl. No.	State /UT	Name of the Circuit	Name of the Project	Amt. Sanctioned (Rs. in Crore)	Amount Released (Rs. in Crore)
1	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng Mawdiangdiang – Orchid Lake Resort, Meghalaya.	99.13	19.83
2	Manipur	Spiritual Circuit	Development of Spiritual Circuit – Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple, Manipur.	53.80	10.76
3	Sikkim	North East circuit	Development of Tourist Circuit Linking Singtam – Maka-Temi-Bermoik Tokel-Phongia-Namchi – Jorthang-Okharey-Sombaria-Daramdin-Jorethang-Melli (Exit) in Sikkim.	95.32	19.06
4	Nagaland	Tribal circuit	Development of Tribal circuit (Mokokchung – Tuensang-Mon) in Nagaland	99.67	19.93



Jammu & Kashmir:

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

11.6 TV Campaign on the State of Jammu & Kashmir

TV Campaign was released on Doordarshan in June 2016 to promote tourism to the State of Jammu & Kashmir.

11.7 Infrastructure projects

Projects sanctioned for Jammu and Kashmir (J&K) under the Himalayan Circuit theme of Swadesh Darshan during 2016-17 (up to December, 2016) are as follows:

Sl. No.	Name of the Project	Amt. Sanctioned (Rs. in Crore)	Amount Released (Rs. in Crore)
1	Integrated Development of Tourism Infrastructure Projects in the State of J&K.	82.97	16.59
2	Integrated Development of Tourist Facilities at Jammu- Rajouri-Shopian -Pulwama under Himalayan Circuit theme in J&K.	96.38	19.28
3	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those destroyed in Floods in 2014 under PM Development Package for J&K	98.70	19.74
4	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan Circuit Theme in J&K.	97.82	19.56
5	Integrated Development of Tourist Facilities at Anantnag- Kishtwar- Pahalgam – Daksum – Ranjit Sagar Dam under Himalayan Circuit Theme in J&K.	96.39	19.28
6	Integrated Development of Tourist Facilities at Gulmarg- Baramulla- Kupwara- Leh Circuit under Himalayan Circuit Theme in J&K.	96.93	19.38





Chapter-12

India Tourism Development Corporation (ITDC)

12.1 Introduction

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

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

After the disinvestment of 18 hotels, ITDC consolidated its remaining activities and restructured itself to take up diversified

service-oriented business activities like consultancy and execution of tourism and engineering projects, human resource development consultancy in hospitality sector, event management and mounting of Son-et-Lumiere (SEL) Shows, etc.

With the changing economic and business scenario, the corporation is in the process of strengthening all business verticals to increase its turnover and profitability and to position ITDC as one stop solution for travel, tourism and hospitality needs.

12.2 Organizational set-up

The present organizational set-up at the corporate level comprises Chairman & Managing Director, Director (Commercial and Marketing), Director (Finance) and heads of business groups viz. Ashok Group of Hotels, Ashok Events Management, Ashok



International Trade, Ashok Travel & Tours, Corporate Marketing and Public Relations, Ashok Institute of Hospitality & Tourism Management and Ashok consultancy and Engineering Services Division supported by Human Resource Management, Finance & Accounts, Vigilance & Security, Administration and Secretarial etc.

12.3 Network of ITDC Services

The present network of ITDC consists of 8 Ashok Group of Hotels, 7 Joint Venture Hotels out of which five hotel units are in operation, 1 Restaurant, 11 Transport Units, 9 Duty Free Shops at airport / seaport, 2 Sound & Light Shows and 3 Catering Outlets. ITDC is also managing a Hotel at Bharatpur and a Tourist Complex at Kosi.

ITDC has been awarded with the 7th Dalal Street Journal's Best PSU Award for 2015

under "Fastest Growing Miniratna" title. The award was presented by Hon'ble Dr. Mahesh Sharma, Minister of State for Tourism & Culture (IC) and Minister of State for Civil Aviation. Besides Director (C&M) has been awarded the Best Professional in Business Development Tourism by Pacific Asia Travel Writers Association (PATWA) and GM (Corp. Mktg. & Sales) awarded as Best Marketing Professional. ITDC was felicitated by Dun & Bradstreet for completing 50 Years of glorious services in the field of travel, tourism and hospitality in the year 2016.

12.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 11.12 crores in the paid up capital of seven subsidiary companies as on 31.03.2016:



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

12.5 Capital Structure

The details are as under:- (Rs. in crores)

	2014-15	2015-16
Authorized Capital	150.00	150.00
Paid up Capital	85.77	85.77
Reserves & Surplus	239.28	246.35
Net Worth	325.05	332.12

12.6 Pattern of Shareholding

ITDC is a listed company with total Market Capitalisation of Rs. 1940 Crore as on 31.03.2016. The Authorised and Paid-Up Capital of the Corporation as on 31.03.2016, stood at Rs. 150.00 crores and Rs. 85.77 crores respectively. The pattern of shareholding is indicated below:-

Government	87.03%
Indian Hotels Ltd.	7.87%
Banks & Financial Institutions	4.01%
Other Bodies Corporate	0.14%
General Public, Employees & Others	0.95%

12.7 Financial Performance

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

	(Rs. in crores)				
	2011-12	2012-13	2013-14	2014-15	2015-16
Turnover	423.06	440.64	469.58	504.19	465.69
Profit before Tax	22.02	5.48	11.93	38.95	32.42
Profit after Tax	8.54	2.99	9.42	34.37	22.55
Foreign Exchange Earnings	20.38	19.73	15.87	12.99	17.95

ITDC declared 15% dividend amounting to Rs 12.86 crores for the financial year 2015-16.

Annual Accounts for the financial year 2015-16 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

12.8 Plan Schemes

For the financial year 2015-16, the revised budget estimates for capital outlay is Rs 38.57 crores which includes Rs. 36.67 crore towards renovation /improvement in hotels/ restaurants.

12.9 Memorandum of Understanding (MoU)

The MOU for the year 2016-17 was signed between the Ministry of Tourism and ITDC envisaging targets for financial and non-Financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

12.10 Ashok Group of Hotels

The Ashok, New Delhi won various awards and accolades :

- National Tourism Award – Best Hotel Based Meeting Venue 2014-15



- Hospitality India Award – Best MICE Hotel 2016
- Hospitality India Award – Best Banquet Manager 2016
- Safari India – South Asia Travel Awards 2016: “Best Professional in Business Development.”
- Safari India – South Asia Travel Awards 2016: “Best Professional in Food & Beverage.”

Chefs of ITDC participated in many International Food Festivals hosted at Kenya, Morocco, Lebanon, Spain, Myanmar, Egypt, Columbia, Also Chef Gaurav Malhotra accompanied the team for Road Show of Ministry of Textiles at Paris, France.

Chefs of ITDC also won various awards in different contests:

- In 13th Edition of Annual Chef Award 2016 – Golden Hat Award was won by Chief Executive Chef of The Ashok Shri Rajan Loomba and Kitchen Artist of the Year Award was won by Chef Jitender.
- Executive Chef MU Kasture won the National Tourism Award 2014-15 for “Best Chef” in 4 star, 5 star, 5 star deluxe, Heritage Classic Grand Category Hotels.
- Assoc of Hospitality Professionals – won Gold in Indian Sweets – Sh Dalbir Singh.
- Association of Hospitality Professionals – won Silver in North Indian Cuisine – Sh. Jai Kishan.
- Association of Hospitality Professionals – won Silver in Int’l Cuisine – Sh Naveen Mathur.

The Ashok played host to various prestigious functions and conferences some of which are ACOS-2016 Oncology Conference, Delhi Ophthalmological Society, Civil Services Day 2016, Directorate of Film Festivals, Indian Olympic Association, IASOWA, ICSSR and many more.



Hyderabad House catered to many prestigious events. Hon'ble Prime Minister of India hosted State dignitaries from various countries like President of Maldives, Duke & Duchess of Cambridge, Srilankan PM, Thailand PM, Myanmar PM, Egypt PM, Nepal PM, Afghanistan PM, Singapore PM, New Zealand PM, British PM, Israel PM, Qatar President and Indonesian President. In addition, Hyderabad House also made catering arrangements for many VIP events at Jawaharlal Nehru Bhawan

In addition, the National Tourism Award Function was also held at Vigyan Bhawan on 30th July, 2016 which was organised by ITDC.

Make My Trip conferred the award of a Star Partner Hotel for the Year 2016 to Janpath Hotel. Hotel Janpath hosted important groups from Indian Chambers of Commerce, Dental Council of India, Air India, Rashtriya Sanskrit Mahotsava, etc.

Renovation work of rooms and / or Public Areas at The Ashok and the Samrat Hotel is being undertaken.

Successful renewal of ISO 22000 Certificate for the kitchens at The Ashok, Hotel Samrat, Hotel Janpath, Hotel Kalinga Ashok, Vigyan Bhawan and Hyderabad House was undertaken. ISO Certifications of Kitchens of other hotels are within their validity term.

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

- Navratra Food Festival, Shahi Gulnaar Festival and Biryani & Shorba Festival at Hotel Janpath
- Biryani and Kebab Festival at Hotel Kalinga Ashok, Bhubaneswar
- Kebab & Sizzler Promotion at Hotel Jammu Ashok, Jammu

12.11 Ashok Events

Ashok Events manages Events, Conferences and Exhibitions etc. both within the country and abroad. Over the years, it has established

itself as a preferred professional conference organizer and a leading Event Manager with a client base that includes Govt. Departments, Ministries, Public Sector Undertakings, Organizations and others.

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

- “National Tourism Awards 2014-15” by Ministry of Tourism.
- “Rajasav Gyan Sangam” Conference chaired by Hon’ble Prime Minister of India.
- Warm send off to India Contingent to Rio Olympics by Hon’ble Prime Minister of India.
- CAGE meeting by Ministry of HRD.
- Bharat Parv – a week long celebrations organized by the Ministry of Tourism, GOI at India Gate Lawns.
- Ministry of Textiles event in Paris.
- “Civil Services Day 2016” chaired by Hon’ble Prime Minister of India.
- INDOSAN – India Sanitation Conference by the Ministry of Urban Development and Ministry of Drinking water and sanitation.
- International Buddhist Conclave 2016 by Ministry of Tourism at Delhi, Varanasi and Bodhgaya.
- BRICS Convention on Tourism by Ministry of Tourism at Khajuraho.
- NITI Aayog Lecture series “Transforming India”
- Incredible India Tourism Investor’s Summit 2016 by Ministry of Tourism.
- International Conference on Arbitration in India by NITI Aayog inaugurated by the Hon’ble President of India and Valedictory by the Hon’ble Prime Minister of India.
- International Conference on “No Voters to be left behind” by the Election Commission of India.

- International Tourism Mart for the North Eastern Region at Manipur by Ministry of Tourism.
- Central Vigilance Awareness Conference of CVC, addressed by the Hon’ble Prime Minister of India.
- National Awards by the Minister of Social Justice & Empowerment.

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

12.12 Ashok International Trade (AIT)

The AIT Division of ITDC provides duty free shopping facilities to international travellers. ITDC is making concentrated efforts to consolidate its duty free business at the seaports. Recently ITDC has commenced Duty Free operations at Kakinada Seaport, thereby taking its tally of seaport shops up from 8 to 9 shops. The other seaports wherein we are operating duty free shops are Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam, Goa, Paradip & Mumbai Seaports. In addition, ITDC is also operating duty free shop at Coimbatore airport. The plans are underway to operationalise the Duty Free Shop at Krishnapatnam Seaport at the earliest.

In Future, ITDC plans to open duty free shops at Tuticorin, Kandla and JNPT seaports.

A number of cities are in line for either converting existing airports into international airports or for developing green field airports. AITD will continue to keenly following these business opportunities and bid for concession rights of duty free shops at small airports.

12.13 Ashok Travels & Tours (ATT)

The travel wing of ITDC - Ashok Travels & Tours (ATT) is the pioneer in the travel trade providing unmatched services like air



ticketing, tourist transportation package tours, cargo delivery etc. for more than five decades.

ATT is an IATA approved travel agency and is also a member of various travel and tourism organisations. It has Pan-India presence with a network of four IATA offices at Delhi, Kolkata, Bangalore and Chennai and seven transport branches at Mumbai, Varanasi, Aurangabad, Hyderabad, Guwahati, Patna and Ranchi. In its continuous process to provide new and superior products, ATT has introduced several fresh tour packages for its clients.

12.14 Public Relations & Culture Division

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

On the cultural front, co-ordinated several events at The Ashok. These consisted of fairs, trade events including award functions. "Azamgarh Festival" a cultural festival was organized at Amphitheatre from 14-18 October, 2016 in coordination with ITRHD where craftsmen displayed their products and musical performances took place for three evenings and was well appreciated.

ITDC organized a grand function for Golden Jubilee on 18th October, 2016 to mark the completion of successful 50 years of ITDC in Convention Hall of the Ashok.

The highlights of the evening were a 50 Kg. 5 storey cake with 50 ingredients made by 50 employees and live entertainment and cultural performance by renowned artists.

12.15 Sound and Light Shows

The first ever Sound & Light Show at Red Fort was organized by ITDC about 45 years ago. Since then many shows have been mounted in the country. In last few years lots of innovations in the technology as well as methodology has been adopted in mounting the Sound & Light Shows. ITDC completed shows at Ross Island, Andaman & Nicobar; Shilpgram in Deoghar, Jharkhand and Dhauri in Bhubaneswar, Odisha. Recently, a show based on projection mapping technology has been completed at Kankadam in Ranchi. The shows at Dal Lake, J&K and Tilyar Lake, Rohtak; Haryana are also likely to be completed this year. The show at Konark Odisha is expected to be ready by April 2017. Basic works for show at Diu Fort has also started.

Govt. of Gujarat has shown lot of interest in SEL division of ITDC and assigned work at Champaner, Sarkhej Roza. Another two sites at Dwarka and Sabarmati River Front have also been identified for the show.

Architectural illumination of four monuments in Sarnath, Varanasi namely Manmahal Ghat in Banaras, the Dhamekh Stupa, Choukhandi Stupa and Tomb of Lal Khan in Sarnath has been done with dynamic lighting concept. Three temples in Dwarka namely Dwarkadhish Temple, Rukmani Temple and Samudranarayan Temple shall also be illuminated by the Division for Govt. of Gujarat using the funds allocated by Ministry of Tourism, Govt. of India under Swadesh Darshan Scheme.

Upgradation of Sound & Light Show at Cellular Jail, Port Blair and a show at Havelock Island is also likely to be assigned to ITDC, by Andaman and Nicobar Administration.

All State Tourism Departments were informed about the modified guidelines for assistance to Central Agencies for Tourism

infrastructure works which will now cover the up gradation of the shows and to provide assistance even for the operation and maintenance for the first three years to encourage and promote the evening activities including the Sound & Light Shows. Many State Govts. have shown their interest. The detailed project reports for Pinjore Garden in Haryana and Puttaparthi in Andhra Pradesh have been prepared and the sanctions are likely to be issued.

12.16 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division mainly undertakes the execution of Tourism Infrastructure Projects, consultancy services to Ministry of Tourism and State Tourism Departments, Engineering works/ up gradation and renovation of ITDC and Joint Venture hotels.

The division is, presently, involved in various Tourism Infrastructure projects like :

1. Infrastructure Development at Puri, Shree Jagannath Dham- Ramchandi- Prachi River Front at Deuli- Dhauli under Mega Circuit (For Nabakalebar – 2015) in Odisha comprising of following :
 - (a) Construction of Tourist Facilitation Centre at Puri.
 - (b) Development of Beach at Shree Jagannath Dham at Puri.
 - (c) Development of Shree Jagannath Vishram sthali (Multi Purpose Hall with Rooms and Amphitheatre)
 - (d) Development of Gundicha Temple.
 - (e) Development of Ramchandi Temple.

- (f) Development of Prachi River Front, Deuli.
- (g) Development of Maa Mangla (Mausi Maa) Temple.

2. Development of Ranchi – Saraikela- Kharsawan- Purbi Singhbhum Mega Circuit in

Jharkhand comprising of following sites :

- (a) Jonha Fall
- (b) Hundru Fall
- (c) Jagannath Temple
- (d) Chutia Ram Mandir
- (e) Lower Chutia River
- (f) Pahadi Mandir
- (g) Line Tank
- (h) Dassam Fall
- (i) Sun Temple
- (j) Integrated Religious Place at Dulli
- (k) Bundu Pond
- (l) Doranda Mazaar
- (m) Rani Chaun
- (n) Hatia Dam
- (o) Mc-Cluski Gunj Pond
- (p) Khallari Pond
- (q) Harihar Mela
- (r) Sati Ghat Mela
- (s) Pundag Temple
- (t) Illumination work at Shaheed Smarak
- (u) Illumination work at Deori Mandir
- (v) Illumination work at Doranda Mazaar



3. Construction of Integrated Convention Centre at Ranchi Ashok Hotel, Ranchi, Jharkhand.
4. Construction of Memorial of Smt. Vidyawati Ji, mother of great Martyr Shaheed Bhagat Singh at Moranwali in Punjab.
5. Construction of Museum and Art Gallery at Namdhari Darbar, Ludhiana.

The division in the recent past has completed various other infrastructure projects in the North Eastern states and other parts of the country, out of which a few are listed below :

1. Skiing Institute at Gulmarg in J&K State.
2. Revitalization of Jallianwala Bagh, Amritsar.
3. Hotel and Catering Institute at Puducherry.
4. Hotel and Catering Institute at Noida.
5. Development of Govind Ji Temple at Manipur.
6. Construction of Bhagwat Culture University at Manipur.
7. Construction of Tourist Lodge at Zotlang and Lunglei in Mizoram.
8. Construction of Tourist Cottage and Dining Hall at Zobak and Revovation of Theiratalang Meditation Centre in Mizoram.
9. Construction of wayside amenities at Kwalkulh in Mizoram.

The division is also actively involved in the preparation of Pre Feasibility Reports, Detailed Project Reports and Consultancy Services to Ministry of Tourism and various state Governments.

12.17 Ashok Institute of Hospitality & Tourism Management

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

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

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

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

- (a) 06 and 08 weeks skill development training in F&B services, Housekeeping Utility, Bakery and Patisserie and Food Production for youth under the Hunar se Rozgar Scheme of Ministry of Tourism, Govt of India.
- (b) Imparting on-the-job training to Industrial Trainees from various

professional Hospitality Institutes in the country.

- (c) Designing & conducting customized Hospitality related Training for Shri Mata Vaishno Devi Shrine Board (SMVDSB), Maharashtra Sadan, Karnataka Bhawan, Railways, NCDC, Ministry of External Affairs, Rashtrapati Bhawan and Foreign service Institute etc.
- (d) One-year diploma courses in Food Production, Bakery and Confectionary, Front Office, Housekeeping and F&B service jointly with National Institute of Open Schooling.
- (e) AIH&TM is conducting 01 year Residential Training Programme sponsored by Ministry of DONER in various fields of Hospitality at Mysore, Jaipur, Bhubaneswar and Puducherry. Approximate 600 nos. of students have availed the facility of this course. The placement record of this course is above 70% and students are well placed in Hospitality and Airlines Industry.
- (f) AIH&TM also undertakes training of ITDC Executives which emphasise on developing Corporate Training Planning and Monitoring system for systematic formulations and implementation of Annual training Programme. Training programs conducted on topics such as procurement procedure, Online Performance Appraisal System has been conducted in the Financial Year.
- (g) ITDC has commenced three years B.Sc. in Hospitality and Hotel Administration affiliated to National Council of Hotel Management in Catering Technology at AIH&TM new campus at Hotel Samrat from the academic year 2015. A total no. of 98 students are studying in this course at AIH&TM, Centre of Excellence.

12.18 Environment Management Initiatives

The ITDC has plan budgets for every year for all units under which some percentage of funds are utilized towards environmental friendly policies which include installation / up gradation of LED lights, ETP plants & organic waste plants etc. ITDC being a responsible CPSE, has adopted various eco-friendly measures like ETP, Rainwater Harvesting System, solar energy etc along with other energy conservation measures in most of its units.

Waste water treatment presents a sustainable short term and long term solution to water scarcity. The Ashok Hotel has capacity of 1MLD, Hotel Janpath has capacity of 60KLD, Hotel Jaipur Ashok has capacity of 60KLD, Hotel Patliputra Ashok, Patna has capacity of 60KLD, Hotel Kalinga Ashok, Bhubaneswar has a capacity of 30KLD, Hotel Bharatpur Ashok has a capacity of 5KLD of STP/ETP. Organic waste convertor to reduce hazardous waste harmful to environment is utilized at Hotel Ashok, Hotel Samrat and Hotel Janpath.

Hotel Ashok, Hotel Janpath, Hotel Jaipur Ashok and Hotel Kalinga Ashok, Bhubaneswar have solar water Heating System installed and running to save energy. In addition, Hotel Kalinga Ashok has a standalone Solar street lights Installed in its premises. Hotel Ashok is in progress to install photovoltaic solar energy to be utilized to save electrical energy.

Regarding environmental policy, the ITDC group of Hotels have installed LED lights in its Hotels to save energy.

All the ITDC Hotels are ISO 22000:2005 certified by IRQS management sys RVAC071 standards. In Hotel Ashok New Delhi LEED certification process is in progress under US Green Building Council in 2016. ITDC continues to maintain thrust on energy conservation and ISO 14001:2004 certifications for ease to provide, establish, implement, maintain and improve an environmental management system.



12.19 Corporate Social Responsibility (CSR)

ITDC has undertaken the following activities under CSR

- (a) Expenditure on CSR activities related to community based skill development programmes and sanitation and hygiene for Swachh Bharat Swachh Paryatan Project undertaking Cleanliness and maintenance of Qutub Minar.
- (b) Expenditure on a project in Backward Area for Construction of 2 Nos. of Toilet Block at Churu (Rajasthan).

12.20 Human Resource Management

The total manpower of ITDC for the year 2016-17 as on 30.11.2016 is 1278 employees in number comprising of 232 executives and 1046 non-executives (excluding 77 direct contract employees). Out of 1278 employees,

380 employees belong to Scheduled Castes (SCs), 28 to Scheduled Tribes (STs), 73 to other Backward Classes (OBCs) and 186 women employees.

12.21 Industrial Relations

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

12.22 Information Technology Initiatives

The Accounts of all the Units of ITDC have been integrated under central server. The Online Human Resource Information System (HRIS) is being introduced in the Corporation wherein all employees can access various records related to their service in the Organization. Further, all Duty Free Shops have been integrated through IT Network.

12.23 Implementation of Official Language Policy

During the year, the Company continued its efforts to promote the use of Hindi in official work through motivation and training. Cash incentives were granted to the employees on doing prescribed quantum of work in Hindi. Hindi workshops were organized to provide practical training of noting-drafting

and other works in Hindi. Various Hindi Competitions were also organized during Hindi Fortnight celebrations for giving impetus to the use of official language in day-to-day work. On this occasion Sanskritik Aayojan, Hindi Kavi-goshthi and RajBhasha Puraskar Vitran Samaroh was also organized to motivate employees and encourage Official Language in the Corporation.





Chapter-13

Statistics, Surveys and Studies

13.1 Information and Research Activities

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

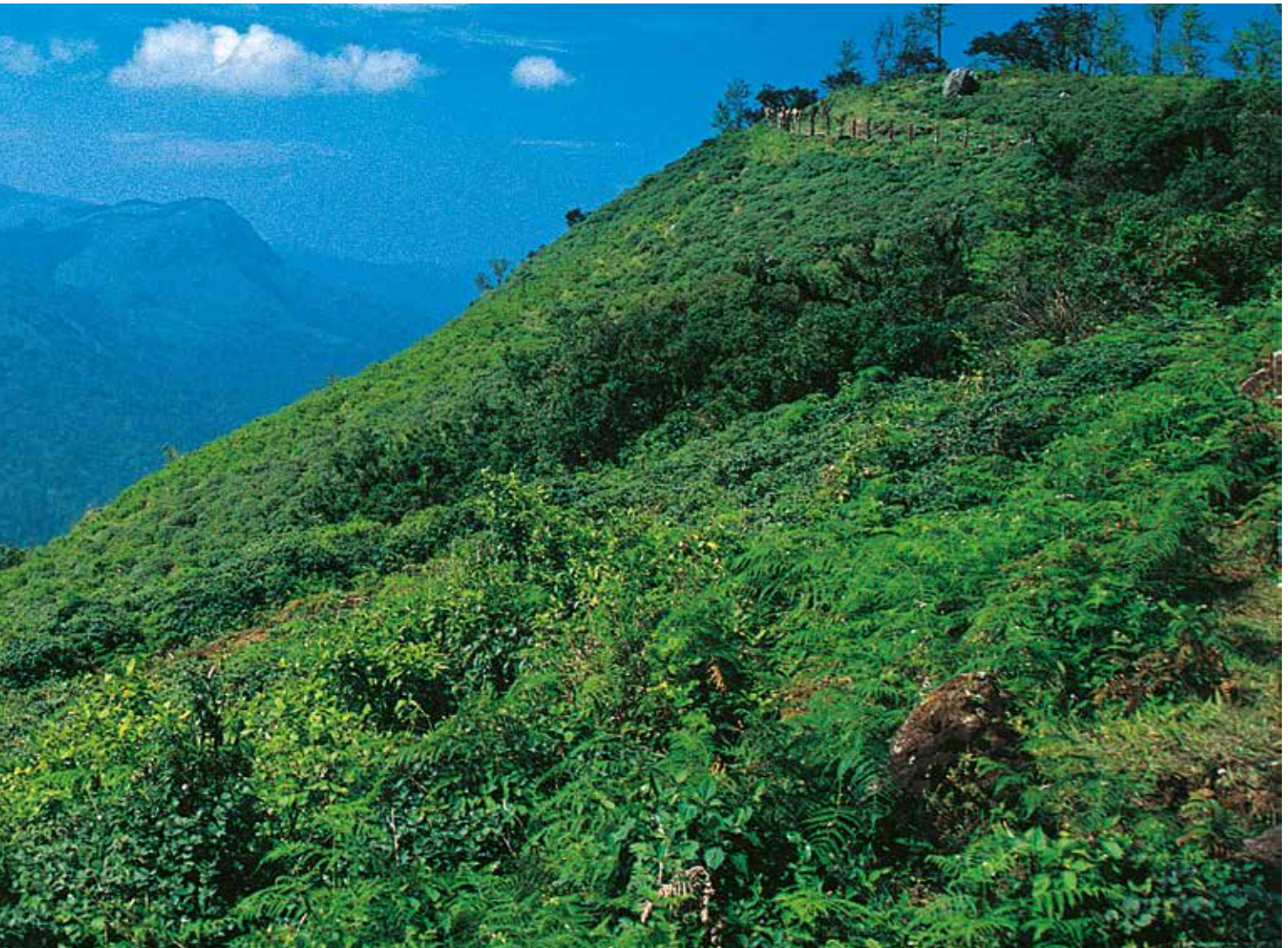
Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertakes tourism surveys, evaluation studies, studies for preparation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

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

Financial Assistance is also provided to Reputed Institutes and Central Universities to organise conferences, seminars, bringing out tourism journals, etc. Preparation of Tourism Satellite Account, to know the contribution of tourism in the GDP and scenario of employment of the country, is also one of the major tasks of the division.

13.2 Foreign Tourist Arrivals (FTAs):

The year 2015 witnessed a growth rate of 10.7% in terms of FTAs in India. During 2016, FTAs were 88.9 lakh (provisional) as compared to 80.3 lakh in 2015 with a growth rate of 4.5% over 2014.



13.3 Foreign Exchange Earnings (FEEs)

The FEEs from tourism in rupee terms during 2016 were Rs. 1,55,650 with a growth rate of 15.1% as compared to FEE of Rs.1,35,193 crore during 2015 with a growth of 9.6% over 2014.

The FEEs from tourism in US \$ terms during 2016 were US \$ 23, 146 million with a growth rate of 9.8% as compared to FEE of US\$ 21,071 million during 2015 with a growth of 4.1% over 2014.

13.4 Indian National Departures:

The numbers of Indian Nationals Departures from India, during 2015, were 20.38 million as compared to 18.33 million, during 2014, registering a growth of 11.1% over 2014.

13.5 Domestic Tourism:

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, the domestic tourist visits during the year 2015 were 1432 million as compared to 1282.8 million in 2014 registering a growth of 11.63% over 2014.

13.6 Surveys & Studies

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



studies.

Details of Surveys, Studies, etc. currently ongoing or completed during 2016-17 and financial assistance provided to Institutes for conducting research promotion workshops, etc. (as on 31.12.2016) are given at Annexure –VI.

13.7 Tourism Satellite Account

It is important to know the contribution of tourism in the total economy and the total jobs in the country. National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc., while computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

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

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

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





Chapter-14

Gender Equality

Tourism is a service industry with a strong female presence. Hence, gender sensitization and ensuring equal rights to the women are important concerns of the Ministry.

The Ministry ensures that women officials have regularly participated in the various training programmes for their capacity building.

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

The Ministry has a Grievances Cell for

women to address problems and grievances faced by them.

During 2016-17 (upto December, 2016) 4 female officials have participated in the training programme on 'Public procurement' organized by NIFM, Faridabad.

Three Female officials (Stenographers) have participated in the training programme on 'Improving effectiveness of Private Secretaries and Personal Assistants' at Puri, Odisha organized by National Productivity Council.

Two female officials participated in the workshop on 'Sexual Harassment of Women at Workplace' at ISTM, New Delhi.





Chapter-15 Welfare Measures

15.1 Scheduled Castes/Scheduled Tribes Cell

The Liaison Officer for the Scheduled Castes/Scheduled Tribes Cell in the Ministry who attends to the grievances on service matter of Scheduled Castes and Scheduled Tribes employees of the Ministry and its attached/subordinate offices is a Deputy Secretary/Director level officer. The Cell mainly acts for compliance of orders issued in respect of reservation policy from time to time.

15.2 Reservation for SC, ST and OBC candidates

All recruitments in the Ministry and its subordinate offices are being made as per the orders of reservation issued by Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.





Chapter-16

Vigilance

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

Emphasizing the need of preventive vigilance, especially on public procurement, the instructions issued from Central Vigilance Commission / Department of Expenditure have

been suitably informed to the divisions concerned in the Ministry from time to time.

During 2016-17, few officials from the Ministry had participated in a week's training programme on public procurement conducted by National Institute of Financial Management, Faridabad.



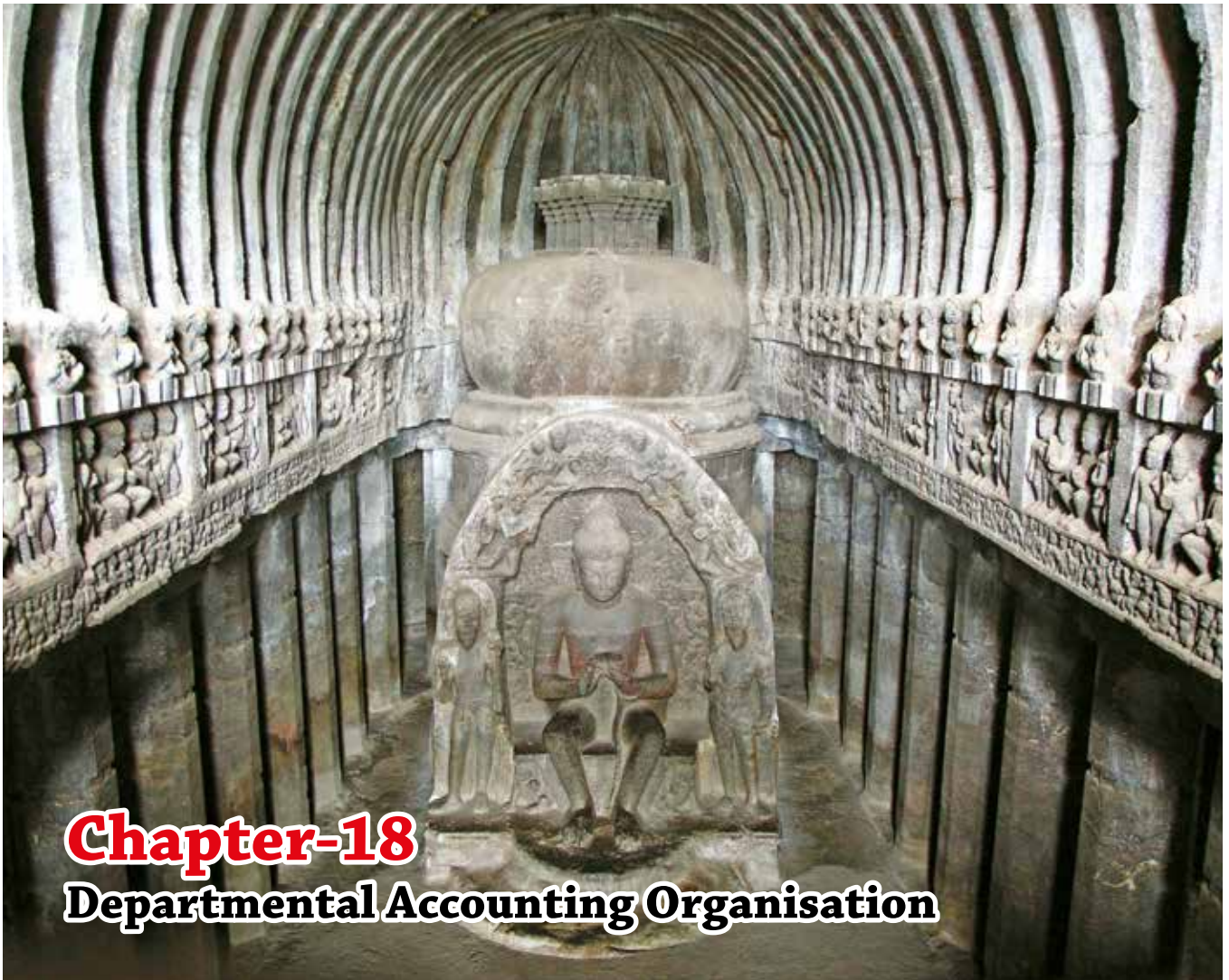


Chapter-17

Court cases

The details of Court Cases pending before CAT are at Annexure VIII:





Chapter-18

Departmental Accounting Organisation

18.1 Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges his functions through and with the assistance of the Special Secretary & Financial Adviser (SS&FA) and the Chief Financial Controller of the Ministry.

18.2 The Chief Financial Controller heads the accounting organization and ensures transparent and effective financial management of the Ministry through Pay & Accounts Office (Tourism).

Budgetary provision (Rs. in crore) for Ministry of Tourism for the financial year 2016-17 is as under:

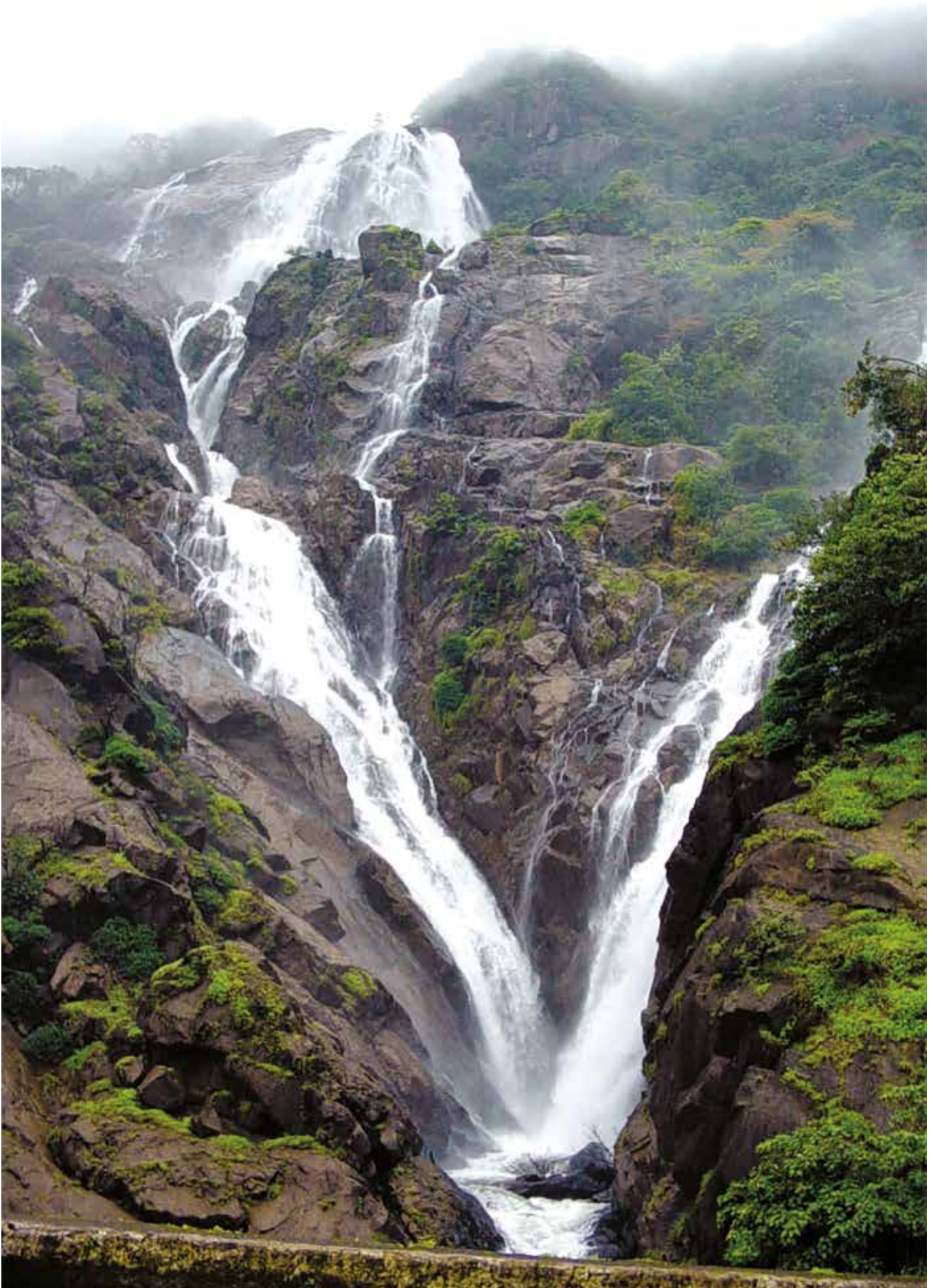
Revenue Section	
Plan	1498.95
Non-Plan	90.32
Capital Section	
Plan	1.05
Non-Plan	0.00
Total	1590.32

The departmentalised accounting organisation of Ministry of Tourism comprises of Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing.

18.2.1 Pay & Accounts Office

Pay & Accounts Office caters to the financial management needs of Ministry by way of release of funds, expenditure control, and other receipts & payment functions as under:-

- Pre check of bills submitted by Non Cheque Drawing & Disbursing Officers of the Ministry, located at New Delhi for payment.
- Authorization of funds to regional and overseas Cheque Drawing & Disbursing Officers through issue of "LETTER OF CREDIT". There are



19 regional CDDOs and 14 overseas CDDOs located in various countries. (List –Annexure-A)

- (iii) Post-check of all paid vouchers/ payments made by regional as well as overseas offices in respect of restructured scheme of overseas promotion and publicity including marketing development assistance for tourism.
- (iv) Release payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- (iv) Compiles the monthly account based on monthly expenditure, receipts and payment authorizations, and by duly incorporating reconciled accounts of CDDOs.
- (v) Maintenance of General Provident Fund accounts and remittance of New Pension Scheme contribution to trustee banks. Settlement of inward and outward claims. Authorization/ payment of pension, Commutation, Gratuity, Leave Encashment, etc to the retiring employees.

18.2.2. Principal Accounts Office

Principal Accounts Office is common for Ministry of Civil Aviation and Ministry of Tourism, discharging the following functions.

- (i) Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.
- (ii) Preparation of Monthly and Annual Accounts, submission of Statement of Central Transactions and the materials for the Finance Accounts to the Controller General of Accounts, Ministry of Finance.
- (iii) Payment of Loans/Grants-in-aid to the State/UT Governments through the Reserve Bank of India.

(iv) Issue of Inter Departmental Authorisation to various agent Ministries.

(v) Rendition of technical advice to Pay & Accounts Office and maintaining necessary liaison with the Controller General of Accounts Office to effect overall co-ordination and control in accounting matters.

18.2.3 Internal Audit

Internal Audit Wing which is common for Ministry of Civil Aviation and Ministry of Tourism having sanctioned strength of one Assistant Financial Controller, one Senior Accounts Officer and four Assistant Accounts Officers, is headed by Chief Financial Controller.

The role of the internal audit organization is mainly to inspect that expenditure control mechanism remains in place and financial proprietary Rules are followed while exercising financial powers by the establishment. In order to achieve this target, internal audit draws an Annual Audit Calendar based on periodicity, proportion of budget and nature & scope of scheme being implemented by the particular office/agency.

Internal audit test checks the basic records of different offices of Ministry for removal of misstatement in financial records to make them more credible and as such internal audit strengthens the overall accounting management framework.

The concept and orientation of internal audit, as of now has been more of risk based audit, in order to assess the economy, efficiency and effectiveness of scheme for contributing to better Government spending, public accountability and management. Accordingly the internal audit of the records of Headquarter, regional and overseas offices are undertaken as per directions and requirement.

All the constituent units of Ministry of Tourism including Ministry of Tourism



(HQ), 22 domestic DDOs (including regional offices), 14 overseas DDOs, 21 IHMs, IITTM and NCHMCT, come under the purview of Internal Audit.

18.3 Initiatives for e-Governance:

In accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts the accounting organisation of Ministry of Tourism has fully operationalized the payment deliverance platform by complete roll out of Public Financial Management System (PFMS) for overall improvement and transparency in the accounting function up to the implementing agency level.

18.3.1 Public Financial Management System (formerly CPSMS)

PFMS being a centralized and fully operationalized IT application for fund transfer is in a position to facilitate “Just in time budget release” and complete monitoring of utilization of funds up to end level beneficiaries.

As per direction of Ministry of Finance the complete roll out of PFMS has been done and the system is fully operational in Ministry of Tourism and as a result the funds are being released through PFMS to all concerned including Grantee institution/Autonomous bodies etc.

The list of CDDOs and NCDDOs is given in Annexure VII.





Chapter-19

Important Audit Observation

Status of Pending C&AG Paras as on 10.12.2016

18.1 Unrealized VAT refund

Lack of monitoring and pursuance of claims

for VAT refunds by India Tourism Office, Tokyo led to loss of at least Rs. 62.18 lakhs and unclaimed revenue of Rs. 25.63 lakhs.

Report No. 11 of 2016





Chapter-20

Implementation of Right to Information (RTI) Act, 2005

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

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

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

20.4 There are 29 subjects for disclosure under RTI which has been identified by the Ministry. CPIOs and Appellate Authorities have been designated for the respective identified subjects.

20.5 As per quarterly report submitted of this Ministry to Central Information Commission, New Delhi, a total of 598 RTI applications were received during the period from 1st January 2016 to 31st December 2016 and suitable action has been taken in a time bound manner.





Chapter-21

Progressive Use of Hindi

21.1 The official language division under the Ministry of Tourism, is responsible for implementation of the official language policy of the union, Official Languages Act, 1963. Official Language Rules, 1976 and various orders issued by the Department of Official Language in the Ministry as well as in its subordinate offices. Under the Official Languages Act, 1963, various documents such as Annual Report, Statistical Reports, Parliament Questions and other papers are translated into Hindi.

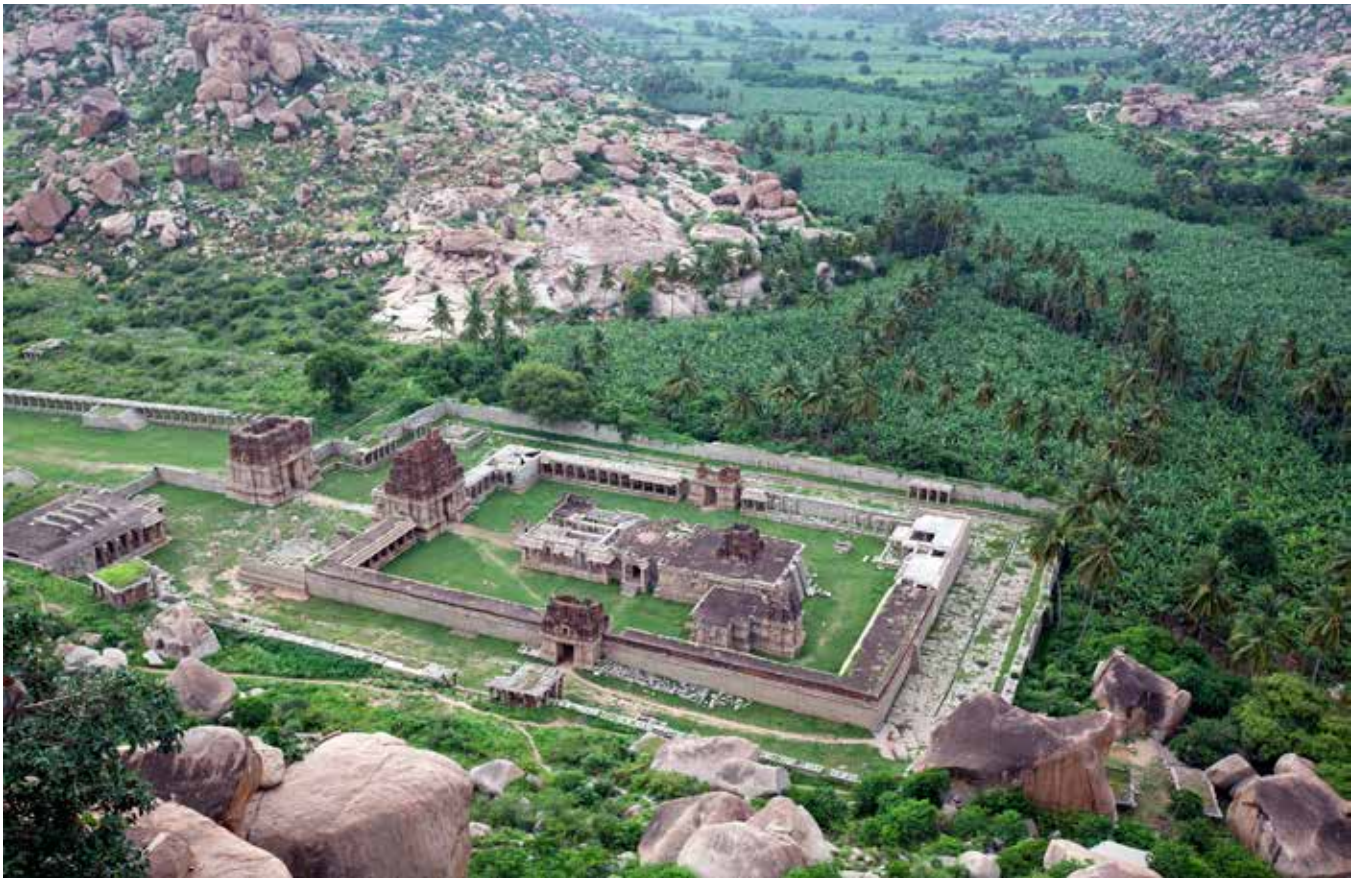
21.2 In 1989, the Ministry of Tourism has introduced a scheme “Rahul Sankrityayan Parayatan Puraskar Yojana” as reward for the books written originally in Hindi on subjects related to the Tourism. Under this scheme the cash awards are given for best books written on tourism in Hindi. The

“Rahul Sankrityayan Parayatan Puraskar” was awarded for the year 2014-15 on 16 September 2015 and the entries for the year 2015-16 have been invited under the scheme.

21.3 Official Language Implementation Committee (OLIC) has been constituted in the Ministry and quarterly meetings are being held on regular basis. Quarterly meetings of this Committee were held on 29.06.2016, 07.10.2016 and 06.01.2017 during the year 2016-17.

21.4 Special Measures for Promoting the Use of Hindi

- i. Offices notified under rule 10(4): Total 23 offices of the Ministry have been notified so far under the rule 10(4) for doing Official work in Hindi.
- ii. Incentive scheme and cash Award:



Action for awarding prizes for the annual Incentive scheme for doing original Official work in Hindi for the year 2015-16 has been initiated.

- iii. Hindi Diwas and Hindi Pakhwada: On the eve of Hindi Diwas message of Hon'ble Home Minister and an appeal of Hon'ble Tourism Minister was circulated among the staff of the Ministry. Hindi Pakhwada was organized in the Ministry of Tourism from 1st to 15th September, 2016. Competitions such as Hindi Noting-Drafting, Rajbhasha Hindi Aur Anuwad, Bhartiya Paryatan Gyan. etc. were held during this period. Two competitions were also organized for MTS. Total eight competitions for 14 categories were held in which 37 officers and employees participated and they won 72 prizes. On 2nd December, 2016 a "Puraskar Samaroh (Prize-awarding function)" was organized in the Ministry of Tourism,

in which Secretary (Tourism) gave the certificates to winners of the competitions.

- iv. Hindi Workshop: Two Hindi workshops, one on noting-drafting in Hindi and other on doing Hindi work on Computer were organized on 19th and 21st September, 2016 during Hindi Pakhwada.

21.5 Hindi Salahakar Samiti:

Hindi Salahakar Samiti of the Ministry of Tourism is constituted under the chairmanship of the Honorable Minister of State for Tourism (IC). Its meeting was held on 15.04.2016. Follow up action on the minutes of the meeting has been initiated.

21.6 Inspection of the offices by the officers of the Ministry

The Officials of the OL Division of the Ministry inspected its 04 subordinate offices outside Delhi to review the progress of the use of Hindi in their working.

21.7 Inspection of the Sections/Divisions of the Ministry

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

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

The Second Sub-Committee of the Parliamentary Committee on Official Language inspected the Hotel Ashok, New Delhi on 22.06.2015, India Tourism Office, Aurangabad on 25.06.2015, NCHMCT, Noida on 09.04.2016, Janpath Hotel, New Delhi on 15.06.2016, ITDC, New Delhi on

09.09.2016, IHM, Hyderabad on 10.09.2016 and IHM, Goa on 16.01.2017 to enquire about the use of Hindi in these Offices. Officers of this Ministry represented on behalf of the Ministry in these inspection meetings.

21.9 Publication of 'Atulya Bharat' in-house journal: In pursuance of the decision of the meeting of Hindi Salahakar Samiti, held on 16.09.2015, three editions of an in-house quarterly Hindi Journal 'Atulya Bharat' has been published till date by the Ministry. This journal is brought out regularly.

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





Chapter-22

Swachh Bharat Abhiyan

A Project Monitoring Unit (PMU) under Swachh Bharat Mission set up in the Ministry of Tourism is mandated to discharge following functions:

- i. To serve as the Secretariat for the Swachh Bharat Abhiyan/Campaign Clean India;
- ii. To assist in formulation of strategies related to Swachh Bharat Abhiyan /Campaign Clean India;
- iii. Monitoring & Inspection of initiatives pertaining to cleanliness;
- iv. Collection, compilation, analysis and publication of statistical data specific to cleanliness;
- v. Interaction with the other Ministries, States /UTs and the stakeholders through appropriate means including meetings,

conferences and workshops to take the cleanliness initiative forward through State agencies; and

- vi. Any other work, whether connected directly or indirectly with the Abhiyan/Campaign, which may be assigned.

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

Thematic cleanliness Drive – 1st - 15th March, 2016 in Govt. Offices and buildings: All divisional heads of the Ministry and all regional offices have undertaken cleanliness drive in their respective divisions/branches/sections on fortnightly basis and made the thematic cleanliness drive, a success.



Swachhta Pakhwada 16th - 30th May, 2016: As per the directives of the Cabinet Secretary, the Ministry of Tourism has under-taken a theme-wise fortnightly activity under the Swachh Bharat Mission. All staff members have taken a Mass pledge reinforcing the commitment for cleanliness, to keep our office neat and clean. Further, all staff members participated in the cleaning activities of the Ministry's premises of the Transport Bhawan and C-1 Hutments.

The Secretaries of State Tourism Departments and all IHMs/FCIs were also requested to undertake a theme based Pakhwada. This request from the Ministry has been well received by the State Govts and IHMs and FCIs.

Swachhta Pakhwada 16th - 30th September, 2016: The Ministry has undertaken cleanliness activities, at India Gate, Jantar Mantar, Nizamuddin Dargah, Red Fort, Qutab Minar,

Mehrauli Archaeological Park, Sai Mandir, Purana Qila, Lotus Temple, Laxmi Narayan Mandir during Pakhwada. As in the case of the previous Pakhwada in May, 2016, State Govt. Tourism Departments and all IHMs/FCIs have evinced keen interest in implementing this Pakhwada.

Celebration of World Tourism Day on 27th September, 2016: On the occasion of the World Tourism Day the Ministry has organized a "Swachhta Run" which was participated by all its officers and staff and a large no. of students from IHM, Pusa, New Delhi. The Run, which started at Transport Bhawan passed through Rail Bhawan, Boat club, Rajpath and culminated at India Gate, covering a distance of around 2 KM. At the end of the Run the participants were given certificates.

On this occasion Certificates and Trophies were also distributed to the best maintained Regional offices/Domestic office/Transport



Bhawan/C-1 Hutments on the basis of the inspection carried out by a team specifically constituted for that purpose.

On the basis of a letter received from the Nodal Ministry for cleanliness i.e., Ministry of Drinking Water and Sanitation, Ministry of Railways was requested to undertake cleanliness activities in or the nearest Railway Stations, coming under the territorial jurisdiction of the 100 Adarsh Monuments protected by the ASI in various parts of the country.

In order to create awareness about cleanliness amongst the tourists visiting the ASI monuments, the ASI has included the logo & message of Swachhta on the reverse side of the entry tickets.

Swachh Paryatan Mobile Application:

A mobile application launched by the Ministry enables visitors to report the unattended garbage piles at various tourist destinations across the country. This application is working on Android Phone, Windows phone and iphone also.

In the pilot phase, 25 monuments identified as Adarsh Smarak by ASI have been taken up. A Nodal Officer at each of the 25 monuments has to ensure clearing of the garbage piles reported. The ASI nodal officer updates the database on completion of the task so that the system can send an SMS to the complainant that his /her complaint has been attended to successfully. Extending this facility for further list of 75 more Adarsh monuments is under consideration.

Corporate Social Responsibility (CSR) initiatives:

A review meeting of the status of the Corporate Social Responsibility initiatives by the Public Sector Undertakings (PSUs) at the Archaeological monuments already adopted by them and further adoption of more number of monuments by the PSUs was held under the chairmanship of Secretary (Tourism), to ascertain the progress achieved by various PSUs and modalities to be worked out for adoption of more number of Adarsh monuments and the other ASI monuments, which are in dire

need of priority action on cleanliness. Accordingly the Indian Tobacco Company (ITC) has been suggested to adopt the Jahangeer Place, Red Fort, Ram Bagh, Jama Masjid, in Agra, Uttar Pradesh and Ram Bagh in Amritsar, Punjab for maintenance of cleanliness under CSR. Similarly the proposal of

Kumarakruppa Frontier Hotels Private Limited, New Delhi to adopt one ASI monument for maintenance of cleanliness has been considered by the Secretary (T) and the DG, ASI has been requested to identify one monument where this proposal may be implemented.





Annexure-I

India Tourism Offices in India

Indiatourism Offices in India

Regional Offices

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

Other Offices

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

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



Annexure-II

India Tourism Offices Abroad

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



Annexure-III Senior Officers of the Ministry

Secretary

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

Additional Secretary

- Shri Sanjeev Ranjan, Additional Secretary and Financial Advisor

Additional Secretary

- VACANT

Joint Secretaries and equivalent

- Dr. R. K. Bhatnagar, Additional Director General
- Smt. Meenakshi Sharma, Additional Director General
- Shri Suman Billa, Joint Secretary
- Shri Ram Karan, Economic Advisor





Annexure-IV

New Projects sanctioned under Swadesh Darshan during 2016-17 (As on 31.12.2016)

(Rs. in crore)

Sl. No	State /UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount Released
1	Goa	Coastal Circuit	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa.	99.99	20.00
2	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir.	82.97	16.59
3	Telangana	Tribal Circuit	Integrated Development of Mulugu-Laknavaram-Medavaram-Tadvai- Damaravi –Mallur – Bogatha Waterfalls as Tribal Circuit in Telangana.	84.4	16.88
4	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng Mawdiangdiang – Orchid Lake Resort, Meghalaya.	99.13	19.83
5	Madhya Pradesh	Buddhist Circuit	Development of Buddhist Circuit in Sanchi-Satna-Rewa-Mandsaur-Dhar in Madhya Pradesh.	74.94	14.99
6	Kerala	Spiritual Circuit	Development of Sabarimala - Erumeli-Pampa-Sannidhanam as a Spiritual Circuit in District Pathanamthitta, Kerala.	99.99	20



Sl. No	State /UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount Released
7	Karnataka	Coastal Circuit	Development of Coastal Circuit in Dakshin Kannada Dist, Uttar Kannada Dist & Udupi Dist in Karnataka.	95.67	19.13
8	Manipur	Spiritual Circuit	Development of Spiritual Circuit – Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple, Manipur.	53.8	10.76
9	Gujarat	Heritage Circuit	Development of Heritage Circuit in Ahmedabad-Rajkot-Porbandar –Bardoli-Dandi in Gujarat.	93.48	18.7
10	Haryana	Krishna Circuit	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra, Haryana.	97.35	19.47
11	Rajasthan	Krishna Circuit	Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) in Rajasthan.	91.45	18.29
12	Sikkim	North East India circuit	Development of Tourist Circuit Linking Singtam – Maka-Temi-Bermoik Tokel-Phongia-Namchi – Jorthang-Okharey-Sombaria-Daramdin-Jorethang-Melli (Exit) in Sikkim.	95.32	19.06
13	Madhya Pradesh	Heritage circuit	Development of Heritage Circuit (Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu) Madhya Pradesh	99.77	19.95
14	Kerala	Spiritual Circuit	Development of Sree Padmanabha Arnamura-Sabrimala-as a Spiritual Circuit in Kerala	92.44	18.49
15	Bihar	Spiritual circuit	Development of Jain Circuit: Vaishali - Arrah - Masad - Patna - Rajgir - Pawapuri - Champapuri as Spiritual Circuit in Bihar.	52.39	10.48
16	Bihar	Spiritual circuit	Integrated Development of Kanwaria Route - Sultanganj – Dharmshala - Deoghar as Spiritual Circuit in Bihar.	52.35	10.47
17	Odisha	Coastal circuit	Development of Gopalpur, Barkul, Satapada and Tampara as Coastal circuit in Odisha.	76.49	15.3
18	Nagaland	Tribal circuit	Development of Tribal circuit (Mokokchung – Tuensang-Mon) in Nagaland	99.67	19.93
19	Uttarakhand	Heritage circuit	Integrated Development of Heritage Circuit in Kumaon Region– Katarmal– Jogeshwar- Baijnath-Devidhura in Uttarakhand.	81.94	16.39
20	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Jammu- Rajouri- Shopian- Pulwama under Himalayan Circuit theme in J&K.	96.38	19.28
21	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K	98.7	19.74
22	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan Circuit Theme in J&K.	97.82	19.56



Sl. No	State /UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount Released
23	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Anantnag- Kishtwar- Pahalgam – Daksum – Ranjit Sagar Dam under Himalayan Circuit Theme in J&K.	96.39	19.28
24	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Gulmarg- Baramulla- Kupwara- Leh Circuit under Himalayan Circuit Theme in J&K.	96.93	19.38
25	Uttar Pradesh	Buddhist Circuit	“Development of Buddhist Circuit – Srawasti, Kushinagar, & Kapilvastu in Uttar Pradesh.	99.97	19.99
26	Uttar Pradesh	Ramayana Circuit	Development of Chitrakoot and Shringverpur as Ramayana Circuit in Uttar Pradesh	69.45	13.89
27	Andaman & Nicobar Islands	Coastal Circuit	Development of Coastal Circuit (Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair) in Andaman & Nicobar.	42.19	8.44
28	Tamil Nadu	Coastal Circuit	Development of Coastal Circuit (Chennai Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) in Tamil Nadu	99.92	20
29	U.P.	Spiritual Circuit	Development of Spiritual Circuit (Ahar- Aligarh- Kasganj- Sarosi (Unnao)- Pratapgarh- Kausambi- Mirzapur- Gorakhpur- Domariyaganj- Basti- Barabanki- Azamgarh- Kairana- Baghpat- Shahjahanpur) in Uttar Pradesh.	76	15.2
30	U.P.	Spiritual Circuit	Development of Spiritual Circuit –II(Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi) in Uttar Pradesh under Swadesh Darshan Scheme	62.96	4
31	U.P.	Heritage Circuit	Development of Heritage Circuit (Kalinjar Fort (Banda)- Marhar Dham (Sant Kabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur)- Mavahar Sthal (Ghosi)- Shaheed Smarak (Meerut) in Uttar Pradesh under Swadesh Darshan Scheme	41.51	3
			Total	2601.76	506.47





Annexure-V

The details of identified 8 Tourist Cruise Circuits along NW-1 and NW-2 and suggestions and recommendations of the working group are as follows:

(A) NATIONAL WATERWAY – 1 (River Ganga)

Circuits Identified	Major Religious Attractions/Places	Details
Allahabad Circuit	Kumbh Mela, Triveni Sangam, All Saints Cathedral, Patalpuri Temple and Akshaya Vat, Hanuman Mandir, Chitrakoot	Allahabad has a literary and artistic heritage; KumbhMela attracts millions from across the globe; Chitrakoot is an important pilgrimage site of Hindus approximately 70 kms from Allahabad and connected by road; rest of the two places are in Allahabad
Varanasi Circuit	The Ghats, 'Ganga Aarti', Dev Dipawali' Kashi Vishwanath Temple, Sankat Mochan Hanuman Temple, Gyanvapi Mosque, Shri Guru Ravidass Janam Sthan	Varanasi is widely considered to be the second oldest city in the world and visited by millions from across the globe. All the religious places mentioned here are within the city itself.
Patna Circuit	Harmandir Sahib, Mahavir Hanuman Mandir, Patan Devi Temple, Padri-ki-Haveli, Bodhgaya, Gaya, Nalanda, Rajgir, Vaishali	Apart from the religious places which are in the city, Gaya and Bodhgaya are connected by road with Patna. They are situated at a distance of around 100 kms and 110 kms, respectively. Similarly, Nalanda and Rajgir are on the same road route and 80 kms and 95 kms, respectively, from Patna. Vaishali, an important Buddhist tourist place is at a distance of 35 kms from Patna. 'Chhat Puja' is also a unique attraction along the ghats of Patna.

Circuits Identified	Major Religious Attractions/Places	Details
Bhagalpur Circuit	BateswarSthan, Vaasupujya Bhagwan Mahavir Jain Mandir, Mandar Hill, Sultanganj, Deoghar	Mandar Hill is located about 30 kms from Bhagalpur and well known for its mythological background. Sultanganj is an important religious center for the Hindus, situated on the bed of river Ganga at a distance of 26 km from Bhagalpur. It is also the starting point for the annual pilgrimagtetio Shiva temple at Deoghar 'Sawan'.
Kolkata Circuit	Ganga Sagar, Belur Math, Dakshineswar Temple, Pareshnath Jain Temple, Kalighat Temple, Nakhoda Mosque, St. Paul's Cathedral, St. Andrews Church, Old NizamatImambara, Katra Masjid.	This circuit has important religious places related to all religions and all the places are within 20 kms from the river banks.

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

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

Suggestions and recommendations of the Working Group are as follows:

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

Key Issues	Recommendations	Action Required	Action to be taken by
Fairway	To facilitate an all-weather navigable channel with draft of 2.5 meters.	1. Dredging activities need to be comprehensive and intensive. 2. Adequate nos. of self-propelled dredgers to be deployed to dredger shoals in a short time before arrival of cruise vessels.	IWAI
	To provide Day and Night navigation aids	Close marking at bends and other critical locations required. Night navigation aids to be provided wherever movement of cruise vessels takes place during night time to reduce turnaround time.	
	To provide sufficient dredgers and Water Master/ Self-propelled dredgers for immediate dredging	Procurement of dredgers and repair during flood season to enable dredging during lean season.	



Key Issues	Recommendations	Action Required	Action to be taken by
	Augment survey of waterway during lean season for better channel marking.	IWAI undertakes fortnightly survey during lean season. The river notices are to be uploaded on IWAI's website and communication sent to vessel operators.	
Proper berthing facilities	Concrete jetties, floating pontoon jetties with gangways.	Due to difference between height of the concrete jetties and vessel deck due to vertical water level variation, ladders/ramps to be provided to facilitate safe passenger embarkation/disembarkation. Similarly, Gangways at floating pontoon jetties for passenger movement to be provided.	IWAI
Tourist amenities at terminals, jetties, river fronts, ghats, etc.	Pay & Use separate Restroom facilities for Ladies and Gents.	Construction by State Governments for which proposals may be sent by State Governments to the Ministry of Tourism for 100% support for development of basic amenities at jetties, terminals, ghats.	
	Parking facilities.		
	Emergency medical facilities.	First Aid and ambulance services.	
	Road linkages	All pontoon jetties to be provided with road link.	
	Excise/Bar License	State Governments to consider one license for the entire State instead of district wise licenses for cruise vessels.	
Maintenance of Tourist Places	Identification of NGOs and civic authorities; delegation responsibility for organization and maintenance of areas of tourist interest to them.	State Governments and Ministry of Tourism to prepare such lists with the assistance of cruise operators.	Ministry of Tourism and State Governments.
	Display illuminated signage for all religious and heritage sites and ensure that all entry points are lighted	Install retro reflective sign boards with illuminations.	State Governments
Others	Law and Order	Police should be sensitized. Formation of river police.	
	Opening of pontoon bridges for passage of vessels.	1. Itinerary to be given by cruise operators well in advance to State Governments. 2. Systems to be provided for quick opening of pontoon bridges.	Cruise Operators State Governments.
	Dissemination of information	Advertisements, Conferences, Workshops.	Cruise Operators, Ministry of Tourism & State Governments.



Annexure-VI

A. Completed Surveys/Studies of Ministry of Tourism 2016-17

1. Study on Identification of Hindu Pilgrimage Circuit Linking various sites in Nepal with Border sharing states of India such as Uttar Pradesh, Bihar etc.
2. Study on Performance Audit and Evaluation of Functioning of Overseas Offices of Ministry of Tourism
3. Study on Evaluating the effectiveness of the scheme of Hunar–Se-Rozgar-Tak (H-S-R-T)
4. Study in Overseas Markets of Russian, Japan, South Korea, Germany, Turkey and South Africa.
5. Regional Tourism Satellite Account for the following States /UTs:
(as on 15.02.2017)
 - a) Andaman & Nicobar Islands,
 - b) Chandigarh
 - c) Chhattisgarh
 - d) Dadra & Nagar Haveli
 - e) Daman & Diu
 - f) Delhi
 - g) Haryana
 - h) Lakshadweep
 - i) Manipur
 - j) Meghalaya
 - k) Mizoram
 - l) Nagaland
 - m) Uttarakhand
6. Analyzing the Arrival pattern of Non Resident Indians(NRIs)
7. Analyzing the impact of NRIs arrival on the household including the impact on their expenditure pattern.



8. Study on devising International Benchmarking/ Parameters for awarding star rating to Hotels.
9. Study on Adventure Tourism Industry Statistics
10. Tourism Survey for the UT of Daman & Diu
11. Tourism Survey for the UT of Dadra & Nagar Haveli

B. Ongoing Surveys/Studies of Ministry of Tourism 2016-17

1. International Passenger Survey for 2014-15
2. Study on Impact Assessment for Fairs & Festivals
3. Study on Tourism Carrying Capacity of Existing & Potential Destinations with Planning for Infrastructure Development in Uttarakhand
4. Social Media as an influencer among foreign tourists visiting India
5. Study on Functioning of Tourism Police in States/ UTs and documentation of Best Practices.
6. Study on Evaluating the scheme of Domestic Promotion & Publicity (DPP)
7. Study on Evaluating the Impact and effectiveness of Hospitality Scheme
8. Tourism Survey for the State West Bengal
9. Tourism Survey for the UT of Lakshadweep
10. Tourism Survey for the State Mizoram
11. Tourism Survey for the State Tripura
12. Tourism Survey for the State Arunachal Pradesh
13. Tourism Survey for the State Manipur
14. Tourism Survey for the State Nagaland
15. Tourism Survey for the State Meghalaya
16. Tourism Survey for the State Jammu & Kashmir
17. Tourism Survey for the UT of Chandigarh
18. Tourism Survey for the UT of

Andaman & Nicobar Islands

19. Survey on Prioritization of International tourists in Ladakh & Valley of Kashmir

C. Central financial Assistance (CFA) provided by Ministry of Tourism during 2016-17 to Reputed Institutes/Central Universities for organizing Meetings/conferences/Seminars/workshops for getting inputs for development of Tourism

1. CFA to IITTM, Gwalior for organizing 6th Asia Euro Conference 2016 in Tourism, Hospitality and Gastronomy during 9th-12th November, 2016 in Gwalior
2. CFA for organizing 3 days International Conference on "Changing Paradigms in Marketing of Services with special reference to Tourism & Hospitality Management" during 10th to 12th January, 2017 in University of Hyderabad
3. CFA for organizing 3 days workshop on "Properties Development and Facility Planning" during 18th -20th January, 2017 in the Institute of Hotel Management, Lucknow
4. CFA for conducting 3 days Workshop on Tourism during 1st to 3rd February, 2017 to Food Craft Institute (FCI), Rangagora Samaguri, Nagaon, Assam
5. CFA to IITTM for organizing Tourism Conclave (International) on the topic "Re-engineering the Religious Tourism in India" at IITTM, Bhubaneswar.
6. CFA to Vishwa Bharati for 3 days conference on "Heritage Tourism in and around Shantiniketan"
7. CFA to IHM Ahmedabad for workshop on "Vegetarianism – a practice in life".
8. CFA to IHM Shillong for 3 days conference on "challenges in Tourism Marketing for Tourist Destination in Meghalaya"



Annexure-VII

List of NCDDO to PAO

- 01) D.D.O., Ministry of Tourism, New Delhi.
- 02) Regional Director, Tourist Office, Janpath, New Delhi
- 03) AAO, PAO (Tourism), New Delhi.

List of CDDOs.

- 1) India Tourism, Kolkata (East)
- 2) India Tourism, Mumbai (West)
- 3) India Tourism, Chennai (South)
- 4) India Tourism, Guwahati (North East)
- 5) India Tourism, Patna
- 6) India Tourism, Port Blair
- 7) India Tourism, Bhubaneswar
- 8) India Tourism, Panaji

- 9) India Tourism, Indore
- 10) India Tourism, Aurangabad
- 11) India Tourism, Jaipur
- 12) India Tourism, Agra
- 13) India Tourism, Varanasi
- 14) India Tourism, Bangalore
- 15) India Tourism, Kochi
- 16) India Tourism, Hyderabad
- 17) India Tourism, Imphal
- 18) India Tourism, Shillong
- 19) Indian Institute of Skiing & Mountaineering (IIS&M)

List of NCDDO To CDDO

- 01) India Tourism, Naharlagun (Payments are made by I.T., Guwahati)

**List of Overseas CDDOs:****Sl. Name of India Tourism Office**

1	India Tourism, Toronto
2	India Tourism, Los Angeles
3	India Tourism, New York
4	India Tourism, Sydney
5	India Tourism, Dubai
6	India Tourism, Frankfurt

7	India Tourism, London
8	India Tourism, Amsterdam
9	India Tourism, Johannesburg
10	India Tourism, Tokyo
11	India Tourism, Beijing
12	India Tourism, Singapore
13	India Tourism, Paris
14	India Tourism, Milan





Annexure-VIII

The following cases of the Ministry of Tourism, Hqrs. Estt., New Delhi are pending before the Central Administrative Tribunal (CAT) / as on December, 2015.

Sr. No.	Case/Petition No. and date	Court/Bench	Case filed by	Brief particulars of case
1	1476/2016	Hon'ble CAT New Delhi	Smt. Sujata Thakur V/s UOI, ITDC	Release of retirement dues withheld on account of excess drawn FA
2	OA No. 532/2015	Hon'ble CAT, Delhi	Sh. P P Singh, retired Director (Finance), ITDC	Matter relates to imposition of Penalty on Sh. P P Singh for irregularities committed by him.
3	OA No 84/2015	Hon'ble CAT, Delhi	Sh. P P Singh, retired Director (Finance), ITDC	Matter relates to imposition of Penalty on Sh. P P Singh for irregularities committed by him.



The following cases of the Autonomous institutes of Ministry of Tourism are pending before the Central Administrative Tribunal (CAT) / as on December, 2015.

Sl. No.	Autonomous Institutes/IHMs/NCHMCT/IITTM	Case/Petition No. and date	Court/Bench	Case filed by	Brief particulars of case
1.	IHM Hyderabad	O.A. No. 1598 of 2013	Hon'ble CAT, Hyderabad	Shri G.S Vivekanand	For the selection Principal
2.	IHM Thiruvananthapuram	O.A No. 478 of 2015	Hon'ble CAT, Ernakulam	Shri Pradosh.P.Pai	For implementation of MACP to the next higher grade pay
3.		O.A. No. 1157/12 of 04.12.2012	Hon'ble CAT, Ernakulam	Dr. Premchand	For the post of HoD IHM Thiruvananthapuram
4.		O.A No. 837/16 of 05.10.2016	Hon'ble CAT, Ernakulam	Dr. Premchand	For the post of HoD IHM Thiruvananthapuram
5.		O.A. No. 302/2016 of 28.12.2016	Hon'ble CAT, Ernakulam	Dr. Premchand	File against DPC
6.	IHM Bhubaneswar	O.A. No. 871/2013	Hon'ble CAT, Bhubaneswar	Shri Chandra Sekhar Behera	ACP on promotion Hierarchy and non recovery of excess payment made thereof
8.	IHM Bhopal	O.A. No. 200/00247/2015	Hon'ble CAT at Jabalpur	Shri Dinesh Nasa	Recovery of HRA
9.	IHM Hajipur	O.A. No. 050/00572/2014	Hon'ble CAT, Patna	Shri Promod K. Sahni	Challenge the promotion for Senior Lecturer
11.	IHM Chennai	O.A. No. not available	Hon'ble CAT, Chennai	Shri C.S. Prakash and T. Ravi	For MACP
12.	IHM Shimla	O.A. No. 634/HP/13	Hon'ble CAT, Chandigarh	Shri Rakesh Puri	Fill up the post of Principal
13.	IHM Chandigarh	O.A. No. 060/00207/2016	Hon'ble CAT, Chandigarh	Shri Naveen Kumar Nanchahal	For question the order of MoT
15.	IHM Bangalore	M.A. No. 17000063/2016	Hon'ble CAT, Bangalore	Smt. Vasundara Dharamaraaj against C. retirement	C o m p u l s o r y retirement
16.		C.P. No. 17000036/2016	Hon'ble CAT, Bangalore	Smt. Vasundara Dharamaraaj against	C o m p u l s o r y retirement
17.		O.A. No. 17000954/2016	Hon'ble CAT, Bangalore	Smt. Vasundara Dharamaraaj against	C o m p u l s o r y retirement
20.	IHM Lucknow	O.A. No. 332/00046/47/2016	Hon'ble CAT, Lucknow	Smt. Veena Srivastava and Monaj Kumar Gupta	MACP



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