

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF DECEMBER, 2018

- Ministry of Tourism revised the Guidelines for classification and re-classification of Incredible India Bed & Breakfast and Incredible India Homestays Establishments.
- Ministry of Tourism formulated Guidelines for approval of Online Travel Aggregators (OTAs). It is a voluntary scheme open to bonafide online travel aggregators to encourage them to provide quality standards and services to the consumers.
- Ministry of Tourism sanctioned one project Development of Somnath-Phase II at the cost of Rs. 4458.75 Lakh under the PRASHAD Scheme. With this, a total number of 25 projects have been sanctioned till date for an amount of Rs.753.53 Crore under the PRASHAD Scheme.
- Under Adopt a Heritage Project, one MoU was awarded for development of a Multi-Lingual Audio Guide Application (App) for five Iconic Tourist Sites, six LOI's were issued to the prospective Monument Mitras for eleven Heritage/Tourist sites and one LOI was issued for Photography and Documentation across India.
- Ministry of Tourism received a Budget Allocation of Rs.2133.47 Crore at RE stage. It booked an expenditure to the tune of Rs.1595.46 Crore by 31.12.2018 which comes to 75.49% of the budget allocation at RE stage. A total expenditure of Rs.462.59 Crore was booked during the month of December, 2018.
- Ministry of Tourism undertook the following promotional activities during the month of December, 2018:
 - Media campaign for promotion of Kumbh Mela on leading Global TV Channels such as CNN, BBC, Discovery, NGC, CBS, Euro News etc. and Indian Diaspora Channels.
 - Market specific media campaign on local TV Channels such as France TV, RTI, M6 etc.
 - Online media campaign on Ctrip (China), holidaychek (Germany), lemonade (France), asahai (Japan), forbes (Global) and nytimes (Global).
- During the month of December, 2018, Ministry of Tourism redressed 347 Public Grievances and 13 remained pending.
