



ANNUAL REPORT

2014-2015

Ministry of Tourism
Government of India



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CHAPTER 1 TOURISM- AN OVERVIEW

- 1.1** Tourism is a rapidly evolving industry that has become increasingly competitive in the global arena. It is gaining universal acceptance as a potent engine for inclusive socio-economic progress because of the jobs created and infrastructure developed. It has the potential to stimulate other economic factors through its forward and backward linkages and ability to create more employment due to its multiplier effect on the economy.
- 1.2** Tourism in India has grown in leaps and bounds over the years, with each region of India contributing something to its splendour and exuberance. India's contacts with other civilizations are reflected in the rich cultural diversity of its people through its languages, cuisine, traditions, customs, music, dance, religious practices and festivals, its holistic healing traditions, art and craft. Despite an impressive growth in Foreign Tourist Arrivals (FTAs) witnessed



in the recent years, it is felt that India still has a vast untapped potential in tourism.

- 1.3** The year 2014 witnessed a growth of 10.6% in FTAs in India, which is higher than the medium growth rate of 4.7% witnessed in International Tourist Arrivals, globally*. FTAs during 2014 were 77.03 lakh as compared to the FTAs of 69.68 lakh during 2013. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2014 were ₹1,20,083 crore with a growth of 11.5%.
- 1.4** With the objective of visa facilitation, the Government of India launched the Tourist Visa on Arrival (TVoA) enabled with Electronic Travel Authorisation (ETA) Scheme on 27.11.2014 for nationals of 43 countries to travel to India for tourism for a short stay of 30 days whose objective of visiting India is recreation, sight-seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc.
- 1.5** In the International Cooperation area, this Ministry holds consultations and negotiations with other countries for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/ multi-lateral Cooperation in the field of tourism, organizes Joint Working Group Meetings with other countries and attends Joint Commission Meetings, in coordination with the Ministries of Government of India viz. Commerce, Culture, Civil Aviation, External Affairs, Finance, Petroleum, etc. for development and promotion of tourism. India has signed 51 bilateral / tripartite

Agreements / MoUs / Protocols with other countries to widen the links of friendship and promote cooperation in tourism sector.

- 1.6** The Ministry of Tourism, Government of India, the Departments of Tourism of the Governments of Bihar and Uttar Pradesh and International Finance Corporation (World Bank Group) had entered into an agreement in October 2013 to cooperate in upgrading the quality of services and goods provided for tourists along the “Buddhist Circuit” in India. Under this agreement, the signatories have designed a strategy aimed at a broader integrated Buddhist Circuit Tourism Development Project, for both Buddhist pilgrims and those wishing to experience the essence of Buddhist heritage. The Project is intended to be undertaken in two Phases. The work on phase - I is over and the strategy formulated by the IFC “Investing in the Buddhist Circuit” was launched by the Hon’ble Minister of Tourism on 17th July 2014. This Ministry, Departments of Tourism, Governments of Bihar and UP and IFC are working on entering into the phase II of the project.
- 1.7** An Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) has been constituted under the Chairmanship of the Principal Secretary to the Prime Minister. The terms of reference of the Committee are to facilitate resolution of Inter-Ministerial issues involved in the development of tourism in the country as well as issues raised by industry associations in the tourism sector. The members of

* UNWTO Barometer January, 2015



Committee are: Member Secretary, NITI Aayog; Chairman, Railway Board, Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Rural Development, Environment & Forests, Urban Development, Labour & Employment, Culture, Departments of Revenue, Expenditure and School Education & Literacy. Secretary, Ministry of Tourism is the Member Convener of the Committee.

- 1.8** For promotion of Tourism two new schemes have been announced in the Budget 2014-15. With a view to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths, a National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) has been announced and an amount of ₹100.00 crore has been provided for this initiative. This Ministry has formulated the guidelines for implementing this scheme. Initially twelve heritage / religious cities have been identified under PRASAD Scheme. These cities are Amritsar, Ajmer, Mathura, Gaya, Kanchipuram, Puri, Amravati, Dwarka, Varanasi, Vellankanni, Kedarnath and Kamakhya which have been selected based on their heritage and religious tourism importance and geographical spread. India's rich cultural, historical, religious and natural heritage provides a huge potential for development of tourism and job creation. In due recognition of this potential, a scheme on SWADESH DARSHAN has been initiated. It has been

decided to create tourist circuits around specific themes. Himalyan, North-East, Coastal, Krishna and Buddhist circuits have been identified to be developed initially.

- 1.9** Realizing that increased inflow of tourists requires better infrastructure, the Ministry of Tourism has taken the initiative for integrated development of mega destinations/ circuits/projects for suitably addressing the existing infrastructure gaps, ensuring convergence of resources and programmes of other Ministries, particularly at the key destinations / circuits. The mega destinations/ circuits are considered on the basis of their national importance, footfalls and future potential in consultation with the State Governments. The process of identifying the mega projects is a continuous process and Ministry of Tourism has identified 81 such destinations / circuits of national importance (as on 31.12.2014).

- 1.10** To promote River Cruise, in a meeting chaired by the Hon'ble Prime Minister on 21st June 2014, it was decided that the Ministry of Shipping and this Ministry 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. In its report, the Working Group has identified 8 Tourist Circuits on National Waterways.

- 1.11** For promotion of Tourism in a sustainable manner, the Ministry has constituted a



Steering Committee with representatives from all the 14 sectors of the tourism and hospitality industry of India. The Committee has finalized the Sustainable Tourism Criteria and Indicators for the Accommodation Sector and the Tour Operator Sector, as these two form the most important stakeholders in the Tourism Industry. Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria. The Comprehensive Sustainable Tourism Criterion for India (STCI) for three major segments of Tourism Industry namely, Accommodation, Tour Operators and Beaches, Backwaters, Lakes & Rivers sectors on 26.08.2014 is applicable for the entire country. The STCI criterion addresses the need for environment friendly measures like Sewage Treatment Plant (STP), Rain Water Harvesting System, Waste Management System, Pollution Control etc.

1.12 It has been the endeavour of this Ministry to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 36 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 15 State IHMs, and 7 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with the specific mandate to

impart hospitality education / conduct training in hospitality skills.

1.13 This Ministry is setting up an Indian Culinary Institute at Tirupati, Andhra Pradesh with the objectives - (i) to ensure the preservation of heritage Indian cuisine; (ii) to establish research, documentation, museum and resource centre of Culinary Arts; and (iii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks. The foundation stone of the said Institute was laid on 2nd, September, 2014 at Tirupati by the Hon'ble Minister (T) I/C. The foundation stone for the Northern Chapter of the Indian Culinary Institute was laid on 31st January, 2015 by the Hon'ble Minister (T) I/C at Noida.

1.14 This Ministry has launched a programme, in partnership with the National Association of Street Vendors of India, for the orientation and skill testing and certification of street food vendors. The Programme provides for an orientation of 5 days and on the sixth day the skills are tested. The Programme is important as it converges two important initiatives of the Government viz. Skill India and Clean India.

1.15 India Tourism Development Corporation (ITDC) is the only Public Sector Undertaking under administrative control of this Ministry. Incorporated on October 1, 1966, ITDC has been playing 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. 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, 1 Tourist Service Station, 7 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.

- 1.16 With a view to bring in more transparency and accountability, this Ministry has launched a web based Public Service Delivery System (PSDS) on 3.4.2013 for Hotel Projects Approvals, Classification / Re-classification and Related Services for granting approvals for hotel projects, hotel classification/re-classification status to functioning hotels and approval for related services. At present the application relating to project level approval of hotel and classification/re-classification of hotels are accepted in this Ministry in hard copy form submitted either by hand or post. This Ministry is processing to complete the work for online submission of application on Project level Approval, Classification / Re-classification of Hotels and gateway payment of the same by 31.3.2015.
- 1.17 The Ministry of Tourism has launched the 'Incredible India' mobile application in August 2014 to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely

approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities / Tourist centres. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel to in future. The application will indicate places of interest also.

- 1.18 In order to ensure safety and security of tourists especially the women tourists, to curb the activities of touts and to prevent cheating of tourists, to provide one point source of information accessible 24x7, to provide an authentic information to tourists and also to guide them during emergencies, once they are in India, this Ministry has set up the '**Incredible India Help Line**' on a pilot basis. This service will be available as toll free on telephone 1800111363 or on a short code 1363.
- 1.19 Recognising the promotional needs of tourism, the Ministry has been promoting India through its Incredible India Campaigns. The promotional website of this Ministry- www.incredibleindia.org has been comprehensively revamped and updated. It is being translated in to 8 international languages viz., Spanish, German, French, Japanese, Chinese, Arabic, Russian and Korean. The Ministry has signed an agreement with M/s Worth Your Holidays as part of automated holiday planner (Tripigator.com). This has been linked with the promotional website.



1.20 In order to develop and promote tourism in the North-Eastern Region, the 3rd International Tourism Mart was organized from 13th to 15th October, 2014 at Shillong in Meghalaya. The objective of the Tourism Mart was to showcase the tourism potential of North-Eastern States of India at the international level. One-to one business 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 on the 15th October 2014. In addition to the business interactions and technical sessions, the International Tourism Mart 2014 has given the participating delegates a complete and holistic experience of the North-Eastern States of India. They were exposed to the cuisines and culture of all the North Eastern States. FAM tours were also organised for the foreign delegates.





CHAPTER 2 MINISTRY OF TOURISM AND ITS FUNCTIONS

2.1 The Organisation

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

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

Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, is the executive chief of the Ministry. The Directorate General of Tourism has 20 field offices and one Winter Sports Project at Gulmarg [namely Indian Institute of Skiing and Mountaineering (IIS&M)] within the country and 14 overseas offices. The overseas offices promote Indian tourism in the market abroad.



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

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

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
- (iii) the Institutes of Hotel Management (IHMs).

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions:-

(i) All policy matters including:

- a. Development Policies
- b. Incentives
- c. External Assistance
- d. Manpower Development
- e. Promotion & Marketing
- f. Investment Facilitation
- g. Growth Strategies

(ii) Planning

(iii) Co-ordination with other Ministries, Departments, State/ Union Territory Administrations.

(iv) Regulation:

a. Standards

b. Guidelines

(v) Infrastructure & Product Development:

a. Central Assistance

b. Distribution of Tourism Products

(vi) Research, Analysis, Monitoring and Evaluation

(vii) International Co-operation and External Assistance:

a. International Bodies

b. Bilateral Agreements

c. External Assistance

d. Foreign Technical Collaboration

(viii) Legislation and Parliamentary Work

(ix) Establishment Matters

(x) Overall Review of the Functioning of the Field Offices

(xi) Vigilance Matters

(xii) Official Language: Implementation of Official Language Policy

(xiii) VIP References

(xiv) Budget Co-ordination and Related Matters

(xv) Plan Co-ordination

(xvi) Integrated Finance matters

(xvii) Overseas Marketing (OM) Work

(xviii) Welfare, Grievances and Protocol

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

(i) Assistance in the formulation of policies by providing feedback from the field offices

(ii) Monitoring of plan projects and assisting in the plan formulation

(iii) Co-ordinating the activities of the field



offices and their supervision

(iv) Regulation:

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

(v) Inspection & Quality Control:

- a. Guide service
- b. Complaints and redressal

(vi) Infrastructure Development:

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

(vii) Human Resource Development:

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

(viii) Publicity & Marketing:

- a. Policy
- b. Strategies
- c. Co-ordination
- d. Supervision

(ix) Assistance for Parliamentary Work

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

2.3 Advisory and Co-ordination Mechanism

2.3.1 Re-constitution of National Tourism Advisory Council (NTAC)

The National Tourism Advisory Council (NTAC), which serves as a think-tank of this Ministry for the development of tourism in the country, consists of representatives from various Union Ministries, trade and industry associations and experts in the field of Travel and Tourism Management. The NTAC was last re-constituted in May, 2013. The NTAC constitution order along with the induction orders are placed on the website of the Ministry.

The present composition of the Council is as follows:

(A) Chairperson: Minister in-charge of Tourism

(B) Members:

(I) Representatives of the Ministries/ Departments of Government of India:

- a. Secretary, Tourism
- b. Finance Secretary
- c. Foreign Secretary
- d. Secretary, Culture
- e. Secretary, Civil Aviation
- f. Secretary, Urban Development
- g. Secretary, Road Transport & Highways
- h. Chairman, Railway Board
- i. Principal Adviser (Tourism), NITI Aayog
- j. Additional Member (Tourism & Catering), Railway Board

(II) Twenty six experts in the field of Travel and Tourism Management.

(III) The President of each of the following Associations:

- (i) Tourism Division of Federation of

- Indian Chambers of Commerce and Industry (FICCI)
- (ii) Tourism Division of PHD Chamber of Commerce & Industry (PHDCCI)
- (iii) Tourism Division of Associated Chambers of Commerce & Industry of India (ASSOCHAM)
- (iv) Tourism Division of Confederation of Indian Industry (CII)
- (v) Travel Agents Association of India (TAAI)
- (vi) Indian Association of Tour Operators (IATO)
- (vii) Indian Tourist Transport Association (ITTA)
- (viii) Association of Domestic Tour Operators of India (ADTOI)
- (ix) Adventure Tour Operators of India (ATOI)
- (x) Federation of Hotel & Restaurant Association of India (FHRAI)
- (xi) Hotel Association of India (HAI)
- (xii) Indian Heritage Hotel Association (IHHA)
- (xiii) Indian Convention Promotion Bureau (ICPB)
- (xiv) Experience India Society
- (xv) India Tourism Development Corporation (ITDC)
- (xvi) World Travel & Tourism Council – India Initiative (WTTCII)
- (xvii) World Wildlife Fund (WWF), India Representative
- (xviii) Managing Director, Indian Railway Catering and Tourism Corporation, New Delhi.
- (xix) Director, Indian Institute of Tourism & Travel Management (IITTM), Gwalior (Ex-Officio).
- (IV) Minister/Secretary (Tourism) of various States/ UTs could be invited as Special Invitees, as and when necessary.
- (C) Member-Secretary:**
- Additional Director General, Ministry of Tourism, Government of India.
- 2.3.2 Meeting of the National Tourism Advisory Council (NTAC)**
- The last meeting of the National Tourism Advisory Council (NTAC) was held on 15.7.2013. The agenda for the meeting was (1) Cleanliness and hygiene at Tourist sites (2) Safety of Tourists, particularly women tourists (3) Skill development in Tourism & Hospitality sector and (4) Wayside amenities. The industry representatives and expert members shared their views and appreciated the approach of Ministry of Tourism for the 12th Plan, promising full support of the Travel & Tourism Industry.





CHAPTER 3

MINISTRY OF TOURISM- ROLE, SYNERGY AND CONVERGENCE

3.1 ROLE

The activities of this Ministry revolve around the concept of projecting the country as a 365 days' tourist destination. Further, positioning tourism as a major engine of economic growth and harnessing its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society is the main objective of the tourism policy of Government of India. Tourism sector is one of the largest

employment generators in the Country and it plays a very significant role in promoting inclusive growth of the less-advantaged sections of the society and poverty eradication. Apart from Marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst.



3.2 SYNERGY AND CONVERGENCE

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

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

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





CHAPTER 4 DEVELOPMENT OF TOURISM INFRASTRUCTURE

- 4.1** Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure on planned schemes go into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs.
- 4.2 Scheme for Products/ Infrastructure Development of Destinations and Circuits**
- 4.2.1** Under the centrally sponsored scheme of Product/ Infrastructure Development of Destinations and Circuits, this Ministry extends Central Financial Assistance to the State Governments/Union Territory

Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. 100% Central Assistance is given under the scheme for identified projects for the development of major destinations/circuits to world standard and also for rural tourism infrastructure development. Under this scheme, this Ministry provides financial assistance up to ₹ 5 crores for the development of Destinations and Circuits. The upper limit of financial assistance has been increased to Rs. 25 crore and Rs. 50



crore respectively for identified mega destinations and circuits.

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

4.2.3 To ensure the contribution of tourism in the development of remote and backward areas in the country, it has been decided to earmark 2.5% of total plan outlays of this Ministry from 2011-12 for tourism development in tribal areas and to create a separate Budget Head under Tribal Sub Plan (TSP). During the year 2014-15 an amount of Rs. 32.05 Crore has been earmarked under Budget Head for Tribal Sub Plan (TSP). As per standard procedure 10% of total Plan Outlay of Ministry of Tourism is earmarked for development of tourism for North Eastern States. During 2014-15, an amount of ₹110.00 crore (R.E.) was earmarked for North-Eastern States.

4.3 Rural Tourism

4.3.1 The scheme of Rural Tourism was started by this Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages. The villages which had core competence in art & craft, handloom and textiles as also an asset base in the natural environment were selected. The scheme also aims to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience.

4.3.2 The promotion of village tourism is also aimed at generation of revenue for the rural

communities through tourists visitations. Under this scheme, funds upto Rs. 50.00 lakh for infrastructure (hardware) of development and upto Rs. 20.00 lakh for capacity building (software) of activities, are provided to State Government for each identified rural tourism site.

4.4 Development of Mega Destinations and Circuits

4.4.1 Realizing that increased inflow of tourists requires better infrastructure, this Ministry has taken the initiative for integrated development of mega destinations/ circuits/ projects for suitably addressing the existing infrastructure gaps, ensuring convergence of resources and programmes of other Ministries, particularly at the key destinations / circuits. The mega destinations/ circuits are considered on the basis of their national importance, footfalls and future potential in consultation with the State Governments. Under this new initiative, Ministry of Tourism provides Financial Assistance up to Rs. 25.00 crore for development of a mega destination and Rs. 50.00 crore for a mega circuit. Apart from this financial assistance, Ministry is also working with other Central Govt. Ministries and concerned State Governments to achieve convergence and synergy with other govt. programmes so that the impact of investment on these destinations is maximized.

4.4.2 The process of identifying the mega projects is a continuous process and Ministry of Tourism has identified 81 such destinations / circuits of national importance (as on 31.12.2014). The projects sanctioned are for development of World Heritage Sites, other important Heritage sites, historically and culturally important Sites, Religious Sites and for development of Cruise Tourism. While developing these mega destinations,



emphasis is laid on the improvement of environs landscaping, illumination, improvement in solid waste management and sewerage, wayside amenities, refurbishment of monuments, Construction of tourist reception centres, last mile connectivity, signages, etc.

ishment of monuments, Construction of tourist reception centres, last mile connectivity, signages, etc.

LIST OF MEGA DESTINATIONS/CIRCUITS IDENTIFIED/SANCTIONED BY THIS MINISTRY:

Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
1.	Andhra Pradesh	Charminar area of Hyderabad – Destination.	2007-08	994.75	796.79
2.		Tirupati Heritage Circuit.	2008-09	4652.49	3722.00
3.		Kadapa Heritage Tourist Circuit.	2008-09	3692.89	2954.31
4.		Development of Buddhavanam Project at Nagarjunasagar.	2012-13	2224.23	1779.39
5.		Development of Vishakhapatnam.	2012-13	4588.85	917.77
		Bheemunipatnam Beach Corridor as a Mega Circuit.			
6.		Development of Bhadrachalam - Papikondalu – Konaseema Mega Tourism Circuit in Andhra Pradesh.	2013-14	4588.80	917.76
7.	Arunachal Pradesh	Mega Tourist Destination at Tawang (Tribal Area).	2013-14	2316.69	463.34
8.		Bhalukpong-Bomdila & Tawang Circuit.	2014-15	Identified	
9.	Assam	(Mega Circuit) Development of Chirang-Barpeta-Nalbari-Guwahati-Morigaon-Nagaon-Sonitpur-Tawang Mega NE Circuit.	2014-15	2400.79	21.65
10.		Development of Tourist Facilities at Kalamati (Indo-Bhutan Border) Chirang.	2014-15	Identified	
11.	Bihar	Bodhgaya-Rajgir-Nalanda- Circuit.	2006-07	1922.42	726.02
12.		Development of Ghora Katora as Mega Circuit in Bihar.	2013-14	4841.77	968.35



Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
13.		Development of Mega Project in Rajgir – Rejuvenation of Pond and Development of Infrastructure and Tourist Amenities at Pandu Pokhar, Rajgir in Bihar.	2013-14	1111.22	222.24
14.	Chhattisgarh	Jagdalpur-Tirathgarh-Chitrakoot-Barsur-Dantewada-Tirathgarh Circuit.	2008-09	1133.82	566.91
15.	Delhi	Illumination of monuments- Circuit.	2006-07	2375.09	1900.06
16.		Development of Dilli Haat, Janakpuri.	2010-11	Identified	
17.		Construction of Interpretation Center at Humayun's Tomb by Agha Khan Trust.	2013-14	4944.84	988.97
18.	Goa	Churches of Goa Circuit.	2008-09	4309.91	2154.95
19.	Gujarat	Dwarka-Nageshwar-Bet Dwarka Circuit.	2008-09	798.90	394.95
20.		Shuklatirth-Kabirvad-Mangleshwar-Angareshwar Circuit.	2011-12	4650.97	2325.48
21.	Haryana	Panipat-Kurukshetra-Pinjore Circuit.	Phase-I 2006-07 (S-1630.03) (R-1161.23) Phase-II 2008-09 (S-1545.22) (R-35.54)	3175.25	1196.77
22.	Haryana & Himachal Pradesh	Panchkula – Yamunanagar (Haryana) – Ponta Sahib.	2010-11	3253.06	1626.53
23.	Himachal Pradesh	Integrated Development of Kullu – Manali Mega Circuit.	2013-14	3371.52	5.00
24.	Jammu & Kashmir	Development of Mega Tourist Circuit from Naagar Nagar to Watlab in Srinagar, J&K.	2011-12	3814.56	1886.88

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Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
25.		Development of Leh as a Mega Destination - Setting up to trans Himalayan Cultural Centre in Leh, J&K.	2011-12	2242.95	1121.47
26.		Conservation/Restoration of Mubarak Mandi Heritage Complex, Jammu as a Mega Tourist Destination in J&K.	2012-13	1691.57	338.31
27.		Development of Sufi Circuit in Kashmir under Mega Circuit Development Scheme.	2012-13	Identified	
28.		Mega Buddhist Circuit in Leh in J&K.	2012-13	Identified	
29.		Mega Pilgrim Tourism Circuit in Jammu in J&K.	2012-13	Identified	
30.	Jharkhand	Mega Destination at Deoghar.	2011-12	2371.19	1185.59
31.		Development of Ranchi Saraikela-Kharshwan – Purbi Singhbhum, Mega Circuit Phase I & II.	2012-13 2013-14	Phase- I - 3812.53 Phase-II - 1073.10 -----	Phase- I - 1906.26 Phase-II - 236.09 Phase- I - 1406.26 Phase-II - 226.09
32.	Karnataka	Hampi Circuit.	2008-09	3283.58	2626.86
33.		Development of Tourism Infrastructure at the World Heritage Site Pattadakal and Badami/Aihole in (Bagalkot District).	2011-12	Identified	
34.		Development of Coastal Tourism Circuit in Karnataka.	2014-15	5000.00	1000.00
35.	Kerala	Muziris Heritage Circuit connecting historically and archaeologically important places of Kodungalloor.	2010-11	4052.83	2836.99



Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
36.		Development of Backwater Circuit in Alappuzha in Kerala.	2012-13	4762.48	952.49
37.	Madhya Pradesh	Development of Chitrakoot as Mega Destination.	2009-10	2401.98	1200.99
38.		Jabalpur as Mega Circuit.	2012-13	4937.10	2468.55
39.		Bundelkhand comprising of Tikamgarh, Damoh, Sagar, Chhatarpur and Panna as Mega Circuit.	2011-12	4937.10	2468.55
40.		Development of Mega Circuit-Ujjain.	2012-13	4000.00	800.00
41.		Development of Bundelkhand comprising Chhatarpur, Damoh, Sagar, Panna and Thikamgarh.	2012-13	3600.00	10.00
42.		Development of Bhopal as a Mega Circuit in Madhya Pradesh.	2013-14	4616.85	923.37
43.		Mega Destination Development Project-Indore.	2013-14	2387.61	477.52
44.	Maharashtra	Vidarbha Heritage Circuit.	2008-09	3738.19	2990.56
45.		Aurangabad Destination.	2012-13	2343.20	468.64
46.		Mahaur- Nanded Vishnupuri- Back Water Kandhar Fort as Mega Circuit.	2010-11	4510.99	2255.49
47.		Destination Development of Nashik (Gangapur Dam, Nashik City), Kalagram at Govardhan (Nashik City and Gondeshwar) as a Mega Project.	2011-12	2489.51	959.27
48.		Development of Solapur.	2012-13	4387.08	877.40
49.		Development of Bhandara.	2013-14	4532.66	906.53
50.	Manipur	INA Memorial.	2010-11	1238.59	619.30
51.		Development of Integrated Mega Tourist Circuit for Marjing Polo-Keina-Khebaching (Khogiom) in Manipur.	2013-14	4751.61	950.32

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Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
52.		Development of tourist resort at Sendra Hillock, Water Sports complex at Takmu and other tourism facilities in adjoining areas.	2013-14	4518.62	553.72
53.		Providing of Tourism Infrastructure in and around Imphal City, Manipur.	2014-15	4095.14	819.03
54.	Meghalaya	Mega Tourism Destination at Umain, Ri Bhoi Disstt. (Barapani).	2014-15	Identified	
55.	Mizoram	Mega Destination Project Eco-Tourism Thenjawal (carry forward).	2014-15	4829.69	241.48
56.	Nagaland	Development of Mega Destination at Dimapur.	2011-12	2370.45	1185.23
57.	Odisha	Bhubaneswar- Puri-Chilka- Circuit Phase-I.	2008-09	3022.80	1511.40
		Bhubaneswar- Puri-Chilka- Circuit Phase-II.	2013-14	1957.33	391.46
58.		Infrastructure Development at Puri, Shree Jagannath Dham (for Navak-alebar- 2015) - Ramachandi – Dhauli.	2014-15	Identified	
59.	Puducherry	Development of Puducherry as a Mega Tourism Circuit.	2010-11	4511.00	2255.50
60.		Development of Recreational Park/ Gardens and tourist amenities around Yanam Tower, Development of Oussudu lake and Arikamedu and Lighting of Heritage Monuments and Buildings.	2013-14	4848.16	970.00 (Adjust-ment)
61.	Punjab	Amritsar Destination.	2008-09	1819.38	909.69
62.	Rajasthan	Ajmer- Pushkar Destination.	2008-09	1069.68	534.84
63.		Desert Circuit (Jodhpur- Bikaner- Jaisalmer).	2010-11	Identified	
64.	Sikkim	Gangtok- Destination.	2008-09	2390.70	1195.35



Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
65.		Development of Mega Tourist Circuits linking Gangtok (entry)-Topakhani (Singtam)-Takaruv-Ravongla-Tashiding-Khecheperi-Rimbi-Darap- Melli (Exit) in Sikkim.	2013-14	5000.00	1000.00
66.		Development of Mega Tourist Circuit Linking-Rangpo (Entry)-Rorathang - Rhenock-Rongli-Phadamchen-Zuluk-Kupuk-Baba Mandir -Sherathang-Gangtok-Kabi-Phodong-Labrang-Mangan-Toong-Chungthang-Lachen-Lachung-Gangtok(Exit).	2014-15	Identified	
67.	Tamil-Nadu	Mahabalipuram- Destination.	2002-03	1039.00	973.00
68.		Pilgrimage Heritage Circuit (Madurai -Rameshwaram-Kanyakumari).	2010-11	3647.95	2918.36
69.		Thanjavur.	2010-11	1475.00	737.50
70.	Tripura	Mega Project for development of Neer Mahal water palace.	2014-15	Identified	
71.	Uttarakhand	Haridwar-Rishikesh-Muni-ki-reti- Circuit.	2008-09	4452.22	3561.74
72.		Nirmal Gangotri.	2011-12	5000.00	2500.00
73.		Integrated Development of Mega Project at Tehri Lake.	2013-14	3597.86	719.57
74.	Uttar Pradesh	Agra Circuit.	2005-06	Phase-I East Gate 848.49	848.49
			2006-07	West Gate 933.40	933.40
			2009-10	Phase-II 1976.44	988.22
			Total	3758.33	2770.11
75.		CFA for Mega Destination development of Tajganj around the world Heritage Site, Taj Mahal (East gate and West gate), Agra, Uttar Pradesh.	2013-14	2495.51	499.10



Sl. No.	States/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amount Sanctioned (₹ in lakh)	Amount Released (₹ in lakh)
76.		Varanasi-Sarnath-Ramnagar Circuit.	2006-07	Phase-I 786.00	628.80
			2008-09	Phase-II 1416.31	708.16
			Total	2202.31	1336.96
77.		Development of Mathura-Vrindavan including renovation of Vishramghat (Mathura) as Mega Destination.	2011-12	3178.66	1589.33
78.		Provisions of basic tourist facilities at main Ghats of Varanasi as Mega Destination in Uttar Pradesh.	2013-14	1800.23	5.00
79.	West Bengal	Ganga Heritage River Cruise Circuit.	2008-09	2042.35	1021.18
80.		Dooars (Jalpaiguri District).	2012-13	4668.46	2334.23
81.		Digha-Udaypur-Shankarpur-Mandarmai-Tajpur-Janput.	2014-15	Identified	

4.5 Inter-Ministerial Co-ordination

4.5.1 An Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) has been constituted under the Chairmanship of the Principal Secretary to the Prime Minister. The terms of reference of the Committee are to facilitate resolution of Inter- Ministerial issues involved in the development of tourism in the country as well as issues raised by industry associations in the tourism sector. The members of the Committee are: Member Secretary, NITI Aayog; Chairman, Railway Board, Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Rural Development, Environment & Forests,

Urban Development, Labour and Employment, Culture, Departments of Revenue, Expenditure and School Education & Literacy. Secretary, Ministry of Tourism is the Member Convener of the Committee.

4.6 Two New Schemes:

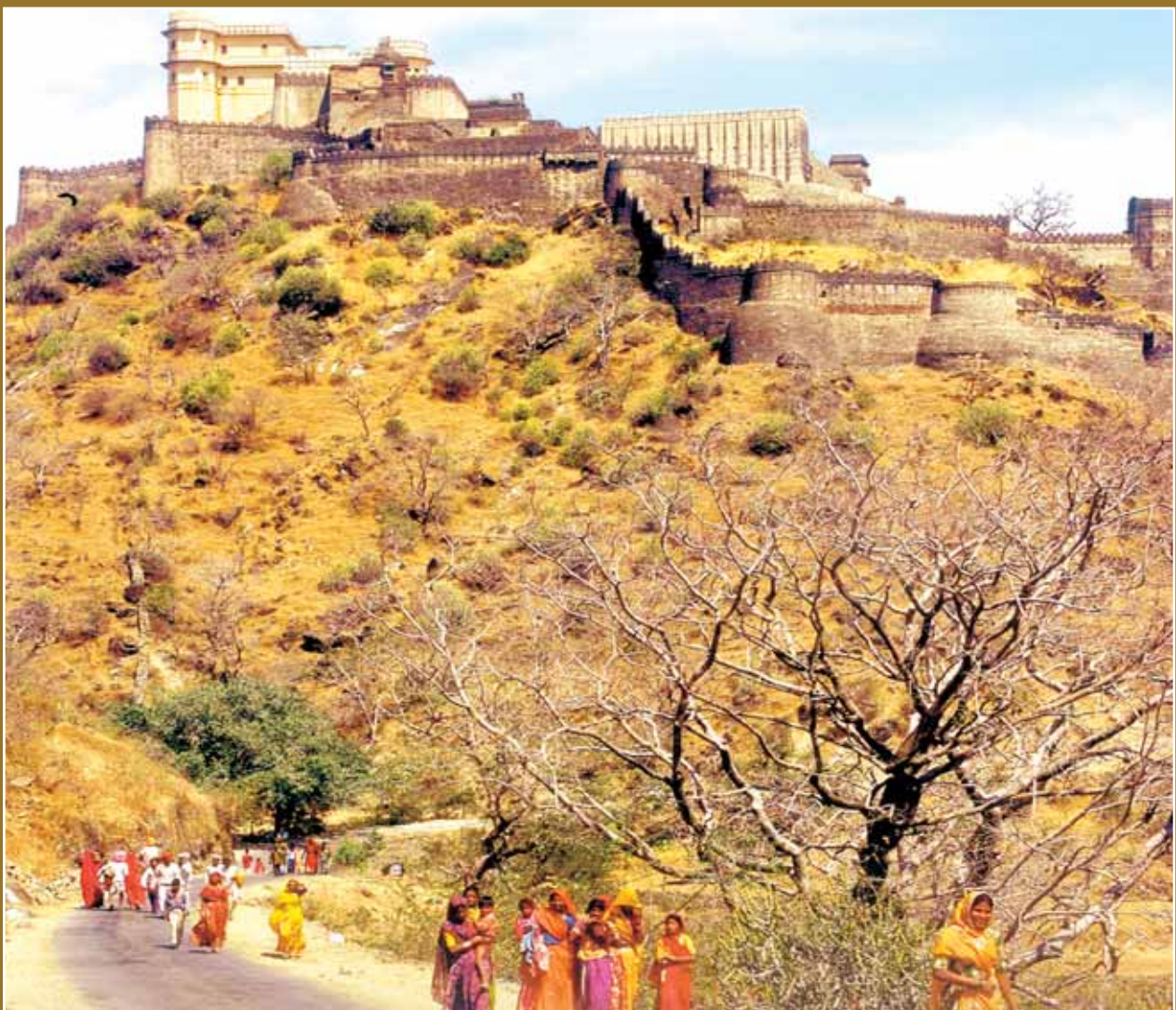
4.6.1 With a view to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths, a National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) was announced in the Union Budget 2014-15 and an amount of ₹100.00 crore has been provided for this initiative. This Ministry has formulated the guidelines for implementing this scheme. Initially twelve

heritage / religious cities have been identified under PRASAD Scheme. These cities are Amritsar, Ajmer, Mathura, Gaya, Kanchipuram, Puri, Amravati, Dwarka, Varanasi, Velankanni, Kedarnath and Kamakhya which have been selected based on their heritage & religious tourism importance and geographical spread of the places.

4.6.2 Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN. India's rich cultural, historical, religious and natural heritage provides a huge potential for development of tourism

and job creation. In due recognition of this potential, the Union Government in the Budget Speech 2014-15, decided to create tourist circuits around specific themes and the guidelines for implementing this scheme has also been formulated. The following five circuits have been identified to be developed initially:-

1. Buddhist Circuit
2. Himalyan Circuit.
3. North-East circuit
4. Coastal Circuit
5. Krishna Circuit





CHAPTER 5 ACCESSIBLE TOURISM

5.1 Ministry of Tourism has taken initiatives for implementing (Equal Opportunities, Protection of Right and Full Participation Act, 1995 for Persons with Disabilities), in the Tourism Sector. Acknowledging the people with disabilities as a consumer group of travel, sport and other leisure-oriented products and services, this Ministry has issued detailed instructions to all the State Governments/Union Territory Administrations for making the

tourist-facilities, which are being created with central financial assistance, barrier-free. The guidelines for Classification/Re-classification of hotels, also require all star hotels to ensure specialised rooms and facilities for the differently abled guests.

5.2 Guidelines for Classification/Re-classification of Hotels

5.2.1 As per the guidelines of the Ministry of Tourism for Classification/Re-classification of Hotels, all Star hotels shall provide at



least one room for the Differently Abled Guest with minimum door width of one meter to allow wheel chair with suitable low height furniture, low peep hole, cupboard and sliding doors with low cloths hangers etc. Room should have audible and visible blinking light alarm system.

5.2.2 Bath room should be wheel chair accessible with sliding door suitable fixtures like low wash basin, low height WC, grab bars etc.

5.2.3 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.

5.2.4 In Public Restrooms (unisex), wheel chair should be accessible with low height urinal (24" maximum) with grab bars.

5.2.5 This Ministry provides financial assistance to State Government/U.T. Administrations for creating barrier free environment at tourist places for ensuring that disabled visitors also get access to tourist destinations.

5.2.6 India is also a signatory to proclamation on full participation and equality of people with disabilities at various international fora and therefore it is the responsibility of the Ministry to ensure barrier free access at all public place, including tourist destinations.

5.2.7 In view of Ministry of Urban Development modifications/additions to the building bye-laws 1983 to provide barrier free environment in the public buildings for persons with disabilities, it has been decided by this Ministry to ensure that the facilities to these projects are made available by the State Governments/UTs. Implementation of this decision will be monitored in the following manner :-

- (i) A certificate should be sent by the State Govts./U.T. Administrations along with project proposal stating that disabled friendly public facilities have been incorporated in the design of the built up area.
- (ii) The State Govts./U.T. Administrations shall ensure that creation of disabled friendly public facilities have been incorporated in the detailed cost estimates.
- (iii) A certificate should be sent at the time of release facilities of final installment stating that the buildings/public facilities have been constructed in accordance with amended state building bye-laws/Ministry of Urban Development's Notification dated 28th August, 2002 to provide barrier free environment in public buildings for persons with disabilities. Final installment will be released on receipt of this certificate along with other required documents.



CHAPTER 6 NEW TOURISM PRODUCTS (NICHE TOURISM)

6.1 Niche Tourism Products

6.1.1 This Ministry has taken the initiative of identifying, diversifying, developing and promoting niche products of the tourism industry. 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. Identifying niche products is a dynamic process. Thus, new products may be added

in due course. This Ministry has constituted Committees for promotion of Golf Tourism and 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 this Ministry for development and Promotion:

- i. Cruise
- ii. Adventure
- iii. Medical



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

6.2 Cruise Tourism

6.2.1 'Cruise Shipping' is one of the most dynamic and the fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposal incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

6.2.2 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 with Indian tourists. Some of the major steps of this Ministry to promote cruise tourism

include the following:

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

6.2.3 River Cruise

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

6.2.4 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 representation from the State Tourism Department
 - (c) Domestic Tour Operators – 1 member
 - (d) Cruise Operators – 2 representatives from cruise operators operating in each waterway.
- In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2. The Working Group has also identified key issues and challenges pertaining to development of these circuits which, inter alia, include:
- (i) Development of infrastructure including all weather navigable channels with requisite navigable aids and proper berthing facilities;
 - (ii) Provision of tourist amenities including maintenance of law and order at terminals, jetties, river fronts etc., and
 - (iii) Proper maintenance of tourist places.

➤ The details of identified 8 Tourist Circuits along National Waterways (NW-1 and NW-2) are:

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

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



Circuits Identified	Major Religious Attractions/Places	Details
Bhagalpur Circuit	Bateshwar Sthan, Vaasupujya Bhagwan Mahavir Jain Mandir, Mandar Hill, Sultanganj, Deoghar.	Mandar Hill is located about 30 kms from Bhagalpur and well known for its mythological background. Sultanganj is an important religious center for the Hindus, situated on the bed of river Ganga at a distance of 26 km. from Bhagalpur. It is also the starting point for the annual pilgrimage to 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 Nizamat Imambara, Katra Masjid.	This circuit has important religious places related to all religions and all the places are within 20 kms. from the river banks.

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

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

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SUGGESTIONS AND RECOMMENDATIONS OF WORKING GROUP ARE: relating to the identified tourism circuits are as under:

The key issues, challenges and recommendations

Key Issues	Recommendations	Action Required	Action to be taken by
Fairway	To facilitate an all weather navigable channel with depth of 2.5 meters.	1. Dredging activities need to be comprehensive and intensive. 2. Adequate nos. of self-propelled dredgers to be deployed to dredger shoals in a short time before arrival of cruise vessels.	IWAI
	To provide Day and Night navigation aids.	Close marking at bends and other critical locations required. Night navigation aids to be provided wherever movement of cruise vessels takes place during night time to reduce turnaround time.	
	To provide sufficient dredgers and Water Master/Self-propelled dredgers for immediate dredging.	Procurement of dredgers and repair during flood season to enable dredging during lean season.	
	Augment survey of waterway during lean season for better channel marking.	IWAI undertakes fortnightly survey during lean season. The river notices are to be uploaded on IWAI's website and communication sent to vessel operators.	
	DGPS and River Information System.	To be implemented by IWAI. The receivers, laptops and software are to be installed by the vessel operators in their vessels.	
Proper berthing facilities	Concrete jetties, floating pontoon jetties with gangways.	Due to difference between height of the concrete jetties and vessel deck due to vertical water level variation, ladders/ ramps to be provided to facilitate safe passenger embarkation/disembarkation. Similarly, Gangways at floating pontoon jetties for passenger movement to be provided.	IWAI



Key Issues	Recommendations	Action Required	Action to be taken by
Tourist amenities at terminals, at 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 this Ministry for 100% support for development of basic amenities at jetties, terminals, ghats.	State Governments and Ministry of Tourism
	Parking facilities.		
	Emergency medical facilities.	First Aid and ambulance services.	State Governments
	Road linkages	All pontoon jetties to be provided with road link.	State Governments
	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.	State Governments.
	Opening of pontoon bridges for passage of vessels.	1. Itinerary to be given by cruise operators well in advance to State Governments.	Cruise Operators
		2. Systems to be provided for quick opening of pontoon bridges.	State Governments.
	Dissemination of information.	Advertisements, Conferences, Workshops.	Cruise Operators, Ministry of Tourism and State Governments.



6.3 Adventure Tourism

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

6.3.2 Initiatives of this Ministry to Promote Adventure Tourism

- This Ministry has issued guidelines for the approval of Adventure Tour Operators, which is a voluntary scheme, open to all bona-fide Adventure Tour Operators.
- This Ministry 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 this Ministry titled www.tourism.gov.in. The same have

also been forwarded to the State Government 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 this Ministry of to promote Inland Water Tourism by providing necessary infrastructure facilities. Financial assistance was extended for construction of Double Hull Boats Jetties, Cruise Vessels, Boats, etc.

6.3.3 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 equipments and training facilities for Adventure Sports.

During the year 2014-15, the Ministry of Tourism has sanctioned an amount of Rs. 154.22 lakh to the Institute for conduct of Adventure Courses as follows:

Sl NO.	Course	No. of courses	No. of Trainees	Duration of course	Total Expenditure (₹in lakh)
1.	Snow Skiing	6	480	14 days	53.12
2.	Hot Air Balloon	10	10	10 days	101.10
	Total	16	490	24 days	154.22



Besides the above, this Ministry has sanctioned an amount of Rs. 11.47 lakh for the following activities to IIS & M:

SI NO.	Item / Activity	Total Expenditure (₹in lakh)
1.	Training of Institute's Ski Team & participation in National Championships	8.97
2.	Purchase of 10 Walkie Talkies Sets	2.50
	Total	11.47





6.3.4 Hunar Se Rozgar programmes sanctioned under Niche Tourism during 2014-15 (upto December 2014)

- An amount of Rs. 7,26,198/- was released as 2nd instalment to Madhya Pradesh Eco-Tourism Vikas Board, Bhopal for training of Nature Guides.

6.3.5 777 days of the Indian Himalayas

A campaign titled the “777 Days of the Incredible Indian Himalayas” aimed at promoting the Himalayas, internationally was launched by the Hon’ble Minister of State for Tourism (I/C) on 27th September 2013. The campaign has a twofold objectives: one, to attract more international tourists to India during the lean summer season and second, to remind the world that 73 % of the Himalayan region is in India. This Ministry has decided to meet 50% of Peak fee chargeable by Indian Mountaineering Foundation (IMF) from the climbing expeditions during the period of 777 days of the campaign.

The Ministry also launched a map of Himalayan States and a Directory of Events that contains the activities to be undertaken during this period of “777 days of the Incredible Indian Himalayas” campaign. A book on safety regulations brought out by ATAIOI was also released on the occasion. The Ministry also released two short films titled “Greatest Show on the Earth” and “Life Altering Journey”. Dr. Conrad Anker, a noted mountain climber with experience of more than 25 years of climbing expeditions in the Himalayan region shared his experiences of the area. The Adventure Travel Association of India (ATAIOI) is

collaborating with this Ministry in this campaign and they have designed special adventure programmes running over the next 777 days.

6.4 Medical Tourism

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

6.4.2 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.



6.4.3 The Medical Tourism activity is mainly driven by the private sector. This Ministry has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. This Ministry 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 this Ministry 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 tourists coming to India for medical treatment.
- International Exhibition Road Shows on Medical Tourism India Medical Tourism Destination (IMTD) 2014 at Adis Ababa, Ethiopia and Kampala, Uganda were organized in November 2014 by FICCI in association with this Ministry.
- This Ministry of Tourism also supported the National Conference – Health Tourism in India, organized by PHD Chamber of Commerce, held at New Delhi on 25th July 2014. For organizing the instant event, this Ministry sanctioned an amount of ₹10.00 lakh to PHD Chamber of Commerce.

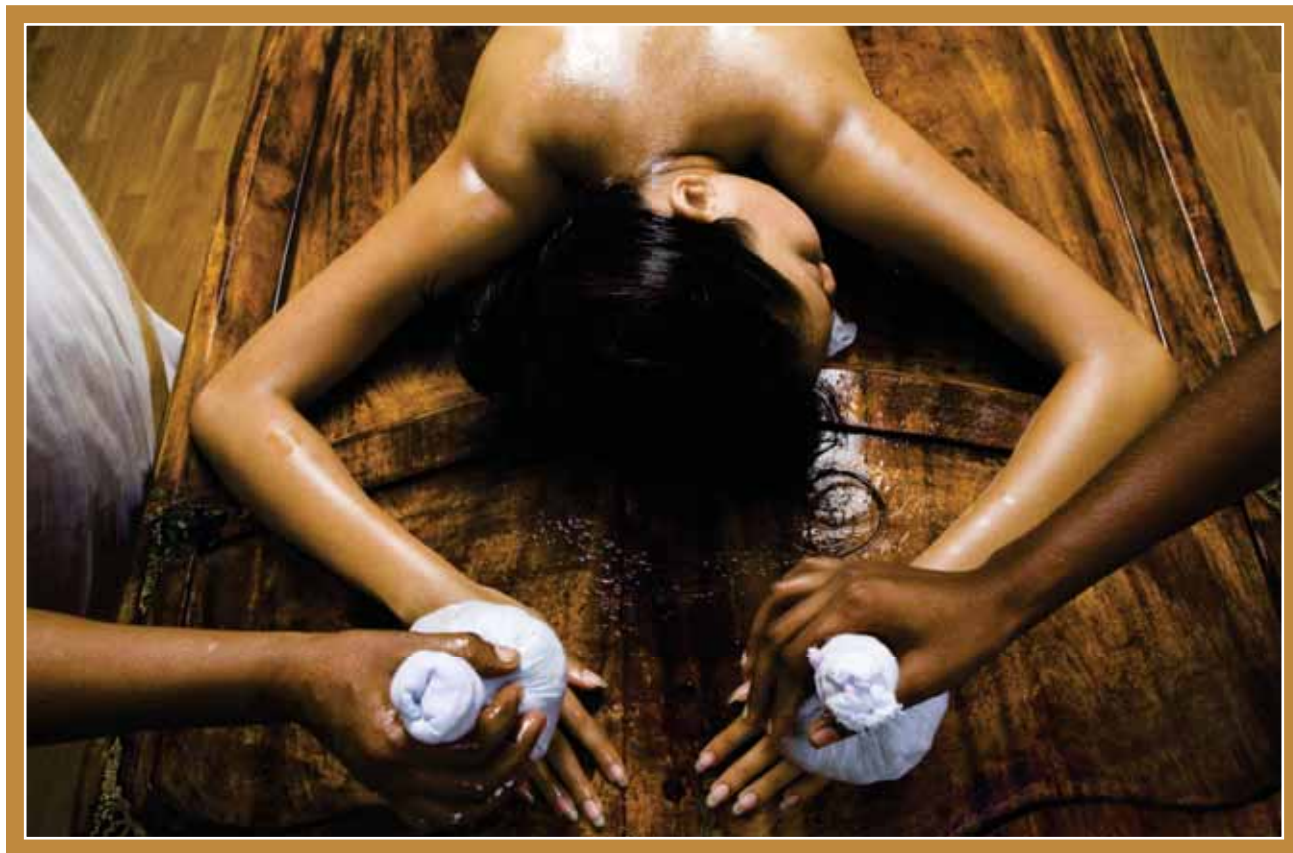
6.4.4 Fiscal Incentives Provided by Ministry of Tourism for Development of Medical Tourism

For participation in approved Medical/ Tourism Fairs/Medical Conferences/ Wellness conferences/ Wellness Fairs and its allied Road Shows (PMT), Ministry of Tourism provides Market Development Assistance (MDA). This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA scheme is being provided to approve medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators (Travel Agents/Tour Operators) engaged in Medical Tourism and approved by this Ministry. MDA shall be provided to accredited hospitals for participation in 'India Medical Tourism Destination' (IMTD) held at Adis Ababa, Ethiopia and Kampala, Uganda in November 2014 by FICCI in association with the Ministry of Tourism.

During the year 2014-15 (till December 2014), this Ministry under MDA scheme provided a financial assistance of Rs. 20, 25, 000/- to the Medical Tourism Service Providers.

6.5 Wellness Tourism

6.5.1 Wellness Tourism is about travelling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. It is about being



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

6.5.2 This Ministry has revised guidelines for the promotion of Wellness as a Niche Tourism Product on 21st August 2014. These guidelines address various issues including inter

alia, making available quality publicity material, training and capacity building for the service providers and participation in international and domestic wellness related events. A series of sensitization workshops have also been held across the country to sensitize the wellness centres about the importance of the accreditation mechanism and the various promotional efforts of this Ministry.

6.5.3 This Ministry 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. During the year 2014-15 (till December 2014), this Ministry under MDA scheme provided a financial assistance of Rs. 64, 69, 535/- to the Service Providers.

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

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

6.5.6 This Ministry has constituted a Wellness Tourism Providers Committee, consisting of stakeholders in the field of 'Wellness Tourism' and representatives of the concerned administrative ministries including this Ministry, comprising of members of national wellness & accreditation bodies like NABH, AYUSH and stakeholders of the wellness industry.

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

6.6 Golf Tourism

6.6.1 Sports tourism in India is gaining interest. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth the world

over. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. In order to tap this growing interest in golf tourism, this Ministry is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out and building upon the strength of India's position as a fast growing free market economy.

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

6.6.3 This Ministry has also constituted the India Golf Tourism Committee (IGTC), which is the nodal body for golf tourism in the country. The IGTC approved 11 golf events during the year 2014-15 (till December 2014) and released an amount of ₹2,30,46,706/-.

6.6.4 The Ministry invited Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/UT Administrations, Approved Tour Operators/Approved Travel Agents and Corporate Houses seeking financial support from this Ministry for Golf Events, Golf Shows, Golf Promotional Workshops/



Events/Annual Meetings/Seminars eligible for financial support, with a view to promote Golf Tourism to and/ or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards.

The Notice for inviting EOI including guidelines for the promotion of golf tourism (Golf Events, Golf Shows, Golf Promotional Workshops/Events/Annual Meetings/Seminars) has been uploaded on the website of this Ministry titled www.tourism.gov.in and www.eprocure.gov.in. Applications received through EOI are being evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

6.7 Polo Tourism

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

6.7.2 This Ministry 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.

6.7.3 During the year 2014-15, this Ministry has released an amount of ₹5.00 lakh as Central Financial Assistance to the Manipur Horse Riding & Polo Association, Imphal, Manipur for organizing 6th Manipur Polo International.

6.8 Meetings Incentives Conferences and Exhibitions (MICE)

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

6.8.2 The important objectives of ICPB are as under:

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

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

- o A Video film on the conference, a



facility in India, has been produced, copies of which have been provided to the members and Indian associations for promotional activities/bidding, etc.

- Participation in International Travel Marts, like EIBTM, IT&CMA etc. to give exposure to India's Conference infrastructure.
- Organisation of seminars to motivate Indian Associations to bid for international Conferences.
- This Ministry has developed a CD-ROM which gives detailed information on convention facilities available at various centres in India.

6.8.4 This Ministry 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 / Conven-

tions, thereby bringing more MICE business to the country. Under the scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the terms and conditions.

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

6.9 Promotion of Eco-Tourism

6.9.1 The growing tourist demand is already exerting pressure on our natural and other resources. Unless, attention is paid now for developing tourism in ecologically sustainable manner and maintaining environmen-



tal integrity, it may cause irreparable damage. Eco-tourism (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. Eco-tourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

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

6.9.3 The Ministry recognizes following cardinal principles for development of eco-tourism:

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

sectoral integration associated with commensurate expansion of public services.

6.9.4 Tiger Reserves open for Tourism Activities

The guidelines for Tourism in and around Tigers reserves' notified by the National Tiger Conversation Authority (NTCA) have taken cognizance of various matters of concerns of this Ministry. This Ministry was represented in the Committee constituted to frame a comprehensive set of guidelines under section 38 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 this Ministry 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. This Ministry 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.

This Ministry 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 eco-tourism.

6.10 Eco – friendly measures to be adopted by the Hotels

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

6.10.2 Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the aforementioned measures, other measures like

pollution control, introduction of non - CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

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

6.11 Promotion of Sustainable Tourism

6.11.1 The Ministry has constituted a Steering Committee with representatives from all the 14 sectors of the tourism and hospitality industry of India. The Steering Committee deliberated at length to formulate the Sustainable Tourism Criteria. The Committee has finalized the Sustainable Tourism Criteria and Indicators for the Accommodation Sector and the Tour Operator Sector, as these two form the most important stakeholders in the Tourism Industry. Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.

6.11.2 Initiatives taken by this Ministry for promotion of Sustainable Tourism during 2014-15

As per the Results Framework Document (RFD) for 2014-15, this Ministry has supported/organized the following Conferences:



1. Launched Comprehensive Sustainable Tourism Criterion for India (STCI) for three major segments of Tourism Industry namely, Accommodation, Tour Operators and Beaches, Backwaters, Lakes & Rivers sectors on 26.08.2014 which is applicable for the entire country. The STCI criterion addresses need for environment friendly measures like Sewage Treatment Plant (STP), Rain Water Harvesting System, Waste Management System, Pollution Control etc.
2. A Workshop on Sustainable Tourism for sensitization of stakeholders at Hotel Ashok on 26.08.2014.

6.12 Film Tourism

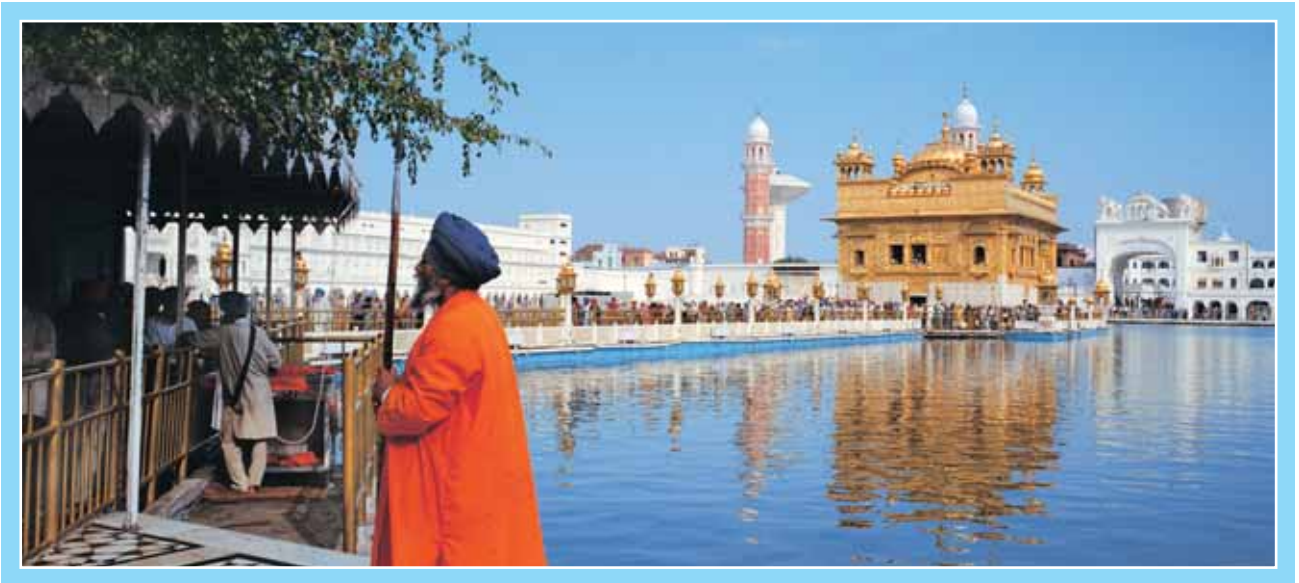
- 6.12.1 This Ministry has issued guidelines (dated 25th July 2012) for extending financial support to State Governments / Union Territory Administrations, for promotion of 'Film tourism'.

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

- 6.12.3 During the year 2014-15, this Ministry has reimbursed an amount of ₹79, 76, 936/- to the National Film Development Corporation (NFDC) on account of promotion of Film Tourism.

This Ministry has also instituted a National Tourism Award for the "Most Film Promotion Friendly State/UT".







CHAPTER 7 HOTELS AND TRAVEL-TRADE

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

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances / approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate

the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances/ approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel / hospitality



infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

Hospitality Development and Promotion Board (HDPB) is not functional at present due to shortage of manpower in the Ministry.

7.2 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating out of seven categories, from One Star to Five Star, Five Star Deluxe, and Heritage. The category of Heritage hotels was introduced in 1994. The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry.

The Ministry has reviewed and revised the Guidelines from time to time for the 'Approval of Hotel Projects' and also for the 'Classification of Star Category Hotels' to address the requirements of the hospitality industry. The revised Guidelines have tried to address issues related to the eco-friendly / energy saving measures, facilities for persons with disabilities and security and safety concerns. Some of the new features include the following: (i) Measures and

facilities to address the requirements of persons with disabilities includes dedicated room with attached bath room, designated parking, ramps, free accessibility in public areas, designated toilet(unisex) at the lobby level etc. (ii) Existing classified hotels and new projects have to adopt environmental friendly practices, (iii) Segregation of smoking and non-smoking areas in hotels, besides compliance with other requirements of the provisions under "The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003," (iv) Implementation of measures to address the safety and security concerns viz. use of X-ray machines for baggage scan, CCTV, under-belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, (v) Giving commitment towards following tenets of 'Safe & Honourable Tourism' (vi) Training a minimum number of persons, in every calendar year in the short duration Skill Development Courses under the 'Hunar Se Rozgar' scheme (vii) Submission of bar license is mandatory for 4 Star, 5 Star, 5 Star Deluxe, Heritage Classic & Heritage Grand categories wherever bar is allowed as per local laws for hotel classification / re-classification etc.. To expedite the process of classification / re-classification of functioning hotels in one Star to three Star categories, five Regional Committees have also been set up in Delhi, Mumbai, Kolkata, Guwahati and Chennai to conduct inspections.



7.3 Launch of Public Service Delivery System for Project Approval, Classification/Re-classification and Related Services

With a view to bring in more transparency and accountability, this Ministry launched a web based Public Service Delivery System (PSDS) on 3.4.2013 for Hotel Projects Approvals, Classification / Re-classification and Related Services for granting approvals for hotel projects, hotel classification/re-classification status to functioning hotels and approval for related services. With the help of this system, all applicants seeking approval for hotel projects, classification / re-classification and related services will be able to track the progress of their applications online on a real time basis. This

Ministry endeavours to communicate the final decision on all such applications within 90 days of the receipt of application complete in all respects.

7.4 Online Submission of Applications on Project level Approval, Classification / Re-classification of Hotels

At present the application relating to project level approval of hotel and classification/re-classification of hotels are accepted in the Ministry in hard copy form submitted either by hand or post. This Ministry is in the process to complete the work for online submission of application on Project level Approval, Classification / Re-classification of Hotels and gateway payment of the same by 31.3.2015.





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

The Government had studied the current tourism scenario and revised the guidelines for Classification and Re-classification of Hotels w.e.f. September 4, 2013. The revision of the guidelines will provide a higher level of services in hotels and also make the information about customers' rights available to them on and even before their arrival. The revised guidelines will make the hotels more customer-friendly and hospitable. The important changes in the guidelines includes the following:

- (i) All hotels should clearly indicate on their website under the head 'Facilities and Amenities provided to guests "free of cost" like complimentary breakfast (indicating broad classification like Indian breakfast, Continental breakfast or American breakfast), iron and iron board facility, shoe polishing facility, shoe horn and slippers, other "free" facilities like dental kit, shaving kit, etc. If any facility is provided only 'on request' but is included in the room rent, this should be mentioned on the hotel's website under the head 'Facilities and Amenities provided on complimentary basis' and also mentioned to the guest when the hotel staff introduces the room to him/her on arrival. In case the 'complimentary' breakfast is not a buffet, the guest must be shown a list stating in English the name of all complimentary items.
- (ii) All Star hotels shall provide water sprays or bidets or washlets or other modern water based post-toilet-paper hygiene facilities. This condition shall be applicable to all new

hotels that will start operating from 1.4.2016. For the hotels which have come into operation or will come into operation before 31.3.2016 these facilities will be mandatory from 1.4.2022.

- (iii) All hotels in the categories 4 Star, 5 Star & 5 Star Deluxe shall provide a telephone within an arm's reach of the toilet seat. This condition shall be applicable to all new hotels that will start operating from 1.4.2016. For hotels which have come into operation or will come into operation before 31.3.2016, this guidelines will be applicable from 1.4.2022.
- (iv) All Star hotels shall provide at least two multi-purpose sockets capable of handling US, European Community and Japanese plugs at or just above the table level. It should be possible for guests to charge a laptop and cell phone simultaneously. This condition shall be applicable to all new hotels that will start operating from 1.4.2016. For the hotels which have come into operation or will come into operation till 31.3.2016, this guideline will be applicable from 1.4.2022. However, till such time as this facility is provided on a permanent basis, it will be mandatory for all star hotels to provide multi-socket adapter plugs on request.
- (v) All 4 Star, 5 Star and 5 Star deluxe hotels shall provide tea/coffee making facility in the room on complimentary basis. The iron and iron board facility will be made available on request in the room in 1 to 3 Star category hotels on complimentary basis and in the room in 4 Star, 5 Star and 5 Star Deluxe hotels on complementary basis.



This will be stated on the hotel's website under the head 'Facilities & Amenities provided on complimentary basis' and mentioned to guest while checking in.

- (vi) All 3 Star, 4 Star, 5 Star and 5 Star deluxe hotels shall provide a hair dryer facility in the room on complimentary basis. In 1 Star and 2 Star, this facility will be made available on request on complimentary basis.
- (vii) All 3 Star hotels shall have the facility of a mini fridge and all 4 Star, 5 Star and 5 Star deluxe shall have the facility of mini bar with effect from 1.4.2014.
- (viii) For 4 Star and below 4 Star categories, the presence of a door man on duty in the lounge or sitting area in the lobby shall not be mandatory. However, in such areas the presence of staff on duty shall be obligatory around the clock, 24x7.
- (ix) The presence of a utility kiosk/shop will not be a mandatory condition for classification under one Star to four Star categories. For 5 Star and 5 Star Deluxe categories, one utility kiosk or shop will be a must. No separate book shop shall be necessary.
- (x) Air-conditioning common areas like Lobby, Restaurants, Verandas, bar where they are open to nature on one or more sides shall not be mandatory for beach, lake, backwater, river, hill, mountain, forest or nature Hotels & Resorts.
- (xi) All 4 Star, 5 Star and 5 Star deluxe hotels shall provide a luminous LED wall clock with numerals of three inches or more, on display near their swimming pools.
- (xii). A sewage treatment plant will not be a mandatory condition for hotels which have

obtained completion certificate for construction before 1.4.2012.

- (xiii) All 4 Star, 5 Star and 5 Star deluxe hotels shall install blackout curtains by 1.4.2015.
- (xiv) All 4 Star, 5 Star and 5 Star deluxe hotels shall provide luggage racks, portable or fixed, for two large suitcases by 1.4.2015. This will be stated on the hotel's website under the head 'Facilities & Amenities provided on complimentary basis' and mentioned to guests while checking in.
- (xv) The bathrooms of all Star hotels shall have hooks for at least 3 garments in the bath room.
- (xvi) All 4 Star, 5 Star and 5 Star deluxe hotels shall provide a safe.

7.6 Heritage Hotels

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

7.7 Approval of Stand-alone Restaurants

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



7.8 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.

7.9 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.

7.10 Approval and Classification of Timeshare Resorts

In view of the growing popularity of vacation ownership for leisure holidays and family holidays of tourist accommodation, known as Timeshare, the Ministry has

introduced a voluntary scheme for classification of Timeshare Resorts (TSRs) into three Star, four Star and five Star categories.

7.11 Incredible India Bed & Breakfast/ Homestay Scheme

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

7.12 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.

7.13 Approval of Convention Centres

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

7.14 Classification of Tented Accommodation

There is an overall shortage of accommodation at tourist destinations, especially in remote areas. Therefore, to meet the demand of increasing number of tourists,



this Ministry has introduced a voluntary scheme for project approval and classification of operational camping facilities and tented accommodation in two categories, viz. Standard and Deluxe. The Hotel & Restaurant Approval & Classification Committee (HRACC) inspect and assess the tented accommodation based on facilities and services offered.

7.15 Caravan Tourism

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

7.16 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.

7.17 Harmonized Master List of Infrastructure Sub-Sectors

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

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



- Convention centres with project cost of more than ₹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.

7.18 Skill Development Mission

The PM's Skill Development Mission enjoins upon this Ministry 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".

7.19 Guides

7.19.1 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 the Ministry of Tourism which is in place with effect from 22nd September 2011. There are 2462 Regional Level Tourist Guides in India.

7.19.2 Refresher training for Regional Level Guides:

The Regional Level Guides are required to undergo a mandatory Refresher Course within three years after/from the issuance of guide licence to him/her and thereafter,



once in five years. 2416 Guides underwent the refresher course during 2014-15 at Delhi, Mumbai, Kochi, Chennai, Bengaluru, Jaipur, Agra, Varanasi, Ahmedabad, Aurangabad, Khajuraho, Kolkata, Udaipur and Gwalior.

7.20 Training to Immigration Personnel

The Ministry sanctioned an amount of Rs. 7,20,000/- to the Indian Institute of Tourism & Travel Management, Gwalior for training of immigration personnel under Capacity Building for Service Providers Scheme. The two day training programme covered 450 officials of Bureau of Immigration handling Tourist Visa on arrival at Kochi, Chennai, Goa, Mumbai, Kolkata, Bengaluru and Hyderabad Airports. A total no. of 420 immigration personnel had been trained under this training programme organised from 29-30 Sept., 2013 to 29-30 Nov. 2014 in Goa International Airport, Ahmedabad International Airport, Netaji Subhash Interna-

tional Airport, Kolkata, Indira Gandhi International Air port, New Delhi, Rajiv Gandhi International Air port, Hyderabad, Haridaspur Land Check Post (ICP), Chennai International Air port, Lucknow International Air port, Chhatrapati Shivaji International Air port, Mumbai, Cochin Airport, Bengaluru International Air port, Calicut Airport and Amritsar International Air port.

7.21 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	No. Of Approved Service Providers as on 31st December, 2014	Approval Issued During 1st January 2014 to 31st December 2014
Inbound Tour Operators	486	125
Travel Agents	280	67
Tourist Transport Operators	127	31
Domestic Tour Operators	90	37
Adventure Tour Operators	34	8
Total	1017	268

7.22 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 the Ministry of Tourism and also to bring in transparency in granting the approvals. The Ministry of Tourism presently approves the following categories of Travel Trade Service Providers:

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

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

All the applications are to be submitted on line through the URL <http://etraveltradeapproval.nic.in/> and will be examined, processed and approved /

rejected within 45 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

7.23 Tourist Visa - on- Arrival (TVoA) enabled with Electronic Travel Authorisation (ETA)

The Government of India launched the TVoA enabled with ETA Scheme on 27.11.2014. This scheme in the first phase will facilitate nationals of 43 countries to travel to India for tourism for a short stay of 30 days. The TVoA enabled with ETA would enable the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant will receive an email authorising him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorisation to the immigration authorities who would then stamp the entry into the country.

This facility is available to Foreigners whose sole objective of visiting India is



recreation, sight-seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. and not valid for any other purpose/activities. This will allow entry into India within 30 days from the date of approval of ETA. and will be Valid for 30 days stay in India from the date of arrival in India. The TVoA enabled with ETA cannot be availed more than twice in a calendar year.

The countries included in the first phase are: Australia, Brazil, Cambodia, Cook Islands, Djibouti, Federated States of Micronesia, Fiji, Finland, Germany, Indonesia, Israel, Japan, Jordan, Kenya, Kingdom of Tonga, Laos, Luxembourg, Mauritius, Mexico, Myanmar, New Zealand, Niue, Norway, Oman, Palestine, Papua & New Guinea, Philippines, Republic of Kiribati, Republic of Korea (i.e. South Korea), Republic of Marshall Islands, Republic of Nauru, Republic of Palau, Russia, Samoa, Singapore, Solomon Islands, Thailand, Tuvalu, UAE, Ukraine, USA, Vietnam and Vanuatu.

The facility will be available at 9 International airports in the country namely Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Thiruvananthapuram, Kochi and Goa. The facility will encourage people to travel with short-term planning, take via routes while travelling to other countries and bring family members while on business visits.

The information and instructions for the TVoA enabled with ETA is available on <https://indianvisaonline.gov.in/visa/tvoa.html>.

This Ministry has designed and printed the

TVOA Enabled by ETA brochure and also developed a two minute film explaining the scheme.

A total number of 22,179 Tourist Visa - on-Arrival (TVoA) enabled with Electronic Travel Authorisation (ETA) has been issued upto 31.12.2014.

7.24 Collective Landing Permits

With a view to encourage foreign tourist arrivals, the Government has decided to provide collective landing permits with effect from April 2013. According to the revised procedure, foreign tourists in groups of four or more arriving by air or sea, sponsored by Indian travel agencies approved by this Ministry and with a pre-drawn itinerary may be granted collective landing permit for a period not exceeding 60 days, with multiple entry facilities to enable them to visit neighbouring country. In order to avail of this facility, the tourists or travel agencies concerned shall mandatorily fill in the applications online on website www.indianvisaonline.gov.in. A complete list of group members along with printed visa applications and their itinerary should be submitted by the tourists or travel agencies to the FRRO/FRO concerned, 72 hours in advance. The tourist or travel agencies shall also give an undertaking to conduct the group as per the itinerary and extend a further assurance that no individual would be allowed to drop out from the group at any place. The scheme has not been operational yet as the infrastructure required for the same is being sourced by the Ministry of Home Affairs.



7.25 Tourist Police

This Ministry in consultation with State Governments / UT Administrations has proposed to set up Tourist Police at prominent tourist spots. The State Governments / UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Orissa have deployed Tourist Police, in one form or the other. While a few of the State Governments have taken initiatives to deploy ex-servicemen as Tourist Security personnel, or have separate earmarked Tourist Police, this Ministry launched a scheme of providing Central Financial Assistance for having Tourist Facilitation Security Organization (TFSO) at identified tourist destinations for the States and Union Territories in 2012. TFSO was introduced on pilot basis in Jaipur, Golconda, Kushinagar and Shravasti.

7.26 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:

- 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.



- To encourage domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multi-dimensional tourist destination.
- To familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

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

Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

7.27 Seamless Travel

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

Ministry of Tourism in collaboration with the Ministry of Road Transport & Highways and the State Governments of NCT of



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

This Ministry is also the member of the Transport Development Council. This Ministry along with Indian Tourist Transporters Association (ITTA) has made a representation for introduction of national permits for tourist buses and implementation of Motor Vehicles (All India permit for Tourist Transport Operators) Rules, 1993. As an outcome of the 35th meeting of the Transport Development Council, an Empowered Committee of officers on the 'Issue of National Permit System' for tourist

buses and goods vehicles (below 7.5 tons) has been constituted and the Deputy Director General (Travel Trade), Ministry of Tourism has been nominated as member of this committee is represented.

An Empowered Group of State Transport Ministers was set up on 27.02.2012 by the Ministry of Road Transport & Highways to discuss and recommend issues relating to Rationalization of Motor Vehicle Taxes as well as including a "System for bringing in National Permit Scheme for passengers vehicles on similar line as goods vehicles".

The committee, after detailed discussion with all the stake holders, submitted its report/ recommendations which were discussed before the 35th Transport Development Council (TDC) meeting held on 23.10.2013 and it was accepted by all participating States and stakeholders that floor rate of tax@ 6% on the sale price before





VAT for two wheelers, Cars/ LMVs and taxi/ maxi would be enforced. Further it was decided in the meeting that the States/ UTs would adhere to the timeline in respect of rationalization of taxes for the two wheelers, Cars/ LMVs and taxi/ maxi within the state by 31.03.2014 and in case of taxi/ maxi operating on inter-state routes, by 30.9.2014.

7.28 Code of conduct for “Safe & Honourable Tourism”

This Ministry along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the ‘Code of Conduct for Safe & Honourable Tourism’ on 1st July 2010 which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children. The specific objectives of the Code of Conduct for Safe and Honourable Tourism are to:

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

vulnerability to crime.

The Code of Conduct is applicable to all the owners, suppliers, contractors, employees of travel tour sector including hotels, restaurants, lodges, guest houses, tour agents, entertainment establishments etc. In addition, it is applicable to service providers like event management organizations, entertainment providers, transport operators, tour guides and other services or agencies associated with tourism sector. The Code of conduct for Safe and Honourable Tourism is not a legally binding instruments but a set of guidelines for tourism industry. It also sensitizes the signatories regarding importance of information and training of personnel, public awareness and guest notification, regulated use of premises and official equipment, ethical business practices and marketing, implementation and monitoring.

As a part of the guidelines of the Code, the signatories are encouraged to assist the tourists with guidance on safety tips applicable to the specific city / place including timings for visits, right dressing and other local social and cultural beliefs and norms etc.

7.29 Mobile Application

This Ministry has launched the ‘Incredible India’ mobile application in August 2014 to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Trans-



port Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities / Tourist centres. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel to in future. In addition to this, the application will provide places of interest. This mobile application has been developed as part of the initiative of the new Government in taking important positive decisions, especially, affecting the general public since its taking over the

charge. This new application will help the tourists in seeking services from Government of India recognized service providers and receive quality and reliable services from them.

7.30 Incredible India Helpline

On a pilot basis, this Ministry has set up the 'Incredible India Help Line' to be operated in house to address and guide the tourists during any kind of emergency which may include medical, crime, natural calamities or on being stranded. This service will be available as toll free on telephone 1800111363 or on a short code 1363.



CHAPTER 8 HUMAN RESOURCE DEVELOPMENT

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

8.1.1 It has been the endeavour of this Ministry to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of

now, there are 36 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 15 State IHMs, and 7 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education / conduct training in hospitality skills.

8.1.2 For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technol-



ogy (NCHMCT). The mandate of the NCHMCT is to coordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 21 CIHMs, 15 SIHMs and 7 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, 15 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admis-

sions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

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

National Council for Hotel Management and Catering Technology has signed a MOU with the 'LAUSANNE HOSPITALITY CONSULTING SA (LHC)', which is a division of world oldest and top ranked Hospitality school- 'Ecole hôtelière de Lausanne', Switzerland. The agreement will broadly a) review the existing curriculum, identify knowledge and skill gaps specific to the requirement of the market and recommend new inputs; b) provide faculty development on the new inputs including inculcating global standards of academic delivery; and c) conduct regular academic audits. The agreement between NCHMCT and LHC is expected to put hospitality education in the country on a new quality crest. It will bring Indian hospitality education to an internationally acceptable quality threshold. The academic tie up between NCHMCT and 'ECOLE HOTELIERE DE LAUSANNE' was formally launched by the Hon'ble Minister (T) I/C on 6th August, 2014 at Hotel Samrat, New Delhi.

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

It has been proposed to empower NCHMCT by giving a statutory power through an Act of Parliament towards



awarding its own Degree. The possibilities of declaring NCHMCT as a full-fledged University, a Deemed University and Institute of National Importance have been explored in accordance with provisions contained in UGC Act and other rules in force in the country. A series of meetings have also been held with representatives of MoHRD and UGC. Finally, it has been decided to process to declare the NCHMCT as an Institute of National Importance through an Act of Parliament with statutory authority of awarding its own Degree. In India, an Institute which serves as a pivotal player in developing highly skilled personnel within the specified region can be declared as Institute of National Importance through an Act of Parliament. As such, NCHMCT qualifies the criteria to declare it as an Institute of National Importance. It has also been proposed to declare

all the IHMs affiliated under NCHMCT as its Chapter to run the regular academic programs and admission, teaching delivery, examination and degrees will be awarded by NCHMCT.

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





The Draft Cabinet Note on the subject has been sent to NITI Aayog, Ministry of Finance and Ministry of Human Resource Development for inter-Ministerial consultations.

8.3 Indian Institute of Tourism & Travel Management

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

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

8.4 Further efforts to meet the skill gap

With the growing realization that it would be necessary to reinforce efforts to bridge the skill gap obtaining in the hospitality sector, the Ministry has put in place the following five-pronged strategy as 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 2014-15, one, Food Craft Institute (FCI) at Khajuraho, Madhya Pradesh has been sanctioned with the Central Financial Assistance of ₹475.00 lakhs.

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 ₹10 crore, of which, ₹8 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional ₹2 crore can also be 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 ₹4.75 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 Tourism Sector with skilled manpower

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 exists in the Sector, and second, because the Sector is not averse to taking raw hands and leaving them to acquire function-related skills on the job.

8.8 MoT's Skill Development Strategy of this Ministry

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

- a) institutionalizing skill testing and certification; and
- b) commissioning pre-service skill development training programmes of short duration.

a) Skill Testing and Certification

The 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. This 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 2013-14, the number of persons certified stood at 51004.

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



This Ministry had, in the year 2009, launched an initiative, christened **Hunar Se Rozgar Tak**, to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal since, as will be evident from the fact that about 67646 persons were trained under it during the year 2013-14 as against 5610 during the year of its inception. 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 the 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, Indian Railway Catering and Tourism Corporation Limited (IRCTC) and the Star-Classified hotels. A decision has been taken to also allow the government ITIs, Colleges and Universities which have brought up Sector specific training facilities with MoT's assistance to implement HSRT. Another important decision taken is to allow the private hospitality institutes that have the approval of the All India Council for Technical Education (AICTE), National Skill Development Agency (NSDA) and the governments, as also to the industrial units, industry associations and skill imparting

bodies with proven credentials, to implement the HSRT initiative.

8.9 Apart from the mentioned hospitality related trades, the HSRT now offers training to provide for driving skills. Enabling dispensations are also available for training to:

- (i) revive the languishing skill of heritage conservation and stone masonry;
- (ii) impart skills to befit a Golf Caddy;
- (iii) impart skills in skin care & spa therapy;
- (iv) bring up :
 - Escorts and volunteers to accompany / guide tourists on identified Heritage Walk Stretches,
 - Tourist Facilitators,
 - Security Guards,
 - Event Facilitators, and





- Tour Assistants, Transfer Assistants and Office Assistants.

8.10 A 6-month Programme of training in hospitality trades

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 Institutes of Hotel Management (IHMs), FCIs and Kerala Institute of Tourism and Travel

Studies (KITTS) have been authorized to implement the Programme.

8.11 Orientation and skill certification of the street food vendors

This Ministry has launched a programme, in partnership with the National Association of Street Vendors of India, for the orientation and skill testing and certification of street food vendors. The Programme provides for an orientation of 5 days and on the sixth day the skills are tested. The Programme is important as it converges two important initiatives of the Government : **Skill India and Clean India.**



CHAPTER 9 PUBLICITY AND MARKETING

9.1 Publicity

During the financial year 2014-15, this Ministry undertook various activities which included the following:-

- i. **TV Campaigns** to promote tourism to the North East Region and to the State of Jammu & Kashmir were released on Doordarshan and in private television channels across the country.
- ii. An advertising campaign at the T3 & T1 Terminals of the **Delhi International Airport** as well as T2, T1A & T1B Terminals of **Mumbai International Airport** and Domestic and International terminals of **Rajiv Gandhi International Airport** at Hyderabad was undertaken.
- iii. Social Awareness campaign titled '**Atithi Devo Bhava**' promoting concepts of 'Cleanliness', 'Hospitality', Civic Responsibilities', and 'Good Behaviour Towards Tourists', was released on Doordarshan and private television channels across the country.
- iv. Social Awareness Campaign was released in **Digital Cinema Theatres** in major Indian cities.



- v. An **online campaign** featuring **Campaign Clean India** advertisements was released on major websites in the country.
- vi. A domestic **campaign** featuring radio jingles on **Campaign Clean India and HSRT (Hunar Se Rozgar Tak)** was released on FM Radio Channels across the country.
- vii. A Social Awareness Campaign titled '**Atithi Devo Bhava**' was undertaken on Bus Stops, Metro Stations, Billboards in major metropolitan cities such as Delhi, Mumbai, Chennai, Hyderabad, Bengaluru and Kolkata.
- viii. Social Awareness Campaign titled '**Atithi Devo Bhava Campaign**' featuring new set of print creatives was released in newspapers across the country.

9.2 Other Promotions

The Ministry participated in the Travel and Tourism Fairs (TTF) held in Guwahati, Kolkata, Hyderabad, Ahmedabad, Surat, Pune, Mumbai, Chennai, Bengaluru and Delhi.

The Ministry participated in South Asian Travel & Tourism Exchange (SATTE), held in New Delhi in 2015. The North-Eastern States and State of Jammu & Kashmir participated as co-exhibitors in the India Pavilion set up in the exhibition.

Advertisements have been released in several publications and Souvenirs.

Advertisements were released in various newspapers on the occasion of International Buddhist Conclave, International Tourism Mart- Shillong and launch of Visa-on-Arrival enabled by Electronic Travel Authorization (ETA) Scheme.

9.3 Production of Publicity Material

This Ministry produced the **Incredible India Promotional Calendar 2015** showcasing India's rich heritage and famous monuments. The Calendar comprised of artistic renditions and illustrations inspired by the works of famous international artists.

This Ministry produced five tourist **guide books** on the topics '**Golfing Holidays in India**', '**Incredible Indian Himalayas**' and '**Wild Trails in India**' in collaboration with M/s. Eicher Publications.

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

The Ministry produced a fresh set of print creatives for **Atithi Devo Bhava Campaign**.

The Ministry produced a brochure and a **TVC on Tourist Visa-on-Arrival enabled by ETA scheme** which was launched in November, 2014 to spread awareness about it among the hospitality and travel trade as well as travelers in major source markets.

The Ministry produced '**Welcome Cards**' for giving it to tourists arriving at international airports where Visa on Arrival Facility enabled by ETA was introduced.

E-poster on '**Swachh Bharat, Swachh Smarak**' was launched on the Good Governance Day.

9.4 Websites

The promotional website of this Ministry



www.incredibleindia.org has been comprehensively revamped and updated. The website offers complete videos of Indian Sound & Light Shows and tourism films produced by this Ministry. The website is being translated in 8 international languages viz., Spanish, German, French, Japanese, Chinese, Arabic, Russian and Korean. This Ministry has signed an agreement with M/s Worth Your Holidays as part of automated holiday planner (Tripigator.com) has been linked with the promotional website of this Ministry.

9.5 Marketing Objectives of Overseas Offices

This Ministry through its 14 overseas offices endeavours to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-à-vis competi-

tion 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 Seminars, Workshops, Road Shows & India Evenings, printing / production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators, inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

9.6 Assistance to Service Providers under the



Market Development Assistance Scheme (MDA)

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

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

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

9.7 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 the 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 India tourism 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 on this Ministry's hospitality programme.

These guests were also invited to cover important events such as International Buddhist Conclave in Bodhgaya and Sarnath, International Tourism Mart (ITM) in Shillong, Himalayan Run & Trek Event in Darjeeling, Incredible India Travel Bazaar (IITB) and Incredible India Golf Tourism Summit (IITGS) in New Delhi.

9.8 Participation in Travel Fairs and Exhibitions

Overseas India tourism offices of this Ministry have participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include Arabian Travel Market (ATM) Dubai in May 2014, IMEX in Frankfurt in May 2014, Virtuoso in Las Vegas, USA in August 2014, PATA Travel Mart 2014 in Phnom Penh, Cambodia, IMEX America in Las Vegas, USA in October 2014, World Travel Market (WTM) in London in November 2014, ILTM 2014 in Cannes, France, amongst others.

9.9 Some Major 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 organized in important tourist generating markets overseas with participation of different segments of the travel industry. The **Road Shows** comprised presentations on India



followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries.

During the year 2014-15, Road Shows were organised in collaboration with Trade Associations in various cities as per details given below:

- Eastern Europe (Warsaw, Budapest & Bucharest)
- USA (New York, Boston, San Francisco & LA)
- China (Guangzhou, Shanghai, Beijing & Chendgu)
- France (Lyon, Marseille & Toulouse)
- South America (Santiago, Lima and Bogota) Besides, Overseas India Tourism Offices also organized Road Shows and Know India Seminars in Australia, Austria, Armenia, Belgium, Canada, Czech Republic, Germany, Georgia, Italy, Japan, Kuwait, Malaysia, Oman, Poland, Qatar, Slovak, Switzerland and Tanzania.

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:

- Panama
- Surinam
- Costa Rica
- Bogota

- Santa Domingo
- Buenos Aires
- Asuncion
- Pretoria
- Johannesburg
- Durban
- Harare
- Algiers
- Jeddah
- Cairo
- Beirut
- Laos PDR
- Cambodia
- Hanoi
- Ho Chi Minh City
- Bangkok
- Beijing
- Shanghai
- Chengdu
- Hong Kong
- Guangzhou
- Qingdao
- Nicosia
- Mauritius

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 Amsterdam, Barcelona, Beijing, Belgrade, Cape Town, Dubai, Durban, Frankfurt, Johannesburg, Kuwait,



Milan, New York, Ottawa, Paris, Singapore, Stockholm, Tokyo and Toronto.

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 Chinese, French, Spanish, Italian, German, Polish, Russian, Japanese, Korean and Taiwanese.

9.10 Others

With the aim of enriching India's culture and enhancing its image in the global arena, this Ministry of Culture has been organising the Festivals of India in various countries. This Ministry has provided support to these festivals in China and South Africa through Indian Food Festivals and outdoor branding.





CHAPTER 10 INTERNATIONAL COOPERATION

10.1 Cooperation with International and Multilateral Organizations

- This Ministry engages in consultations and negotiations with various international and multilateral organisations such as United Nations World Tourism Organization (UNWTO), Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation (BIMSTEC), Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Co-operation (SAARC) etc.
- India participated in the 26th Joint meeting of the UNWTO for East Asia and the Pacific (CAP) and the UNWTO Commission for South Asia (CSA), in Legazpi, Philippines from 17th to 20th May 2014.
- India participated in the 98th Session of the UNWTO Executive Council at Santiago de Compostela in Spain from 4th to 6th June 2014 and 99th Session of UNWTO Executive Council Meeting in Samarkand, Uzbekistan from 29th September to 04th October 2014.



- The Hon'ble Minister of State for Tourism and Culture (IC) participated in the World Travel Market (WTM) held in London, United Kingdom from 03rd to 06th November 2014.

10.2 Bilateral / Multilateral Tourism Cooperation Agreements

- The International Cooperation Division of the Ministry holds consultations and negotiations with other countries for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism, organizes Joint Working Group Meetings with other countries and attends Joint Commission Meetings, in coordination with the Ministries of Commerce, Culture, Civil Aviation, External Affairs, Finance, Petroleum, etc. for development and promotion of tourism. India has signed 51 bilateral / tripartite Agreements / MoUs / Protocols with other countries to widen the links of friendship and promote cooperation in tourism sector.
- A bilateral meeting was held under the Chairmanship of Hon'ble Minister of State for Culture & Tourism (IC) Government of India and Mr. Akihiro Ohta, HE Minister of Land, Infrastructure, Transport and Tourism (MLIT), Government of Japan in New Delhi on 24th September 2014.
- A bilateral meeting was held under the Chairmanship of Hon'ble Minister of State for Culture & Tourism, Government of India and Ms. Heidi Victoria, MLA, Minister for Arts, Women's Affairs and Consumer Affairs for the Australian State of Victoria to India on 30th August 2014.

- The first meeting of the Joint Working Group on Tourism between India and Mexico was held in Hotel Samrat, New Delhi on 20th October 2014 to outline specific activities to be undertaken by both sides to institutionalize and take forward the tourism cooperation between two countries.

- The Hon'ble Minister of State for Tourism & Culture (IC) and Civil Aviation had a meeting on tourism cooperation with six member Chinese delegation led by Mr. Qiang Wei, Party Secretary of Jiangxi Province, China during their visit to India on 17th November 2014.

- This Ministry and the Ministry of Culture, Tourism and Civil Aviation, Government of Nepal signed a Memorandum of Understanding for strengthening cooperation in the field of Tourism during the State visit of the Hon'ble Prime Minister to Nepal on 25th November 2014.

- This Ministry and the Department of Foreign Affairs and Trade, Government of Australia signed a Memorandum of Understanding for strengthening cooperation in the field of Tourism during the State visit of the Hon'ble Prime Minister to Australia on 18th November 2014.

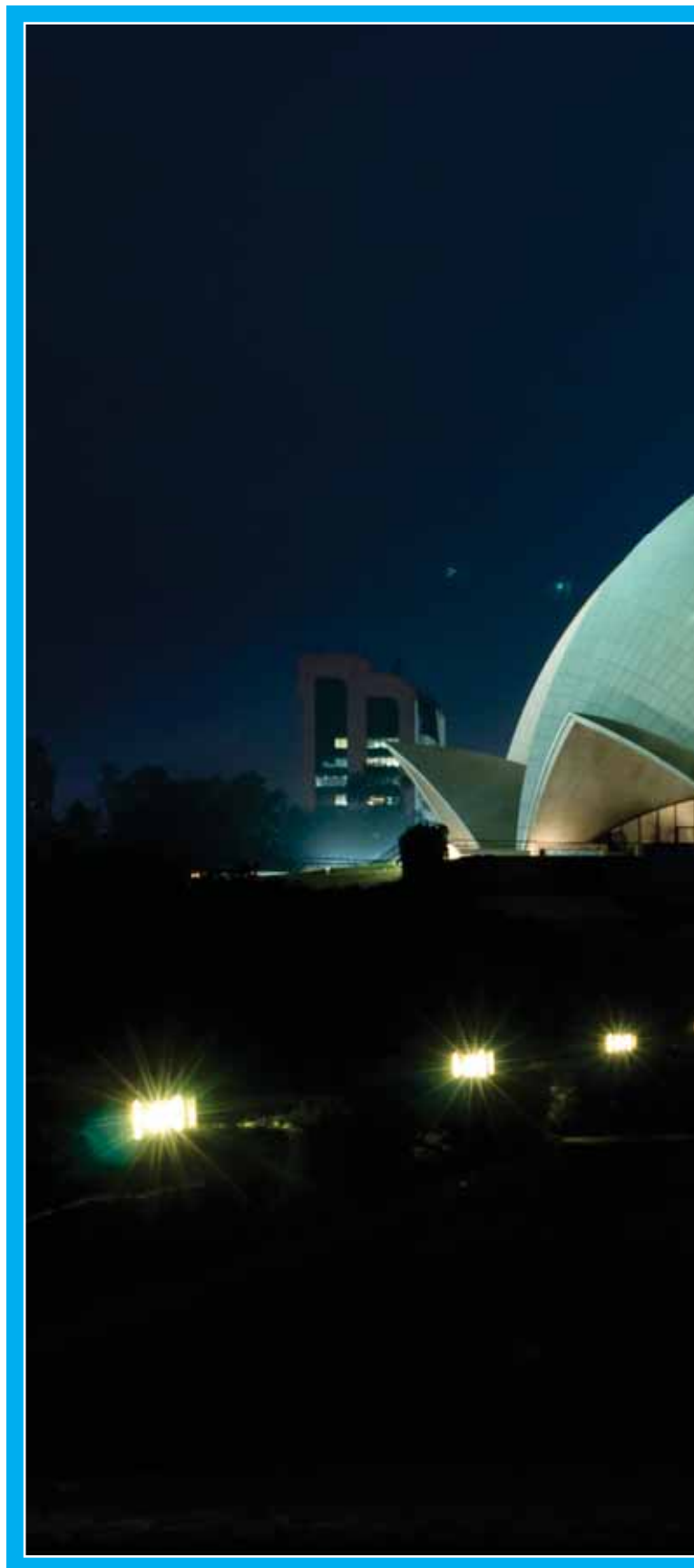
10.3 External Assistance

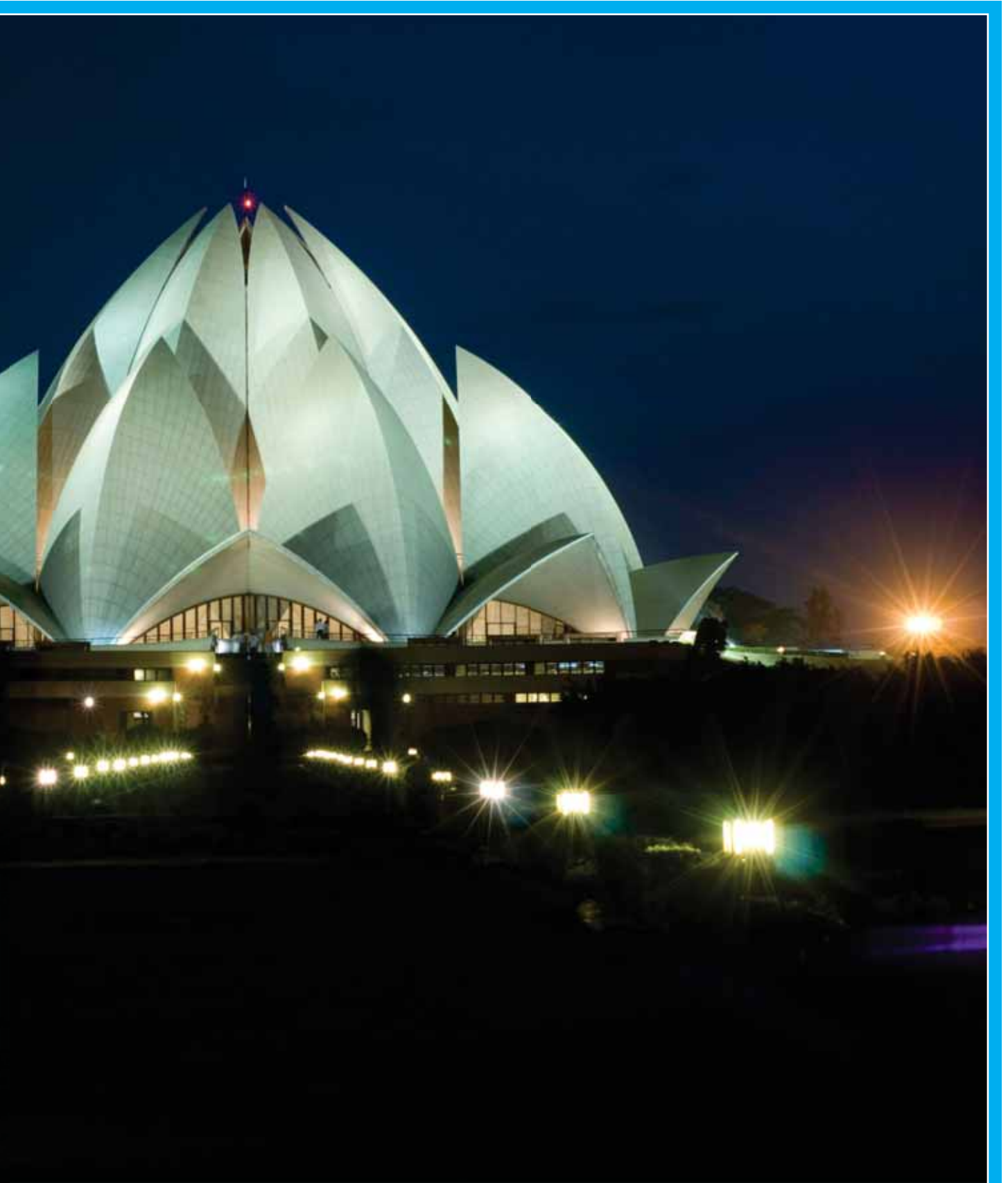
- This Ministry also takes up development of tourism related infrastructure with external assistance. A loan agreement for 7331 million Japanese Yen was signed with Japan Bank of International Cooperation (JBIC) now known as Japan International Cooperation Agency (JICA), on 31st March 2003 to undertake the Ajanta – Ellora

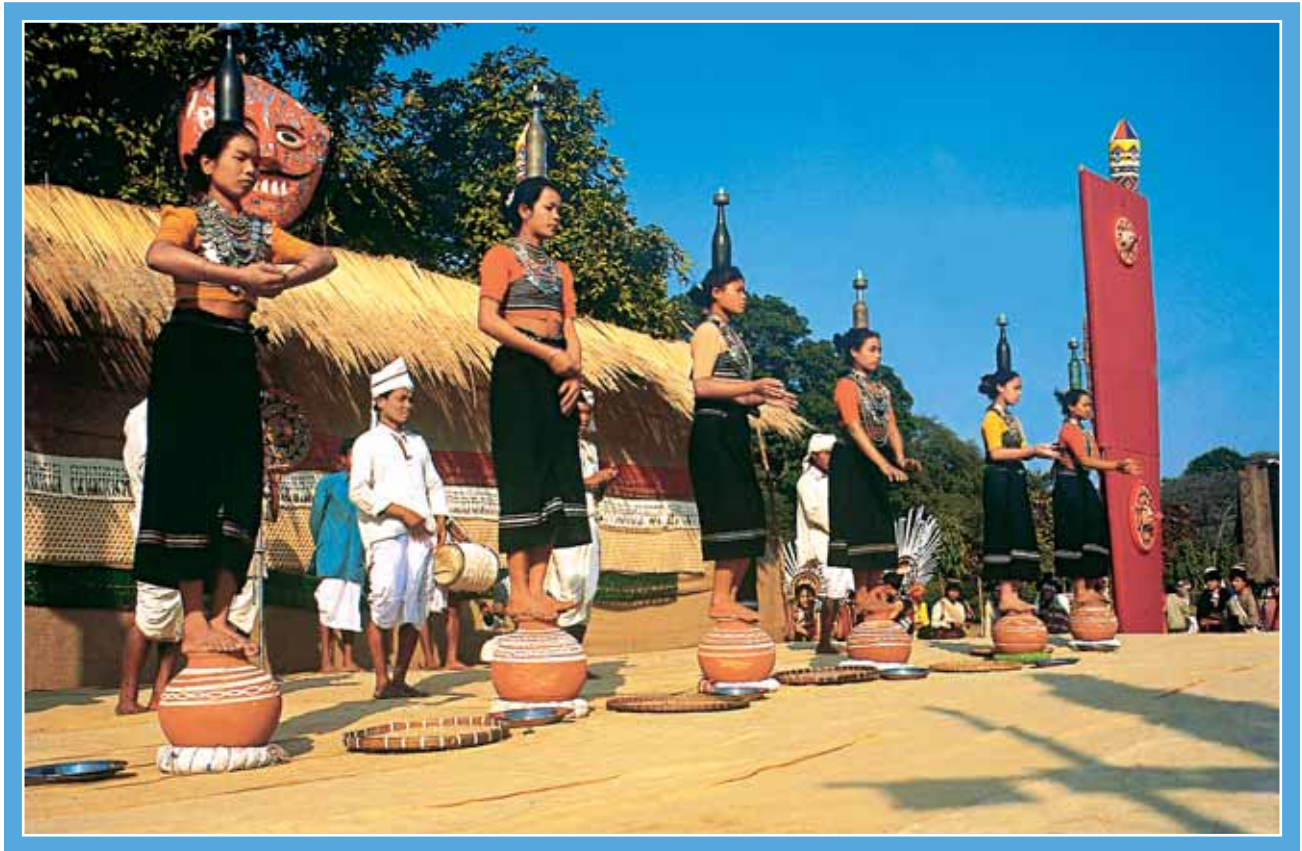


Conservation and Tourism Development Project (Phase II). The main components of the project are monument conservation, improvement of Aurangabad Airport, afforestation, improvement of roads, construction of tourist complexes, water supply at tourist attractions, public awareness activities, human resource development and computerization of tourist information. The work on the project is over and the validity of loan expired on 31st July 2014.

- This Ministry the Departments of Tourism of the Governments of Bihar and Uttar Pradesh and International Finance Corporation (World Bank Group) had entered into an agreement in October 2013 to cooperate in upgrading the quality of services and goods provided for tourists along the “Buddhist Circuit” in India. Under this agreement, the signatories have designed a strategy aimed at a broader integrated Buddhist Circuit Tourism Development Project, for both Buddhist pilgrims and those wishing to experience the essence of Buddhist heritage. The Project is intended to be undertaken in two Phases. The work on phase - I is over and the strategy formulated by the IFC “Investing in the Buddhist Circuit” was launched by the Hon’ble Minister of Tourism on 17th July 2014. This Ministry, Departments of Tourism, Governments of Bihar and UP and IFC are working on entering into the phase II of the project.







CHAPTER 11

NORTH-EASTERN REGION AND JAMMU & KASHMIR – SPECIAL EMPHASIS

11.1 North-Eastern Region:

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

The rich natural beauty, serenity and exotic flora and fauna of the area offer invaluable resources for the development of tourism.

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



quate infrastructure and other tourist amenities at various attractions in the region.

For the development and promotion of North-East Region, 10% of the plan allocation of the Ministry has been earmarked. An amount of ₹110 crore has been earmarked during 2014-15 (R.E.) for the region. The financial assistance being given to North-East States includes assistance for development of tourist Infrastructure, promotion of fairs/festivals and tourism related events in the region, Information technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing etc.

11.2 International Tourism Mart (ITM) Shillong.

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

The 3rd International Tourism Mart was organized from 13th to 15th October, 2014 at Shillong in Meghalaya. 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 2014 was formally inaugurated at the State Convention Centre, Shillong on 14th October 2014, by Dr. Mukul Sangma, Hon'ble Chief Minister, Meghalaya in the presence of Shri Shripad Naik, the then Hon'ble Union Minister of State for Tourism and Culture (Independent Charge).

One-to one business 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 on the 15th October 2014. These meetings were aimed at establishing business contracts between the business 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 2014 has given the participating delegates a complete and holistic experience, since they were exposed to the cuisines and culture of all the North-Eastern States and were also presented with small souvenirs from each of the states. FAM tours were also organised for the foreign delegates.

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

This Ministry is committed to the development and promotion of tourism in the North-East Region and all efforts will be made to ensure that this region emerges as one of the leading tourism destinations for domestic and international visitors.

11.3 Infrastructure and other projects

In 2014-15, an amount of ₹85.52 crore has been released till 31st December, 2014 for promotion and development of infrastructure under the Product/Infrastructure



Development of Destinations/Circuits Scheme of this Ministry in the North-East Region.

11.4 Rural Tourism

The North-Eastern region of the country with its unique traditions, cultural heritage, exotic flora, fauna and natural beauty has an immense potential for the development of rural tourism. The Rural Tourism Scheme of this Ministry aims at improving the rural economy by promoting traditional rural art, craft, textile, culture etc.

based livelihood through tourism process. The Ministry gives Central Financial Assistance for creating infrastructure and for human resource development in rural areas for developing sustainable tourism in the form of rural tourism projects.

11.5 Promotional Activities

TVCs on Jammu & Kashmir and North-Eastern States were produced for promoting tourism to these areas. These TVCs were aired as part of North-East and Jammu & Kashmir Campaign shown on private channels and Doordarshan.







CHAPTER 12

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED (ITDC)

12.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of this Ministry. 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, training consultancy in hospitality sector, event management

and mounting of Son-et-Lumeire (SEL) Shows, etc.

12.2 Organizational set-up

The present organizational set-up at the corporate level comprises Chairman & Managing Director (additional charge), Functional Directors and heads of business groups viz. Ashok Group of Hotels, Corporate Marketing, Events Management, Ashok International Trade, Ashok Travel & Tours, Ashok Creative & Public Relations, Ashok Institute of Hospitality & Tourism Management 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, 1 Tourist Service Station, 7 Duty Free Shops at airport / seaport, 2 Sound & Light Shows and 3 Catering Outlets. ITDC is also managing a Hotel at Bharatpur and a Tourist Complex at Kosi.

12.4 Subsidiary Companies

Details below indicate ITDC's investment of ₹11.12 crores in the paid up capital of seven subsidiary companies as on 31.03.2014 :

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





12.5 Capital Structure

The details are as under:-

	2012-13 (₹ in crores)	2013-14 (₹ in crores)
Authorized Capital	150.00	150.00
Paid up Capital	85.77	85.77
Reserves & Surplus	225.99	230.40
Net Worth	311.76	316.17

12.6 Pattern of Shareholding

The authorised and paid-up capital of the Corporation as on 31.03.2014, stood at ₹ 150.00 crores and ₹ 85.77 crores respectively. The pattern of shareholding is indicated below:-

Government	87.03%
Indian Hotels Ltd.	7.87%

Banks & Financial Institutions	4.17%
Other Bodies Corporate	0.16%
General Public & Employees	0.77%

12.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last four years and for the year 2014-15 are tabulated below:

(₹ in crores)

	2010-11	2011-12	2012-13	2013-14	2014-15 (Prov.)
Turnover	392.36	423.06	440.64	469.58	522.00
Profit before Tax	-11.73	22.02	5.48	11.93	29.88
Profit after Tax	-8.59	8.54	2.99	9.42	23.62
Direct Foreign Exchange Earnings	14.12	20.38	19.73	15.87	17.64





Annual Accounts for the financial year 2013-14 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

12.8 Plan Schemes

For the financial year 2014-15, the revised budget estimates for capital outlay is ₹26.24 crore which includes ₹ 24.67 crore towards renovation /improvement in hotels/ restaurants.

12.9 Memorandum of Understanding (MoU)

The MoU for the year 2014-15 was signed between this Ministry and ITDC envisaging targets for financial and non- Financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

12.10 Ashok Group of Hotels

The Chef's of The Ashok Group of Hotels won the following awards recently :

- FHRAI Young Hotel Chef 2013-14 won by Chef Montu Saini, Sous Chef, The Ashok, New Delhi.
- Master Chef Indian Sweets won by Chef Montu Saini, Sous Chef, The Ashok, New Delhi at the International Chef Day Awards 2014.
- Master Chef Kitchen Artist won by Chef Mahesh Kumar Srivastav, Chef de partie, Hotel Samrat, New Delhi at the International Chef Day Awards 2014.

ITDC hotels continued to host important events, conventions as well as special short term festivals. VVIP venues like Hyderabad House, Vigyan Bhawan and The Ashok hosted various important conferences / prestigious events for various Ministries, Government bodies and corporate successfully.

Hyderabad House, catered to many prestigious events among which the Hon'ble Prime Minister of India hosted state dignitaries like :

- Hon'ble Prime Ministers of Australia, Vietnam, Pakistan, Nepal and Bhutan.
- Hon'ble Presidents of China, Afghanistan, Maldives and Sri Lanka.

The Ashok hosted many important events like WAZA 2014 (World Association of Zoos and Aquariums), Annual Chef Awards, Indian Infosec Consortium, India Energy Forum-The Coal Summit, National Award for excellence in printing, World Hindu Congress etc. Various important conferences / events were also held at Vigyan Bhawan and Hyderabad House.

To celebrate various events and exhibit the fineries of gastronomy, The Ashok organised various Food Festivals and promotions. Some of these are Oktoberfest, World Tourism Festival, FIFA World Cup, Dawat-e-Oudh, Presidential Flavors, Weekend Brunch among others.

The Ashok participated in the 'New Delhi Palate Fest 2014' showcasing the signature dishes of its restaurants The Oudh and Frontier.

ITDC hotels actively participated in the implementation of training to students under "Hunar se Rozgar" (HSR) scheme of Ministry of Tourism. These hotels are The Ashok, New Delhi, Hotel Patliputra Ashok, Patna, Hotel Jaipur Ashok, Jaipur, and Hotel Kalinga Ashok, Bhubaneswar.

Lalitha Mahal Palace Hotel, Mysore, Hotel Jaipur Ashok, Jaipur and Hotel Kalinga Ashok, Bhubaneswar are in the process of



conducting 1 year residential programme for students sponsored by Ministry of DONER.

A renovation drive for upgradation of rooms at The Ashok, New Delhi is in progress.

ISO Certification of kitchen at Hotel Bharatpur Ashok, Bharatpur is in progress.

12.11 Ashok Events

The Ashok Events Division is managing Events, Conferences and Exhibitions etc. both within the country and abroad since 2002. As an Event Manager, it is responsible for planning, co-ordinating and deliverance of various requirements/ arrangements that contribute to the success of an event, conference, exhibition etc. It has established itself as a preferred professional conference organizer and a leading Event Manager with Ministries/ Departments/Organisations/Institutions of the Government of India.

Some of the major events handled by Ashok Events during the year (upto Nov 2014) include: 69th Annual Conference of WAZA, NDMA Pavilion at ITPO 2014, BASIC Ministerial Conference, Launch of 'MAKE IN INDIA' by Hon'ble Prime Minister, SAARC Ministers Conference, International Buddhist Conclave, International Tourist Mart, World Environment Day, Travelling Photo Exhibition of Kendriya Vidyalaya Sangathan – Pan India, National Tourism Advisory Council Meeting, 3rd BRICS International Competition Conf., 9th MGNREGA Sammelan, National Voters' Day, MSME National Awards Function, World Summit on Accreditation, SAMARTH2014 etc.

Through its Event Management activities, the Division also acts as a catalyst in significant generation of business for other divisions of the Company including Hotels, Travels & Tours, Creatives etc.

12.12 Ashok International Trade (AIT)

AIT Division of ITDC facilitates duty free shopping facilities to international travellers. ITDC is making efforts to consolidate its duty free business at the seaports. At present the Division is operating six Duty Free Shops at Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam and Goa seaports. In addition, ITDC is also operating duty free shops at Coimbatore airport. The Division has also been successful in acquiring the right to develop and operate the duty free shop at Paradip, Mumbai and Kandla Seaport which are three of the major seaports in India.

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

12.13 Ashok Travels & Tours

Ashok Travels & Tours (ATT), is in-house Travel Agency of ITDC that provides a host of unparalleled travel related services like air ticketing, transport and package tours etc.

ATT is an IATA approved agency and is a member of various National and International travel and tourism organisations. It



has Pan-India presence with network of eleven branches in Delhi, Mumbai, Chennai, Bangalore, Kolkata, Varanasi, Aurangabad, Hyderabad, Guwahati, Patna and Ranchi.

ATT has forayed into Cargo business during the year. 32 nos. of high-end vehicles (Mercedes & BMW) were supplied to Government of Nepal during 18th SAARC Summit held at Nepal from 16th Nov-1st Dec 2014.

12.14 Ashok Creatives

Ashok Creatives, with its commitment towards tourism promotion, continued to extend its expertise in tourism promotion and developmental projects of this Ministry and other clients.

The Division focuses on sourcing addi-

tional work (consisting of publicity collaterals and creative jobs) from its existing and new client's viz. Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, National Institute of Social Defence (NISD), Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) etc. The Division is also making aggressive marketing efforts to source in works from PSUs and Government bodies as well as co-ordinating with empanelled agencies to work as co-partners in assignments and bid for new works relating to design, print production and advertising.

Ashok Creatives handled production of all print jobs relating to launch of highly prestigious 'Make in India' and 'Saansad Adarsh Gram Yojana (SAGY)'. Besides, jobs



for various Ministerial Conferences & Events pertaining to Ministry of Social Justice, Ministry of Environment, National Mission for Clean Ganga, Ministry of Personnel, National Disaster Management Authority (NDMA), Dr. Ambedkar Foundation, Ministry of Rural Development, Central Zoo, Ministry of Tourism were successfully executed.

Advertising assignments in the print media have also been undertaken for the in-house advertising requirements of ITDC and its units as well as promotions for various initiatives/packages.

12.15 Public Relations & Culture Division

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

Promoting Corporation's image, advertisements and exclusive advertorials and promotional packages were designed and released in the print media. The Ashok Coffee Table Book titled "The Ashok Capital Icon" was launched and was widely publicised in the media.

On the Cultural front, events, painting / exhibitions and Book launches were organised at The Ashok. The events consisted of lifestyle/fashion events and media related functions as well as their Annual Award functions.

"Feel India" – A cultural extravaganza showcasing myriad shades of cultural and mesmerizing moments – An initiative of Incredible India and ITDC was organised from February, 2014 to 26th April 2014.

12.16 Sound and Light Shows

With its first ever Sound & Light Show at Red Fort in the country 45 years ago, ITDC is continuing its efforts to mount more and more Sound & Light Shows across the country. The Sound & Light Show at Ross Island in Andaman & Nicobar and another at Shilpgram in Deoghar (Jharkhand) are ready for commissioning. The Show at Dal Lake (J&K) which was in progress got affected adversely due to heavy floods in J&K. The work of Sound & Light Show at Tilyar Lake, Rohtak (Haryana) is likely to be completed in next three months. Two of the three projects assigned by Government of Odisha have already been awarded by ITDC for Konark Sun Temple and at Dhauli near Bhubaneswar. The work at Kanke Dam in Jharkhand is also in progress.

The Detailed Project Reports submitted by ITDC for Sound & Light Show at Bahu Fort and at Katra in Jammu, multi dimensional show at Leh (J&K) and Ellora (Maharashtra), Moosi Maharani Ki Chhatri (Rajasthan), Daultabad Fort in Maharashtra are under consideration of this Ministry for sanction. The Sound & Light Show project at Agartala is under consideration by Government of Tripura for sanction. Another Sound & Light Show project at Thiruvananthapuram is also under sanction by Government of Kerala.

The operations of the Sound & Light Shows

at Red Fort and another at Purana Quila, New Delhi which are operated by ITDC have shown better response.

12.17 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division mainly work in execution of tourism infrastructure projects, consultancy services to Ministry of Tourism and State Tourism Departments, Engineering works of ITDC and Joint Venture hotels.

The Division continues to be involved in renovation of various properties of ITDC. The Division is involved in various projects like construction of Convention Centre at Hotel Ranchi Ashok, illumination of waterfalls at Chitrakot, construction of Memorial of Smt. Vidyawati ji mother of great martyr Shaheed Bhagat Singh at Moranwali Village, Distt. Hoshiarpur (Punjab), Tourism infrastructure projects in North-East States like Manipur, Mizoram.

Consultancy Services have been provided for setting up of Hotel at Agartala on PPP mode, appointment of transaction advisor for leveraging of ITDC properties.

12.18 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, it is proposed



that focus of AIH&TM would be towards reducing the gap between demand and supply and providing skilled manpower to the Hospitality industry.

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

- (a) 04 years degree course in Bachelors in International Hospitality Business Management (BIHBM) in association with Kurukshetra University.
- (b) 06 and 08 weeks skill development training in F&B Service, Housekeeping Utility, Bakery & Patisserie and Food Production for youths under the Hunar se Rozgar scheme of this Ministry.
- (c) Imparting on-the-job training to Industrial Trainees from various professional Hospitality Institutes in the country.



- (d) Designing & conducting customized Hospitality related Training for Railways, NCDC, Ministry of External Affairs, Rashtrapati Bhawan and Foreign service Institute etc.
- (e) One-year diploma courses in Food Production, Bakery and Confectionary, Front Office, Housekeeping and F&B service jointly with National Institute of Open Schooling.
- (f) AIH&TM is conducting 01 year residential training programme sponsored by Ministry of DONER in various fields of Hospitality at Bangalore and Mysore. Approximate 300 numbers 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.
- (g) AIHTM has signed an MOU with Assam Downtown University for conducting hospitality related courses whereby classes will take place at Downtown University and industrial training will take place in ITDC hotels.
- (h) AIH&TM also undertakes training of ITDC Executives will emphasise on develop Corporate Training Planning and Monitoring system for systematic formulations and implementation of Annual training Programme.
- (i) AIH&TM achieved the MoU target under competency and leadership development by conducting training for more than 750



man days of training for executives and around 1200 man days of training for non-executives as against the target for 770 man days.

12.19 Technology Developments

In order to optimise the resources and maintain effective control, ITDC have introduced CCTV based monitoring of guests services in the hotels.

12.20 Environment Management Initiatives

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

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

12.21 Corporate Social Responsibility (CSR)

- (a) As a CSR initiative, ITDC has undertaken projects to construct toilets (three) in backward area in Government Girls Schools namely Anjani Balika Secondary School, Baba Patidhar Balika Secondary School, Palamu District and Kuchchu Bal Vidyalaya, Hundru District, Jharkhand.
- (b) ITDC has been entrusted with partnership of Clean India Pilot Project at Qutab Minar,

New Delhi. The Pilot Project has successfully brought various stakeholders on one platform.

12.22 Human Resource Management

The total manpower of ITDC for the year 2014-15 as on 30.11.2014 is 1636 employees in number (excluding 82 direct contract employees). Out of 1636 employees, 489 employees belong to Scheduled Castes (SCs), 38 to Scheduled Tribes (STs), 88 to other Backward Classes (OBCs) and 237 women employees.

12.23 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.

12.24 Implementation of Official Language Policy

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

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

13.1.2 Periodical surveys are also undertaken to assess the profile of international and

domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertakes tourism surveys, studies for preparation of master plans/ perspective plans/ Detailed Project Reports (DPRs) for development of tourism in the country, economic and statistical research studies like Taxes levied on Tourism Sector vis-a-vis other services sector like export, feasibility studies, etc.

13.1.3 Preparation of Tourism Satellite Account, to know the contribution of tourism in the



GDP and scenario of employment of the country, is also one of the major tasks of the division.

13.2 Foreign Tourist Arrivals (FTAs)

FTAs during 2014 were 77.03 lakh with a growth of 10.6%, as compared to the FTAs of 69.68 lakh with a growth of 5.9% during 2013 over 2012.

13.3 Foreign Exchange Earnings (FEEs) from Tourism

13.3.1 Tourism is an important sector of Indian economy and contributes substantially in the country's foreign exchange earnings.

13.3.2 The FEEs from tourism in rupee terms during 2014 were ₹ 1,20,083 crore with a growth of 11.5%, as compared to the FEEs of ₹ 1,07,671 crore with a growth of 14.0% during 2013 over 2012.

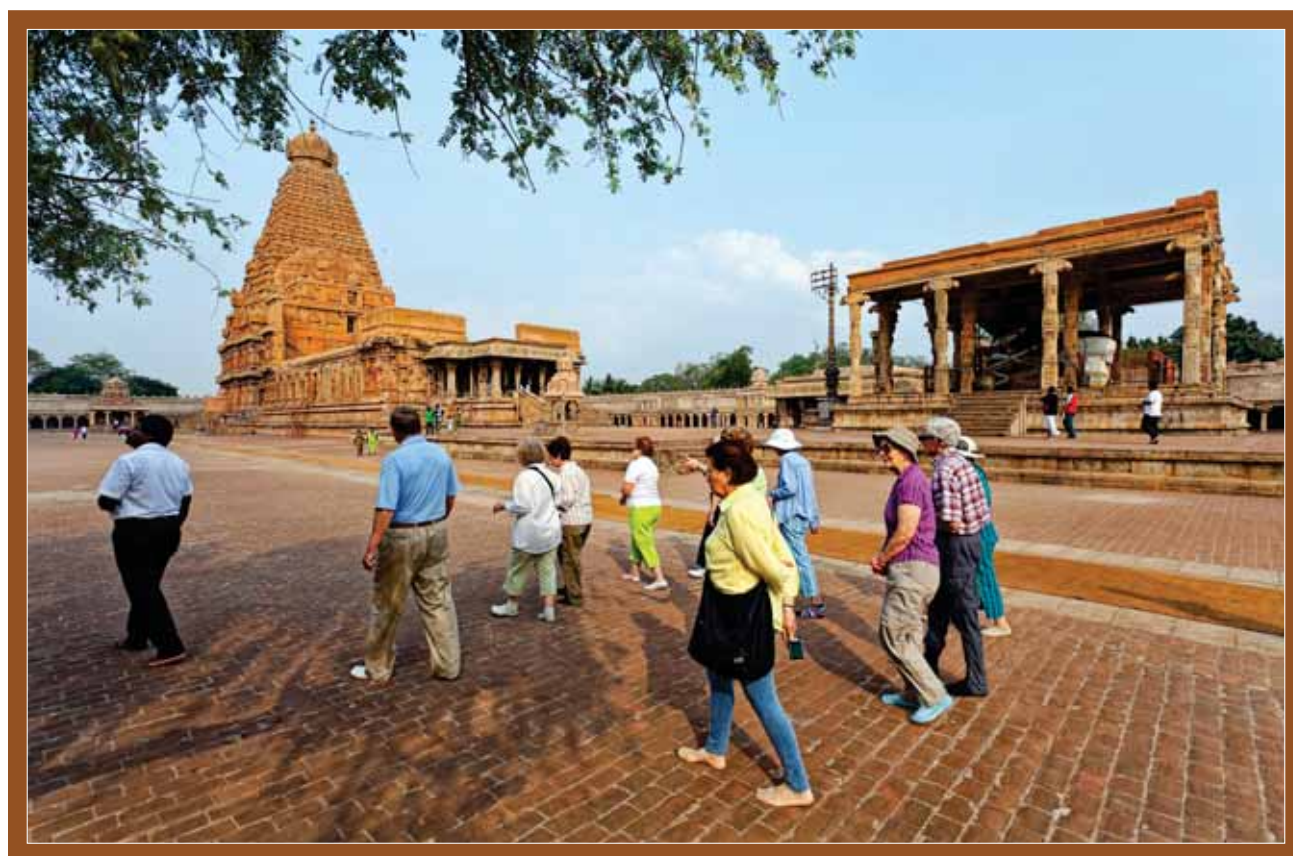
13.3.3 The FEEs from tourism in terms of US dollars were US\$ 19.657 billion with a growth of 6.6%, as compared to US\$ 18.445 billion with a growth of 4.0% during 2013 over 2012.

A statement giving FTAs in India and FEEs from tourism for the years 2000 to 2014 is given below:

Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2000-2014

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (₹ Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626	20.6	3,460	15.0
2001	25,37,282	(-)4.2	15,083	(-)3.5	3,198	(-)7.6
2002	23,84,364	(-)6.0	15,064	(-)0.1	3,103	(-)3.0
2003	27,26,214	14.3	20,729	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	(-)2.2	53,700	4.7	11,136	(-) 5.9
2010	57,75,692	11.8	64,889(P)	20.8	14,193(P)	27.5
2011	63,09,222	9.2	77,591(P)	19.6	16,564(P)	16.7
2012	65,77,745	4.3	94,487(P)	21.8	17,737(P)	7.1
2013	69,67,601	5.9	1,07,671®	14.0	18,445®	4.0
2014	77,03,386 (P)	10.6	1,20,083(P)	11.5@	19,657(P)	6.6@

(P) Provisional, ® Revised, @ Growth rate over January - November of previous year.



13.4 Domestic Tourism

The estimates of domestic tourism are compiled on the basis of data furnished by State Governments /Union Territory Administrations and other information available with this Ministry. The number of domestic tourist visits during the year 2013 were 1145 million (Provisional), showing a growth of 9.59% over 2012.

13.5 Surveys & Studies

13.5.1 The Surveys & Studies commissioned by this Ministry are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Governments/UT Administrations for the preparation of Master Plans/Detailed Project

Reports (DPRs)/Feasibility Studies and conducting statistical surveys/studies.

13.5.2 Details of Surveys, Studies, DPRs, etc. currently ongoing or completed during 2013-14 (as on 11.12.2014) are given at Annexure I.

13.6 Tourism Satellite Account

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



tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

13.6.2 Instead, tourism is a demand based concept defined not by its output but by its use. Industries defined in National Accounts, such as air transport, hotels & restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. While the total output of these industries is captured by the National Accounts, it is only the consumption by tourists that defines the tourism economy, which is not readily available in the

National Accounts. To assess the specific contribution of tourism, the need for a Tourism Satellite Account (TSA) thus arises.

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

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





CHAPTER 14 GENDER EQUALITY

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

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 and road shows of national and international importance.

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





CHAPTER 15 WELFARE MEASURES

15.1 Scheduled Castes/Scheduled Tribes Cell

The Liason 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 issues directions to all the administrative authorities for compliance with the reservation orders issued from time to time.

15.2 Reservation for SC, ST and OBC candidates

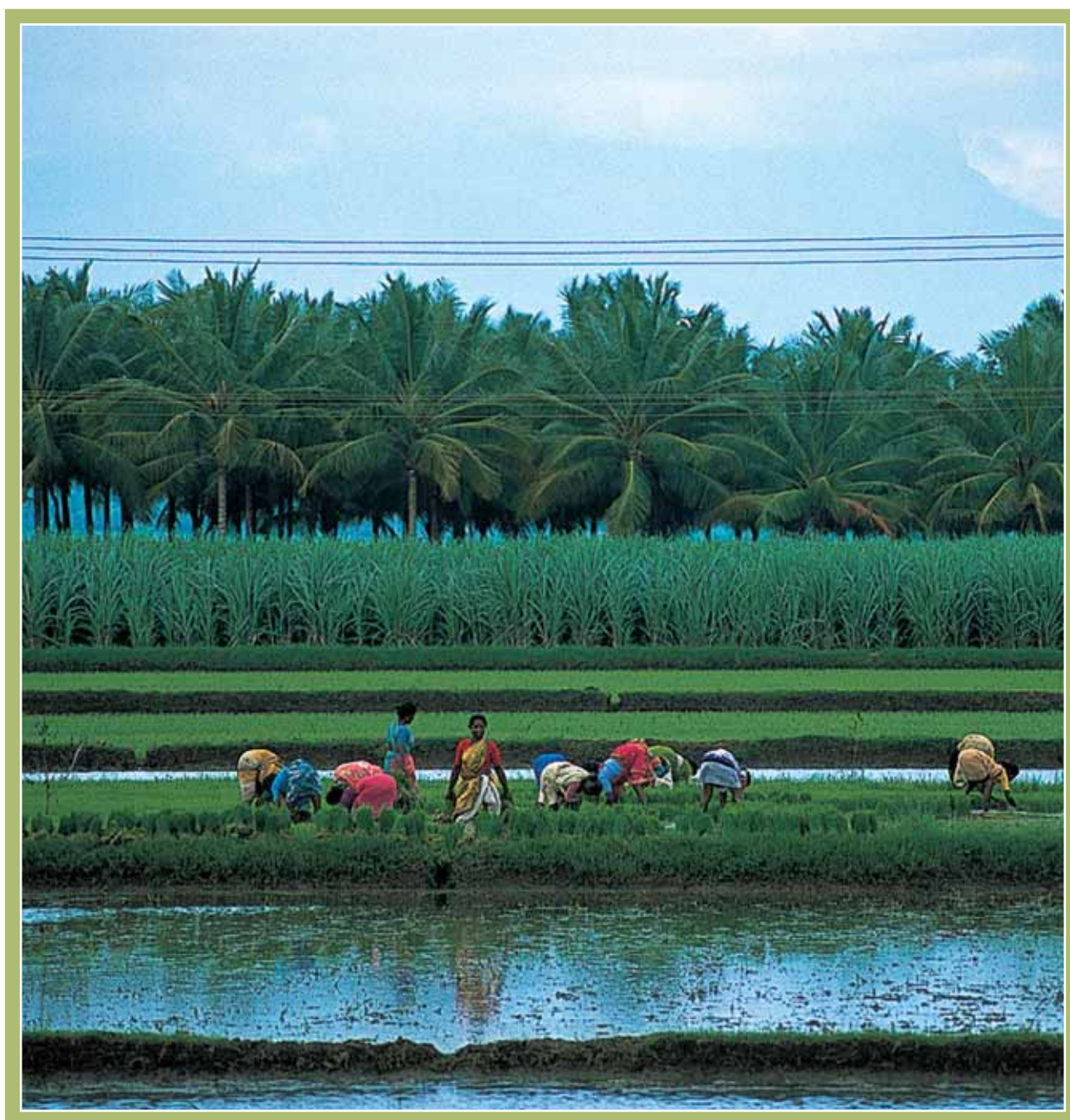
All recruitments in the Ministry and its subordinate offices are being made as per the orders of reservation issued by Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.



15.3 Employment Opportunities to Physically Challenged Persons

There is no specific scheme or budget allocation for disabled persons in the

sphere of activities of the Ministry. As per Government orders, efforts are continued by the Ministry for exploring job opportunities for physically challenged persons.





CHAPTER 16

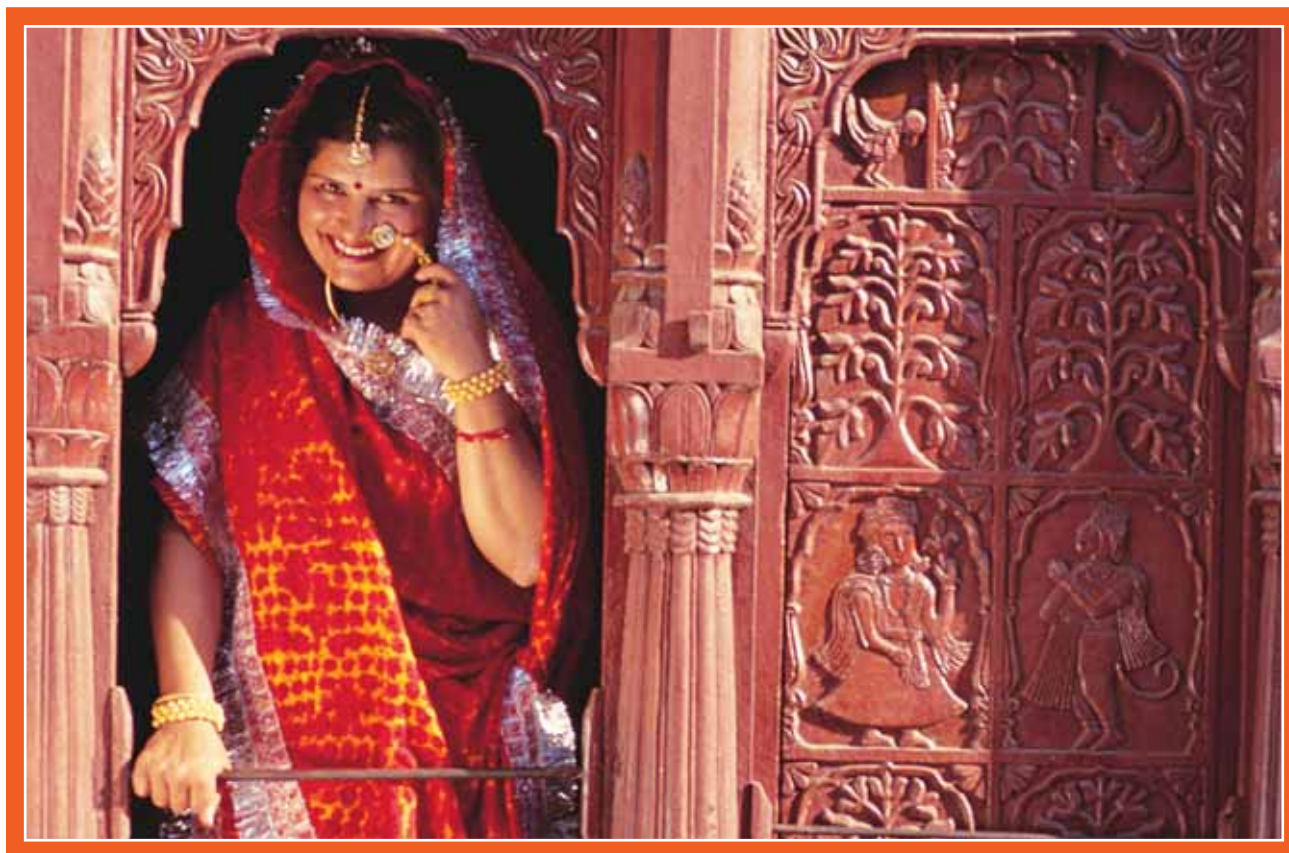
TRANSPARENCY INITIATIVES AND VIGILANCE

16.1 Transparency Initiatives

16.1.1 In the Travel Trade Sector, in order to bring in transparency in granting the approvals and also to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry, a web-based Public Delivery System for recognition of the Travel Trade Service Providers has been set up in this Ministry. The new procedure accepts applications online from service providers

and thereby makes the process paperless also. All the applications are to be submitted on line through the Uniform Resource Locator (URL) <http://etraveltradeapproval.nic.in/> and will be examined, processed and approved/rejected within 45 days from the receipt of completed applications. Further, this initiative is part of Ministry's objective to move towards E-regime for approvals etc.

16.1.2 In Hotel classification/ Re-classification



matters, with a view to bring in more transparency and accountability, this Ministry has launched a web based Public Service Delivery System (PSDS) for Hotel Projects Approvals, Classification/Re-classification and Related Services for granting approvals for hotel projects, hotel classification/re-classification status to functioning hotel and approval for related services. With the help of this system, all applicants seeking approval for hotel projects, classification/re-classification and related services, will be able to track the progress of their applications online on a real time basis. This Ministry endeavours to communicate the final decision on all such applications within 90 days of the receipt of application complete in all respects.

16.2 Vigilance

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

16.3 Complaints

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

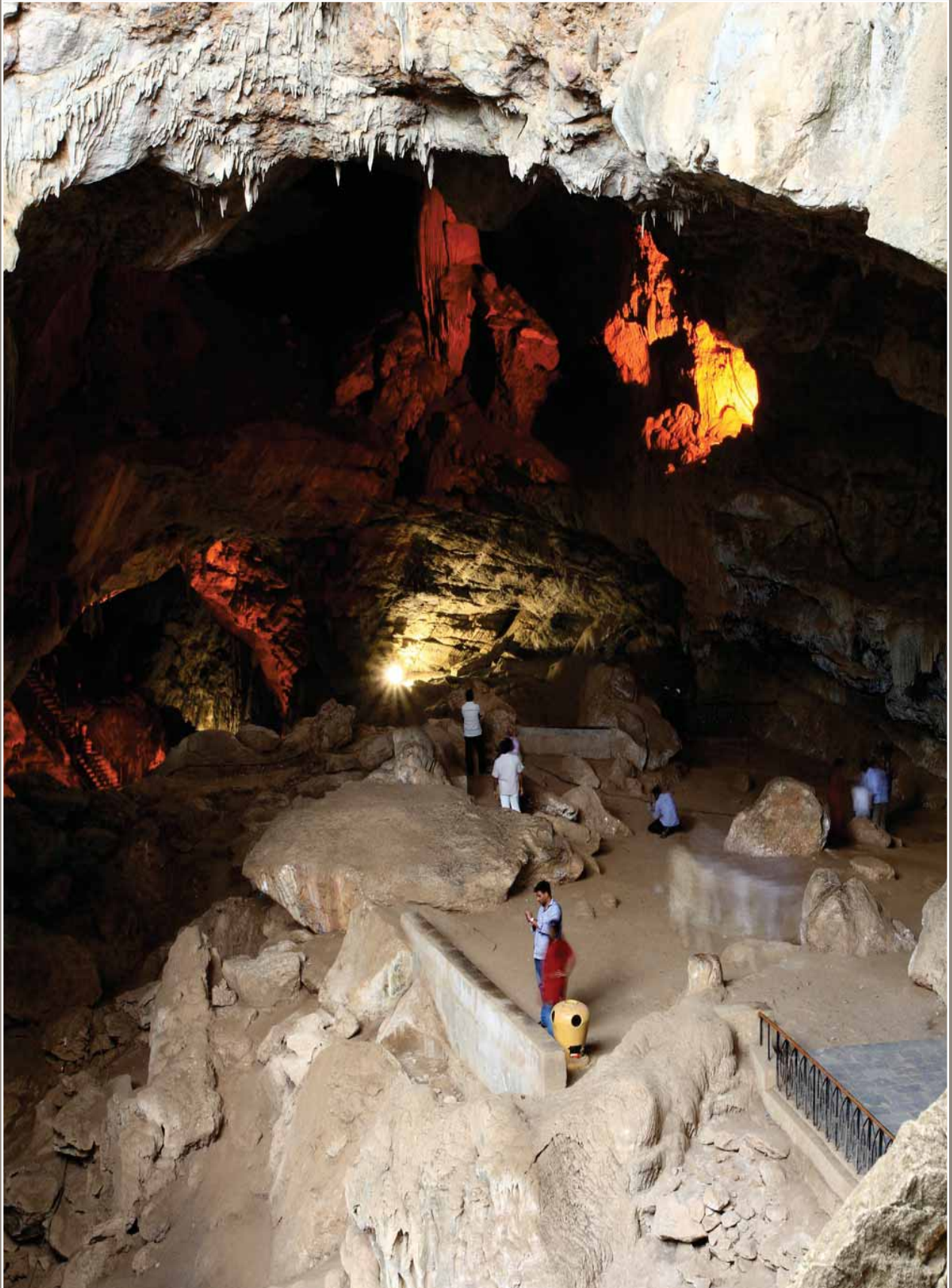


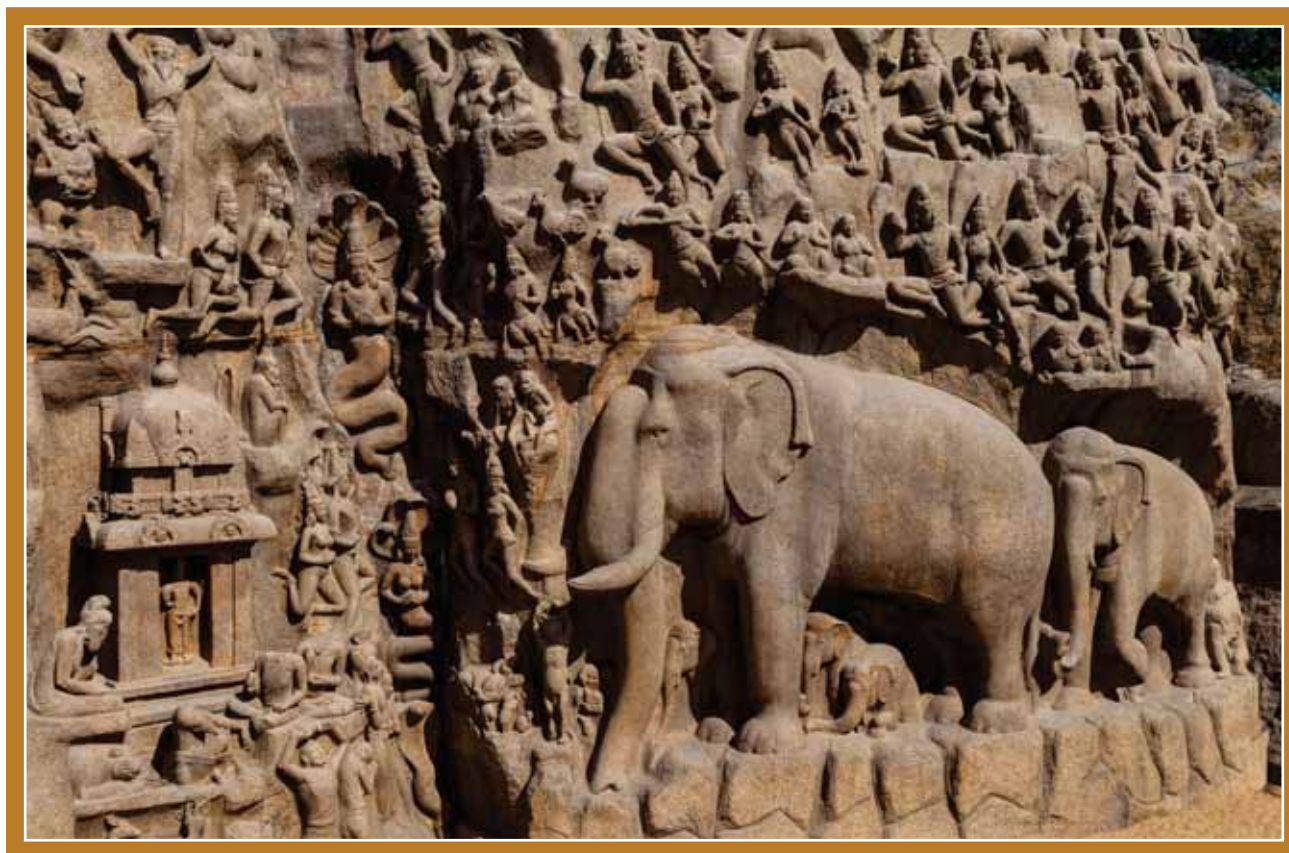
CHAPTER 17

CASES IN THE CENTRAL ADMINISTRATIVE TRIBUNAL

The following cases of this Ministry and its subordinate offices are pending before the Central Administrative Tribunal (CAT) as on 31.12.2014:-

1. Sh. Raj Kumar filed an O.A. No.1791/2013 in Hon'ble CAT, New Delhi for revision of grade pay.
2. Sh. Sunder Lal filed an O.A. No.1792/2013 in Hon'ble CAT, New Delhi for revision of grade pay.
3. Smt. Ansuya Rawat filed an O.A. No.1794/2013 in Hon'ble CAT, New Delhi for revision of grade pay.
4. Sh. Ajit Pal filed an O.A. No.1795/2013 in Hon'ble CAT, New Delhi for revision of grade pay.
5. Smt. Anita Kapoor filed an O.A. No.1796/2013 in Hon'ble CAT, New Delhi for revision of grade pay.
6. Mrs. Kiran Chawla & Ors JR Steno filed an O.A. No.1639-1644/2012 in Hon'ble Supreme Court, regarding regularization of ad-hoc services.
7. Shri Mrituanjaya Mishra filed an O.A. No. 1465/2014 in Hon'ble CAT, New Delhi seeking relief in disciplinary case.





CHAPTER 18 DEPARTMENTAL ACCOUNTING ORGANISATION

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

18.2 The Financial Controller heads the accounting organization and reports to the Secretary through the SS&FA. The Accounting organization comprises of the Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing located at New Delhi. The Financial Controller is Head of

the Department for the accounting organization.

Ministry of Tourism operates Grant No.96 for which the budget Provision during 2014-15 is as under:

Revenue Section	(₹ in crore)
Plan	1880.50
Non-Plan	84.71
Capital Section	
Plan	1.50
Non-Plan	0.00
Total	1966.71



18.3 Principal Accounts Office

The functions of Principal Accounts Office are as under:

- (i) Consolidation of the accounts of this Ministry in the manner prescribed by the Controller General of Accounts.
- (ii) Preparation of Annual Accounts of this Ministry, submission of Statement of Central Transactions and the materials for the Finance Accounts of the Union Government (Civil) to the Controller General of Accounts.
- (iii) Payment of Loans/Grants-in-aid to the State/ UT Governments through the Reserve Bank of India.
- (iv) Issue of Inter Departmental Authorisation to various ministries such as Ministry of External Affairs, Ministry of Urban Development, Ministry of Information & Broadcasting, Ministry of Telecommunication & Information Technology etc.
- (v) Preparation of Accounts keeping in view the objective of management accounting system, rendition of technical advice to Pay & Accounts Office, maintaining necessary liaison with the Controller General of Accounts Office and to effect overall coordination and control in accounting matters.
- (vi) Maintaining Appropriation Audit Registers for this Ministry as a whole and to watch the progress of expenditure under various Grants operated by this Ministry.
- (vii) Arranging internal inspection of payments and the accounting records maintained by various subordinate formations and Pay & Accounts Office of this Ministry and

inspection of records pertaining to the transactions of this Ministry, maintained in Public Sector Banks.

18.4 Pay & Accounts Office

There is only one Pay & Accounts Office in this Ministry. The main functions of PAO are as under:-

- (i) Pay & Accounts Office carries out pre check of bills submitted by the 4 Non Cheque Drawing & Disbursing Officers (DDOs) located at New Delhi for payment.
- (ii) The Pay and Accounts Office authorize Cheque Drawing & Disbursing Officers to operate funds up to a certain level through issue of "LETTER OF CREDIT". There are 19 CDDOs in India and 14 CDDOs in abroad offices. All payments made by CDDOs are subject to post-check. Any discrepancies/shortcomings found in the working of the DDOs (both cheque & non-cheque drawing) are pointed out in the Internal Audit reports of those Offices.
- (iii) The Pay & Accounts Office makes payment of Loans/Grants-in-aid to statutory bodies/other institutions.
- (iv) The Pay and Accounts Office compiles the monthly accounts on the basis of the receipts collected and the payments authorized by them after reconciling and incorporating the accounts of cheque Drawing & Disbursing Officers (CDDOs) and submit these accounts to the Principal Accounts Office.
- (v) Maintenance of General Provident Fund accounts, Monitoring and timely transfer funds of New Pension Scheme contribution of employees who have joined office after



1.1.2004 to NSDL, settlement of Inward and outward claims from various ministries/AGs and timely payment of retirement benefits of Government employees, including authorization of pension, commutation, gratuity, leave encashment, etc.

18.5 Internal Audit

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

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

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

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

18.5.1 Scope of Internal Audit

The Principal Accounts Office, the Pay and Accounts Offices as well as the offices of the D.D.Os in Ministries/Departments, other Govt. of India offices abroad, are within the jurisdiction of internal audit. In addition to these offices, internal audit shall be required to audit the implementing agencies for various schemes and programmes of the Ministry/Department.

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



18.5.2 Duties of Internal Audit

- (i) To Study of accounting procedures prescribed for the department with a view to ensuring that they are correct, adequate and free from any defects or lacunae;
- (ii) Watch over the implementation of the prescribed procedures and the orders issued from time to time;
- (iii) Scrutiny and check of payments and accounting work of the accounting units;
- (iv) Investigation of important areas in accounting and other connected records;
- (v) Coordination with other Ministries and C.G.A. regarding internal audit procedures;

- (vi) Periodical review of all accounts records;
- (vii) To examine and report on points or irregularities brought to its notice by the Principal Accounts Office/PAOs; and
- (viii) Preparation and submission of Annual Review on performance of internal audit wing to the Controller General of Accounts.

18.5.3 Internal Audit Performance

The number of units due for audit in the financial year 2013-14 and 2014-15 and audited in, 2013-14 and 2014-15 are as under:-

	Units due for audit	No. of units audited	No. of units due for audit	No. of units audited
	2013-14		2014-15	
Outside Delhi	43	10	43	05
Delhi	05	00	05	01
Overseas	14	02	14	03
Total	62	12	62	09



During the financial year 2013-14 and 2014-15 the Internal Audit wing of Ministry of Tourism had conducted the audit of the following India Tourism offices located abroad:

1. IT Dubai
2. IT Sydney
3. IT Toronto
4. IT Los Angeles
5. IT New York

18.5.4 Risk Based Audit

The audits we conduct today are to a large extent compliance based, which check the rules and accounts. In recent years the concept of performance Audit/Risk Based Audit has become important tool for the management as it assess the economy, efficiency and effectiveness of scheme and may contribute to better Govt. spending, better public accountability and management. Risk Based Audit of a scheme is an assessment of the scheme to see if the resources are being managed with due regard for economy, efficiency & effectiveness and accountability requirement are being met reasonably.

18.6 Use of Information Technology Application

The office of the Financial Controller has taken a number of measures to implement Computerization and introduce IT for overall improvement and transparency in the accounting function of the Ministry in accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts.

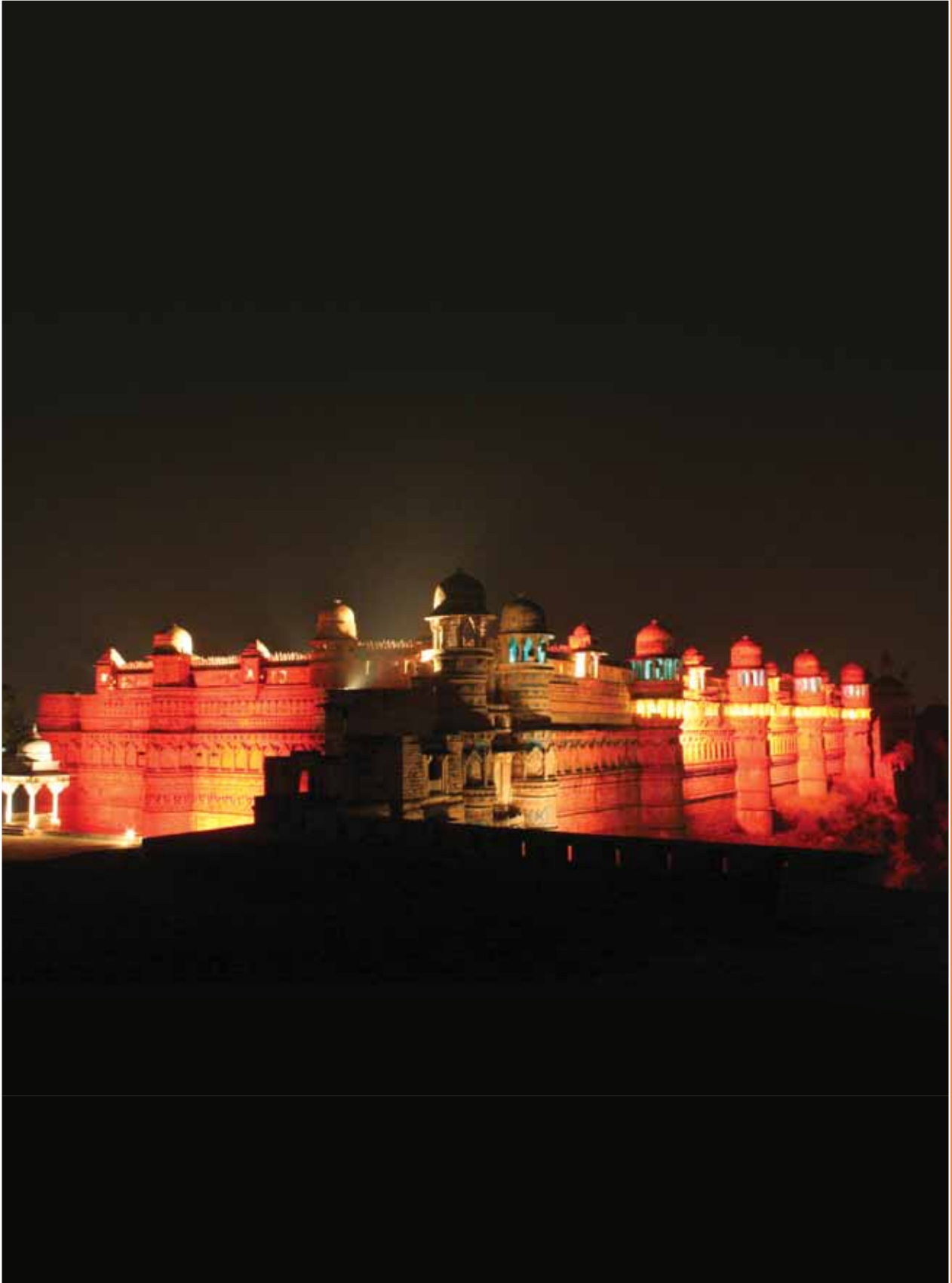
(i) COMPACT

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

The system not only enriches the accounting and provides better management information, but also help in improving the analysis of the accounting information. There are various functions, especially those relating to reconciliation, which involves lot of manual drudgery. This package helps in taking care such functions apart from improving the overall accuracy and exchequer control through the system. The package also provides for internal controls and audit through computerized validation and thus be of great help in improving the quality of accounts.

(ii) E-Lekha

The Pay and Accounts Office of this organization is regularly uploading the data in e-lekha on daily basis at website





www.cga.nic.in/elekha/elekha/home.asp. This facilitates the Headquarters to generate expenditure statement at any given point of time for managerial decision making purpose. The status of expenditure can be glanced through at any time with help of e-Lekha.

The Principal Accounts office through NIC is regularly uploading Monthly receipts and Payments figure at website www.tourism.nic.in.

(iii) **Public Financial Management System (formerly CPSMS)**

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

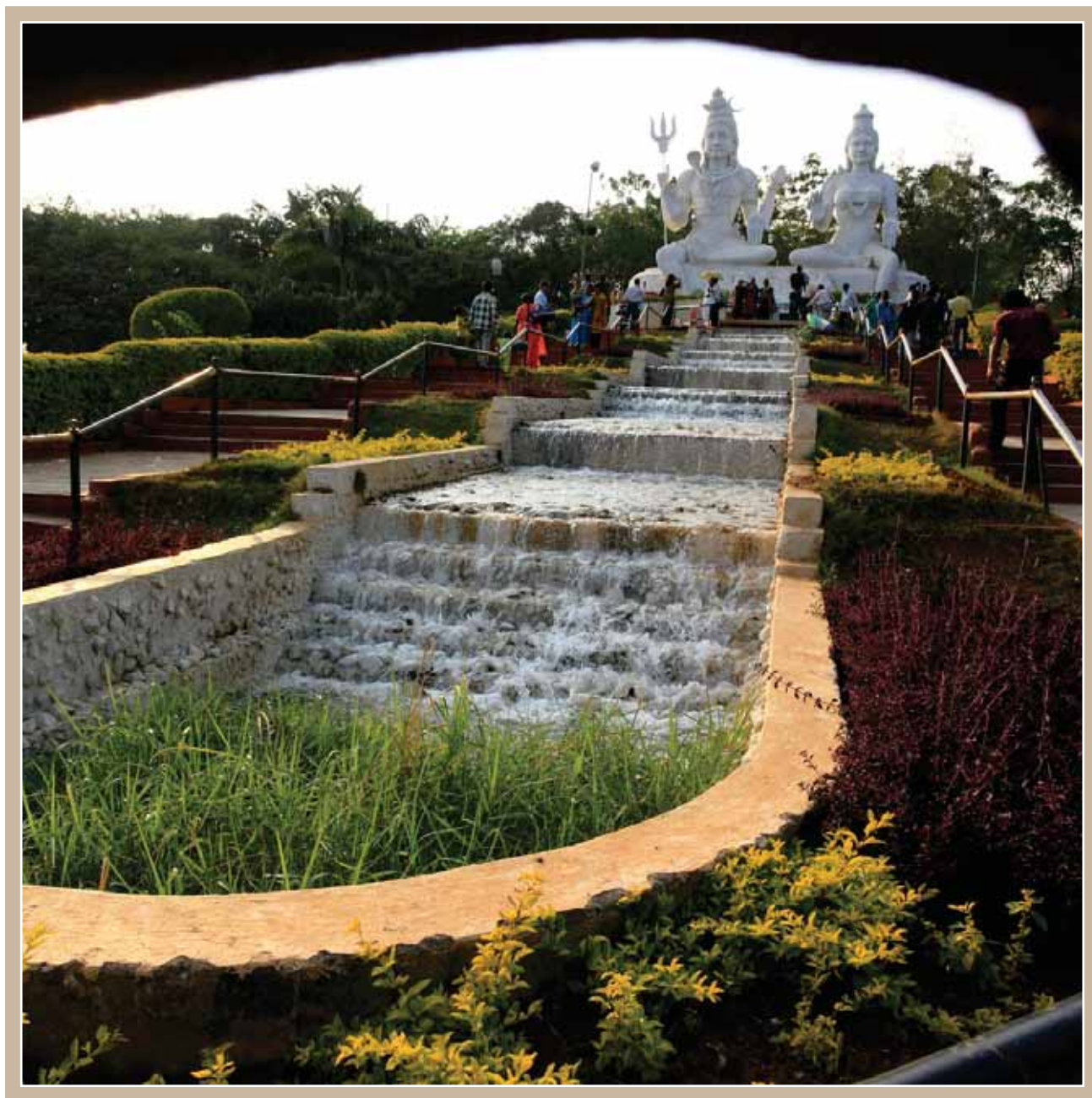
- (a) Registration of PFMS users such as PAOs, CDDOs and Programme Divisions.
- (b) A interface with PFMS and RBI has been established recently and the clearance memos are received on the same day from RBI through the PFMS system.
- (c) Generation of e-bill for payment to states of Sikkim and Delhi.
- (d) Payment of grants in aid to the State and UT Governments are being made by the Principal Accounts Office through PFMS using digital signature certificate.
- (e) Monitoring through various reports in PFMS Portal. **The Monthly MIS is also submitted online to Controller General of Accounts through its website www.cga.nic.in.**

(iv) **E-Payment**

A system of e-payment has been adopted in the Pay & Account Office w.e.f. 19.03.2012. The e-payment system developed is a fully secured web system of electronic payment services which introduces transparency in Government Payment. Under this system payment is made by credit of money directly into the bank account of the payee through a digitally signed e-advice generated from COMPACT through the "Government Payment Gateway (GePG)" on a secured communication channel. It will not only streamline the process of working payment by Government Departments but also minimize the interface of payees with Government offices to receive their dues.

(v) **CDDO2PAO PACKAGE**

CDDO2PAO package is a software to facilitate the electronic flow of data viz. vouchers, challans and GPF schedules from Cheque Drawing DDOs (CDDOs) into the COMPACT software running at various Pay and Accounts Offices of the Government of India. The package immensely benefit those PAOs, which have a large number of CDDOs and the feeding of LOPs and challans requires a lot of time and effort at the PAO while feeding the above mentioned compilation entries. Also the GPF schedule entries for each subscriber have to be entered manually at these PAOs into the PAO-2000 system, which delays in the compilation and consolidation of accounts at the PAOs. Also reconciliation of accounts of CDDOs with the PAO takes a lot of time and effort. To avoid such discrepancies /



misclassification CDDO2PAO package is installed to facilitate the smooth working of the PAOs and CDDOs.

The Financial Controller, Ministry of Tourism has taken an initiative for installation of CDDO2PAO package in all the CDDOs under the payment control of PAO. Accordingly, CDDO2PAO package has been installed in all the local as well as

outstation CDDOs including 6 Abroad Tourist Offices viz., Dubai, London, Los Angeles, New York, Sydney and Toronto for overall improvement and transparency in the accounting function of the Ministry, in accordance with the guidelines issued by the Ministry of Finance and Controller General of Accounts.



CHAPTER 19 IMPORTANT AUDIT OBSERVATIONS

C&AG Report No. 25 of 2014

CHAPTER XVIII:

1) **Para No. 18.1 Irregularities in procurement of goods and services**

India Tourism Office, Beijing procured goods and services to the tune of ₹7.17 crore in violation of General Financial Rules.

2) **Para No. 18.2 Award of work to non-existent firms**

Failure to follow transparent, competitive and fair procurement process by the Government of India Tourism Office London resulted in award of contracts and consequent payments of ₹97.44 lakh to non-existent firms.





CHAPTER 20

IMPLEMENTATION OF RIGHT TO
INFORMATION (RTI) ACT, 2005



20.1 As per policy of the Government of India 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 the other sections of the website of this Ministry.

20.2 Information regarding the activities of this Ministry is available for the 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 can be obtained by the Citizens of India on payment of requisite fees as prescribed in the Right To Information Act, 2005.

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





CHAPTER 21

PROGRESSIVE USE OF HINDI

- 21.1** Joint Director, Official Language (OL) heads the Hindi Section. It ensures compliance of the provisions of the Official Language Act 1963, Official Language Rules, 1976 and various orders/instructions issued by the Department of Official Language from time to time on progressive use of Hindi for official purposes.
- 21.2** The Official Language Implementation Committee (OLIC) is constituted under the Chairmanship of Economic Advisor, who is a Joint Secretary level officer. Its quarterly meetings are held regularly. Under the period of review, these meetings were organized on 29.04.14, 24.09.14, and 10.12.14.
- 21.3** This Ministry has a scheme (introduced in 1989) named “Rahul Sankrityayan Parayatana Puraskar Yojana” to award books written originally in Hindi on subjects related to Tourism. Under this scheme there are first, second and third prizes of ₹ 40,000, ₹ 30,000 and ₹ 20,000 respectively, and one consolation prize of ₹ 10,000. Four books have been awarded the prizes for the year 2012-13. Process for



inviting entries for the year 2013-14 has been initiated.

21.4 Translation and Bilingual Printing of Manuals, Rules, etc.

Apart from monitoring the implementation of the Official Language Policy and programme of the Govt. the unit undertakes Hindi translation of documents under section 3(3) of OL Act 1963. Materials relating to Annual Report 2013-14 Parliament Questions and Supplementaries of Starred Questions, Deptt. Related Parliamentary Standing Committee, India Tourism Statistics, 2013, Cabinet Notes were translated in to Hindi.

21.5 Special Measures for Promoting the Use of Hindi

- i. Office notified under rule 10(4): One subordinate office of the Ministry has been notified under rule 10(4) for doing Official work in Hindi in 2014. Thus total 22 Subordinate offices have been notified so far.
- ii. **Incentive scheme and cash Award** – Under the annual Incentive scheme for doing original Official work in Hindi for the year 2012-13, one employee has been awarded first prize of Rs. 2000. The process for awarding prizes for the year 2013-14 has been initiated. Total five entries have been received in this regard.
- iii. **Hindi Diwas and Hindi Pakhwada:** Hindi Pakhwada was organized in this Ministry from 16th -30th September, 2014. Competitions such as Quiz, Rajbhasha Gyan, Hindi Nibandh, Paryatan Gyan and Noting-Drafting Competition were held during

this period. Total five competitions for 15 categories were held in which 47 officers and employees participated and they won 74 prizes. On 10th December, 2014 a “Puraskar Samaroh (Prize-

awarding function)” was organized in this Ministry, where Secretary (Tourism) gave away cash awards and certificates to winners of the competitions.

- iv. **Hindi Workshop:** Two Hindi workshops, one on noting-drafting in Hindi and other on doing Hindi work on Computer were organized on 29-30 September, 2014 during Hindi Pakhwada. A workshop on doing Hindi work on computer was also held on 12 June, 2014 in the Ministry.

21.6 Hindi Salahakar Samiti:

Hindi Salahakar Samiti of this Ministry was constituted under the chairmanship of the Minister of State for Tourism (IC). Its term expired on 09 May, 2014. Process for constitution of the new samiti has already been initiated.

21.7 Inspection by the officers of the Ministry

The Officials of the OL Division of the Ministry inspected its 6 subordinate offices outside Delhi to review the progress of the use of Hindi in their working. Six Delhi offices have also been inspected during the year.

- 21.8 **Department Website :** Two websites of the Ministry are bilingual and the process of making third official website bilingual has already been initiated.



ANNEXURE I

A. Surveys/Studies completed during the year 2014-15 (as on 11.12.2014)

Regional Tourism Satellite Account (Phase I) for 10 States/Union Territories namely:-

- (i) Andhra Pradesh
- (ii) Bihar
- (iii) Gujarat
- (iv) Jammu & Kashmir
- (v) Punjab
- (vi) Rajasthan
- (vii) Sikkim
- (viii) Tripura

(ix) Tamil Nadu and

(x) West Bengal

B. Detailed Project Reports (DPRs), prepared by State Governments under the Market Research Professional Services Scheme, completed during the year 2014-15

1. Restoration and Repairs works of wayside amenities, tourist rest houses, pony stand, sulabh toilets at Jankichatti-Badkoat-Asnorgad-Hanuman Chatti- Barnighat- Naugaon-Barsu-Raithal, District Uttarkashi in Uttarakhand.
2. Construction and Restoration of Tourist



- Rest Houses, Roof and Toilets at Kailash Mansarovar Pathway (Munsyari-Thal-Ralakoat-Madkoat), District Pithoragarh in Uttarakhand.
 3. Construction of Retaining Wall and Damage Pathway at Binsar-Baijnath-Bageshwar Circuit – Song, Loharkhet, Khati, Dwali, Dhakuli, Fhukiya, Kafni, Jaitoli, Kathliya Construction of Retaining Wall and Toilet for Protection.
 4. Integrated Development of Tourism infrastructure circuit at Ukhimath enroute to Kedarnath including tourist reception/information centre, kiosks, gender based wayside amenities, rain shelter, solid waste management, informatory, signages in Rudraprayag district, Uttarakhand.
 5. Integrated development of Tourism infrastructure circuit of wayside amenities, TRH, bio toilets, tourist facilitation centre, retaining wall, pathway (Karnaprayag-kaleshwar-Nandprayag-Kaldubagarh-HemkundSahib-Bhewdaar-Badrinath-Mana-Bhayundaar – Nauti-Mundoli-Gwaldam) and Reconstruction of snan ghat, rafting deck under Panch Prayag circuit in Chamoli district in Uttarakhand.
 6. Development and Reconstruction of Tourism Infrastructure circuit at Joshimath enroute to Badrinath, Gobind Ghat enroute to Hemkund Sahib and Valley of Flowers including Tourist Reception / Information Center, Kiosks, Gender based wayside amenities, Rain Shelters, Solid waste management, Informatory Signages, etc.. in Uttarakhand.
 7. Integrated development of tourism circuit of TRH, Sulabh Toilets, Public Yatri Niwas, TCC at Gangotri-Bhatwari-Sangamchhatti-Harshil-Arakot-Jhala-Bhatwari-Harsil-Dharli in Uttarakashi district, Uttarakhand.
 8. Reconstruction and Development of Tourism Circuit Infrastructure at Kharsali enroute to Yamunotri including Tourist Reception / Information Center, Kiosks, Gender based wayside amenities, Rain Shelters, Solid waste management, Informatory Signages, etc. in Uttarakashi district, Uttarakhand.
 9. Integrated Development of Tourism Infrastructure Circuit at Askot (including Tourist Reception / Information Center, Kiosks, Gender based wayside amenities, Rain Shelters, Solid waste management, Informatory Signages, etc.) in Pithoragarh district, Uttarakhand.
 10. Re-construction, Restoration and Development of Tourism infrastructure circuit of TRH, night shelters, restaurant/dining hall, Ghat for Chhat puja, sulabh toilets at Kaudiyala-Devprayag-Chamba-Rishikesh-Sheesham Jhadi-Tapovan Ghat-Selupani-Swargashram, District New Tehri in Uttarakhand.
 11. Integrated development of tourism infrastructure circuit of restoration & repair of huts, rafting centre, TRH, trek route, high way café, sulabh toilet at Bhikiyasain-Kausani-Jhakarsem-Kherna-Jageshwar-kakrighat-Binsar-Padampuri in Almora and Nainital Districts, Uttarakhand.
- C. Ongoing Surveys/Studies of Ministry of Tourism**
1. Study of Taxes levied on Tourism sector vis-à-vis Export Sector
 2. Domestic Tourism Survey for 2014-15

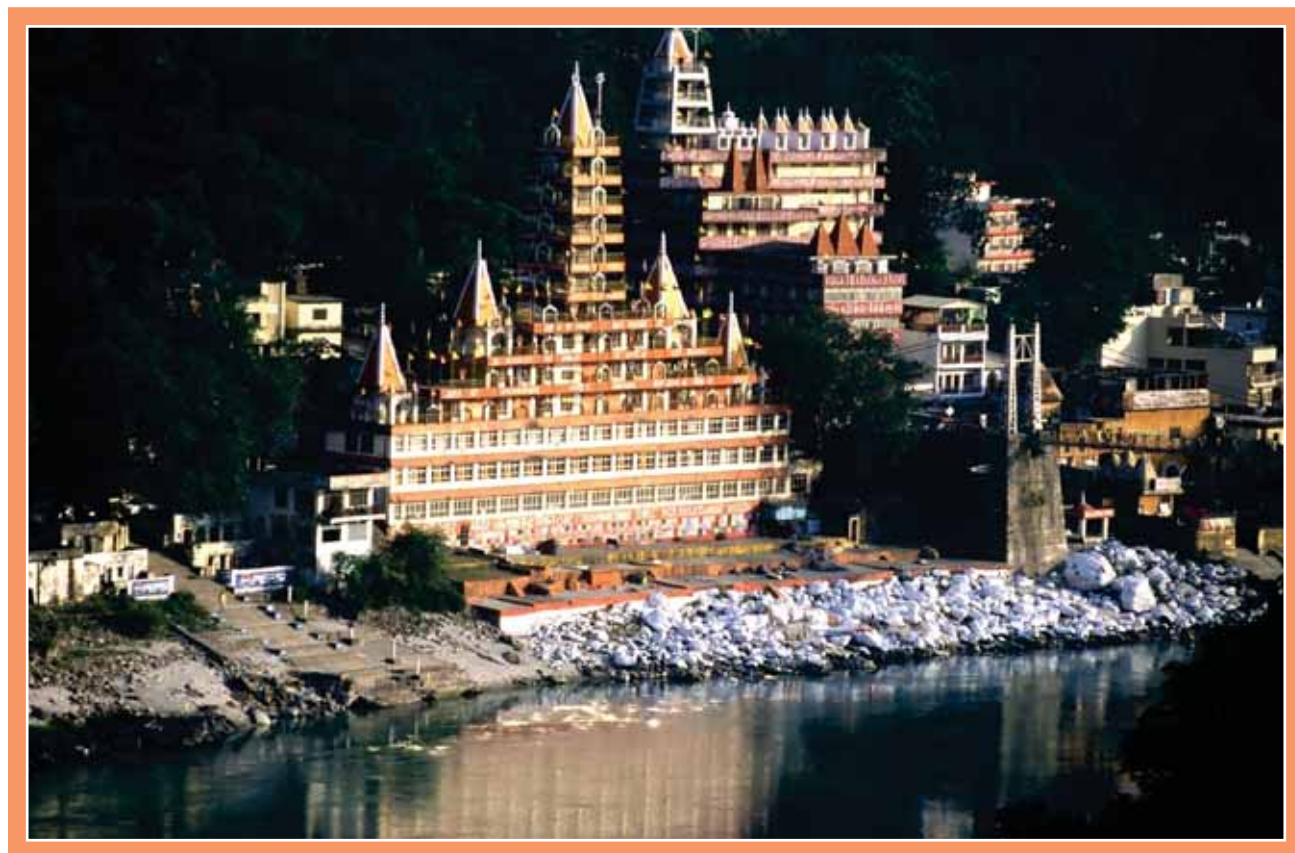


3. International Passenger Survey for 2014-15
 4. Study to Develop methodology for impact assessment study of last three years participation in two major festivals i.e. WTM London and ITB, Berlin
 5. Study on Impact Assessment for Fairs & Festivals
 6. Study on Adventure Tourism Industry Statistics
 7. Regional Tourism Satellite Account for 10 States/UTs (Phase-II)
 8. Study on Development of Cleanliness Index for Cities
 9. Survey on Prioritization of International tourists in Ladakh & Valley of Kashmir
 10. Tourism Survey for the State Tamil Nadu
 11. Tourism Survey for the UT of Puducherry
 12. Tourism Survey for the State West Bengal
 13. Tourism Survey for the UT of Daman & Diu
 14. Tourism Survey for the UT of Dadra & Nagar Haveli
 15. Tourism Survey for the UT of Lakshadweep
 16. Tourism Survey for the State Mizoram
 17. Tourism Survey for the State Tripura
 18. Tourism Survey for the State Arunachal Pradesh
 19. Tourism Survey for the State Manipur
 20. Tourism Survey for the State Nagaland
 21. Tourism Survey for the State Meghalaya
 22. Tourism Survey for the State Jammu & Kashmir
 23. Tourism Survey for the UT of Chandigarh
 24. Tourism Survey for the UT of Andaman & Nicobar Islands
- D. Detailed Project Reports (DPRs), under preparation by State Governments, approved under the Market Research Professional Services Scheme during 2014-15:**
1. Peace Memorial Park- Mega Destination in Mizoram.
 2. Tourist Circuit Rawpuichhip, Nghalchawm etc. in Mizoram.
 3. Development of Tourist circuit Rajiv Nagar-Marpara in Mizoram.
 4. Development of destination Baktawng in Mizoram.
 5. Development of Culture/Heritage Destination, Aizawl in Mizoram.
 6. Rural Tourism- Phulpui in Mizoram.
 7. Rural Tourism- Luangpawm in Mizoram.
 8. Bhalukpong-Bomdila & Tawang Circuit.(Mega) in Arunachal Pradesh.
 9. Developmnt of Tourist Circuit in Pasighat-Jengging –Yingkiong-Tuting Circuit in Arunachal Pradesh.
 10. Development of Tourist Circuit –Ziro-Kurung Kumey circuit in Arunachal Pradesh.
 11. Development of Tourist Circuit in Itanagar –Ziro-Daporijo-Aalo-Pasighat circuit in Arunachal Pradesh.
 12. Construction of Eco-Tourism Resort along the river side of Samak Korong at Lower Dibang Valley in Arunachal Pradesh.
 13. Construction of Eco-Tourism at Huru Pahar Roing in Arunachal Pradesh.
 14. Development of Heritage Site at Pemaziling Menchuka, West Siang District in Arunachal Pradesh.



15. Development of Rural Tourism at Dolum village, Upper Subansiri district in Arunachal Pradesh.
16. Development of Rural Tourism at Chulyu village, Lower Subansiri district in Arunachal Pradesh.
17. Longsa-Chare-Longkhum-Helipong-Tuensang –Circuit in Nagaland.
18. Naginimora-Wajcgubg-Mon-Chenmoha – Circuit in Nagaland.
19. New Secretariat – Sendenyu – Terogvunyu – Tesophenyu - K.Station – Asukikha-Circuit in Nagaland.
20. Dzu -U – Chakhabama – Kekruma – Longmatra – Likhimro-Circuit in Nagaland.
21. Integrated Tourist Destination at Longsa at Mokokchung in Nagaland.
22. Integrated Tourist Destination to Razhaphema Basa, Dimapur in Nagaland.
23. Integrated Tourist Destination at Jakhama, Kohima in Nagaland.
24. Integrated Tourist Destination at Chumukedima in Nagaland.
25. Food Craft Institute at Niuland in Nagaland.
26. Sangnyu village at Mon in Nagaland.
27. Chuchuyimlang village at Mokokchung in Nagaland.
28. Seithekima old village at Dimapur in Nagaland.
29. Development of infrastructures and tourist facilities at Golaghat, Assam.
30. Development of Tourism facilities at Notia Khal, Karimganj, Assam.
31. Development of Sualkuchi-Darrang-Sonitpur-Samaguri circuit in Assam.
32. Development of Tourism infrastructure at Historical and Heritage Sites in Sivasagar (Phase-I), Assam.
33. Rural Tourism Project at Bahagare Deuri Village, Assam.
34. Rural Tourism Project at Naharkatia Village, Assam.
35. International Tourism Centre at Guwahati (under LRGP Scheme), Assam.





ANNEXURE II

INDIA TOURISM 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 III

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 IV SENIOR OFFICERS OF THE MINISTRY

Secretary

- Dr. Lalit K. Panwar, Secretary to the Government of India and Director General (Tourism)

Additional Secretaries

- Dr. T. Kumar, Special Secretary and Financial Advisor
- Shri Girish Shankar, Additional Secretary

Joint Secretaries and equivalent

- Dr. R. K. Bhatnagar, Additional Director General
- Smt. Usha Sharma, Additional Director General
- Shri Suman Billa, Joint Secretary
- Economic Adviser (Post Vacant)





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