

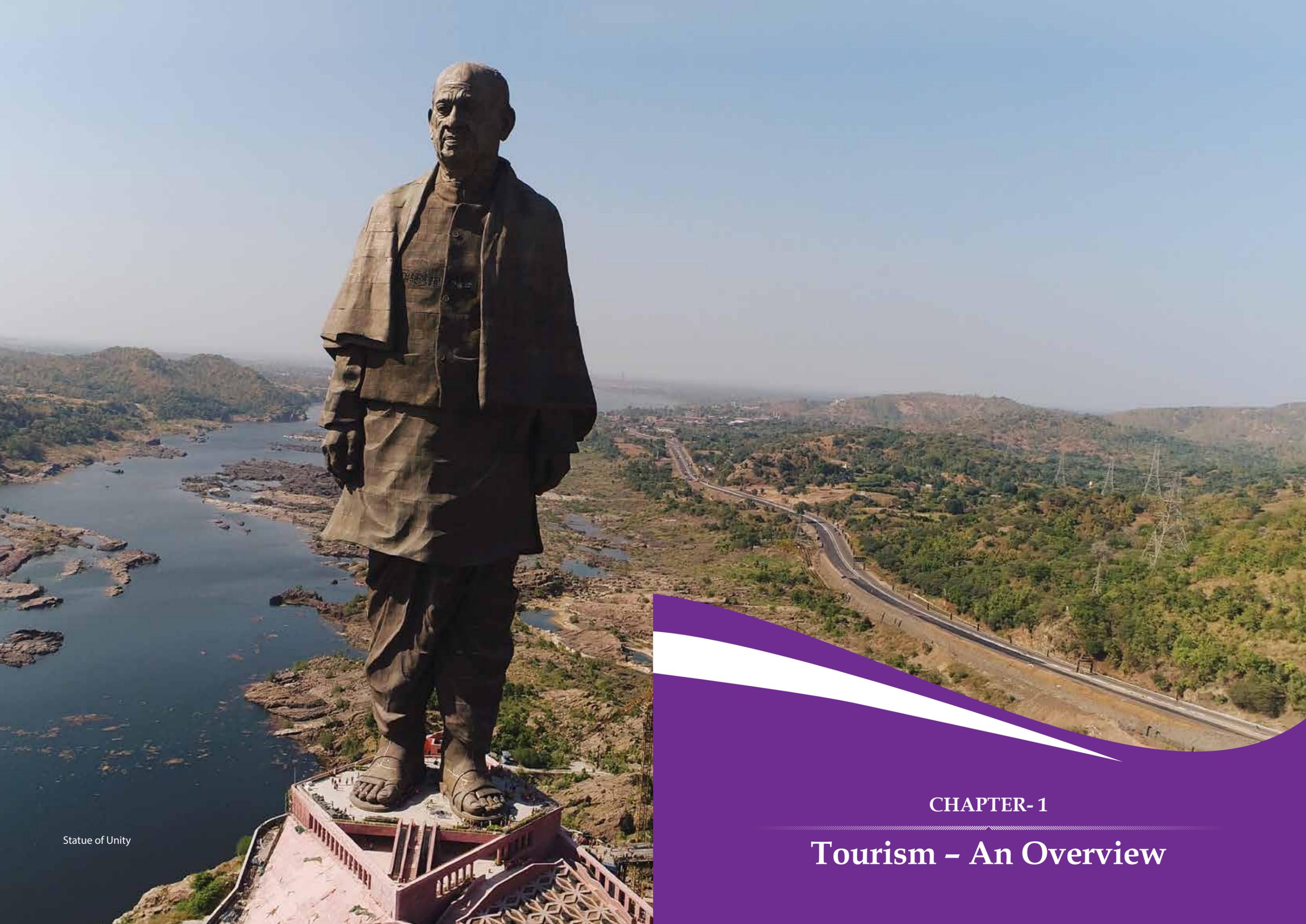


# ANNUAL REPORT 2019-20

MINISTRY OF TOURISM  
GOVERNMENT OF INDIA

# Contents

Chapter No.	Title	Page No.
1	Tourism - An Overview	5
2	Ministry of Tourism and its Functions	13
3	Ministry of Tourism- Role, Synergy and Convergence	17
4	Tourism Infrastructure Development	21
5	New Tourism Products (Niche Tourism)	27
6	Hotels and Travel-Trade	37
7	Human Resource Development	49
8	Publicity and Marketing	57
9	International Cooperation	73
10	India Tourism Development Corporation Limited (ITDC)	79
11	Statistics, Surveys and Studies	93
12	North-Eastern Region and Jammu & Kashmir- Special Emphasis	99
13	Gender Equality	105
14	Welfare Measures	109
15	Vigilance	113
16	Court Cases	117
17	Departmental Accounting Organisation	121
18	Important Audit Observations	125
19	Implementation of Right to Information (RTI) Act, 2005	129
20	Progressive Use of Official Language Hindi	133
21	Swachh Bharat Mission	137
I	India tourism Offices in India	142
II	India tourism Offices Abroad	143
III	Senior Officers of the Ministry	144
IV	Details of Amount released under Swadesh Darshan, PRASHAD, Central Agencies and Fairs & Festivals	145
V	Surveys and Studies	151



Statue of Unity

CHAPTER-1

# Tourism – An Overview

**CHAPTER  
1**

## Tourism - An Overview

**1.1** The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions diverse cultural heritage and strengthens peace in the world.

**1.2** Facilitation as well as strengthening of tourism in India is the main objective of Ministry of Tourism. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism etc. are some of the policy areas which need to be constantly worked upon to increase and facilitate tourism in India.

**1.3** FTAs during 2019 were 10.89 million (Provisional) with a growth of 3.2% over same period of the previous year.

**1.4** FEEs during the period during 2019 were Rs.2,10,981 crores (Provisional estimates) with a growth of 8.3% over same period of previous year. FEEs during the period during 2019 were US\$29.962 billion (Provisional estimates) with a growth of 4.8% over same period of previous year.

**1.5** Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2019, e-visa facility has been

extended to the nationals of 169 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The latest country added is Kingdom of Saudi Arabia

**1.6** A new category of e-Tourist Visa for 5 years with multiple entry in addition to the existing e-Tourist Visa for one year and a new category of e-Tourist Visa valid for one month with double entry has been introduced.

**1.7** The visa fee has been rationalized and has been fairly reduced wherein e-Tourists Visa fee reduced to \$80 for 5 years, \$40 for 1 year and one-month e-tourist Visa fee reduced to \$10 for lean season and \$25 for peak season.

**1.8** During 2019, a total of 2.93 million foreign tourists arrived on e-Tourist Visa registering a growth of 23.6%.

**1.9** For tourism infrastructure creation in the country, Ministry of Tourism has two major schemes, launched during 2014-15, viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.

**1.10** Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance



Khajuraho Temple

employment opportunities. Under the scheme, fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 6035.70 crore has been sanctioned for 77 projects with a total release of Rs. 3676.14 crore (till 31.12.2019) covering all thematic circuits under the Swadesh Darshan Scheme

**1.11** Under PRASHAD scheme, 51 sites have been identified at present in 28 States for development. Since the inception of the scheme, an amount of Rs. 840.02 crore has been sanctioned for 28 projects in 17 States with a total release of Rs. 505.15 crore till 31.12.2019.

**1.12** Ministry of Tourism extends its financial support to Central Agencies like Archaeological Survey of India (ASI), Port Trusts of India, India Tourism Development Corporation (ITDC) etc. to develop the potential

destinations under their jurisdictions/control. A total of Rs.46.83 crore has been released to various Central Agencies for creation of tourism infrastructure related 2019-20.

**1.13** Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.

**1.14** Ministry of Tourism has taken up the initiative of identification, diversification, development and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination.

**1.15** The second edition of India Tourism Mart (ITM) was held from 23rd to 25th



September, 2019 at New Delhi and was organized by the Federation of Association in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism. It was an industry driven event supported by the Government. Approximately 240 tour operators from 58 countries were selected to participate in this event.

**1.16** For educating the tourism stakeholders on importance of Sustainable and Responsible Tourism practices and to ensure and promote Sustainable and Responsible practices in the tourism industry, a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) has been signed. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the Sustainable Tourism Criteria of India (STCI) amongst stakeholders. A total of 5 workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, Ministry of Tourism classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand) and Apartment Hotels. Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway. The Ministry also has voluntary schemes for approval of accommodation units such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand-alone Air Catering Units, Convention Centres, Standalone

Restaurants.

**1.17** The Ministry of Tourism has taken up the GST taxation slabs with the Ministry of Finance, Government of India, from time to time, as a result of which the following changes have been effected in GST rate slabs with respect to tourism products and services:

GST (Goods and Services Tax) Council announced a cut in the tax rate on hotel room tariffs, a move aimed at giving a boost to the hospitality sector. The GST rate on hotel rooms with tariffs of up to Rs 7,500 per night has been cut to 12% from the existing 18%. Similarly, the tax on room tariff of above Rs 7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below Rs 1,000 per night.

The basis for determination of the applicable rate has been changed from declared tariff to actual tariff.

GST on restaurants eateries has been brought down to 5% irrespective of whether they are air-conditioned or not. If a restaurant is located within the premises of hotels, inns, guest houses, club or any commercial place meant for residential or lodging purposes with a daily tariff of Rs.7500 per day per unit or above, the tax will be 18%.

**1.18** Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrolment. The entry seaports for tourists availing e-visa are Mumbai, Cochin, Mormugao, Chennai and New Mangalore.

**1.19** E-Conference Visa in line with e-conference Visa for Government/P.S.U. Conferences, would be granted for private conferences organized by private persons/companies/organizations.

**1.20** Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer



Fatehpur Sikri

(FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e-visa holder.

**1.21** The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363/ short code 1363 in 12 Languages including Hindi and English in February 2016, to facilitate and assist domestic and foreign tourists in terms of information relating to Travel in India and to provide a sense of safety and security. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

**1.22** E-Visa is valid for entry through 28 designated Airports (i.e. Ahmedabad, Amritsar, Bagdogra, Bengaluru, Calicut, Chennai, Chandigarh, Cochin, Coimbatore, Delhi, Gaya, Goa, Guwahati, Hyderabad, Jaipur, Kolkata, Lucknow, Mangalore, Mumbai, Nagpur, Pune, Tiruchirapalli, Trivandrum, Varanasi, Vishakhapatnam,

Madurai, Bhubaneswar and Port Blair) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore).

**1.23** Sensitization workshops are being conducted on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. Incredible India B&B Establishments approved by the Ministry automatically get recognised by these State Governments.

**1.24** It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 46 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 25 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One Central IHM at Jadhishpur, Uttar Pradesh is under construction.

**1.25** Ministry of Tourism has launched the Incredible India Tourist Facilitator (IITF) Certification Programme. The objective is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India e-learning module. This will benefit the Indian economy in general and Indian tourism in specific thus enabling creation of a pool of well trained and professional Tour facilitators and also creation of additional employment even in remote areas.

**1.26** The “Incredible India 2.0” Campaign of the Ministry marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign.

**1.27** RCS- UDAN has been introduced with the main objective of facilitating / stimulating regional air connectivity by making it affordable. This is done through concessions by Central Government, State Governments and airport operators to reduce the cost of airline operations and financial support to meet the gap, if any, between the cost of airline operations and expected revenues on such routes. Under RCS UDAN-3, connectivity is further improved with 46 tourism routes included for better connectivity of important tourist places including Iconic sites, out of which 8 routes have been operationalized to date.

**1.28** Tourist Facilitation and Information Counter is the first of a kind counter that caters to non-English speaking tourists and is also connected to the 24x7 Helpline - ‘1363’ of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, Portuguese, Russian, Japanese, Korean, Chinese and Arabic. It is currently available at New Delhi, Varanasi, Bodhgaya, Bangalore, and Kolkata with service getting extended to

Mumbai, Chennai, Guwahati and Hyderabad

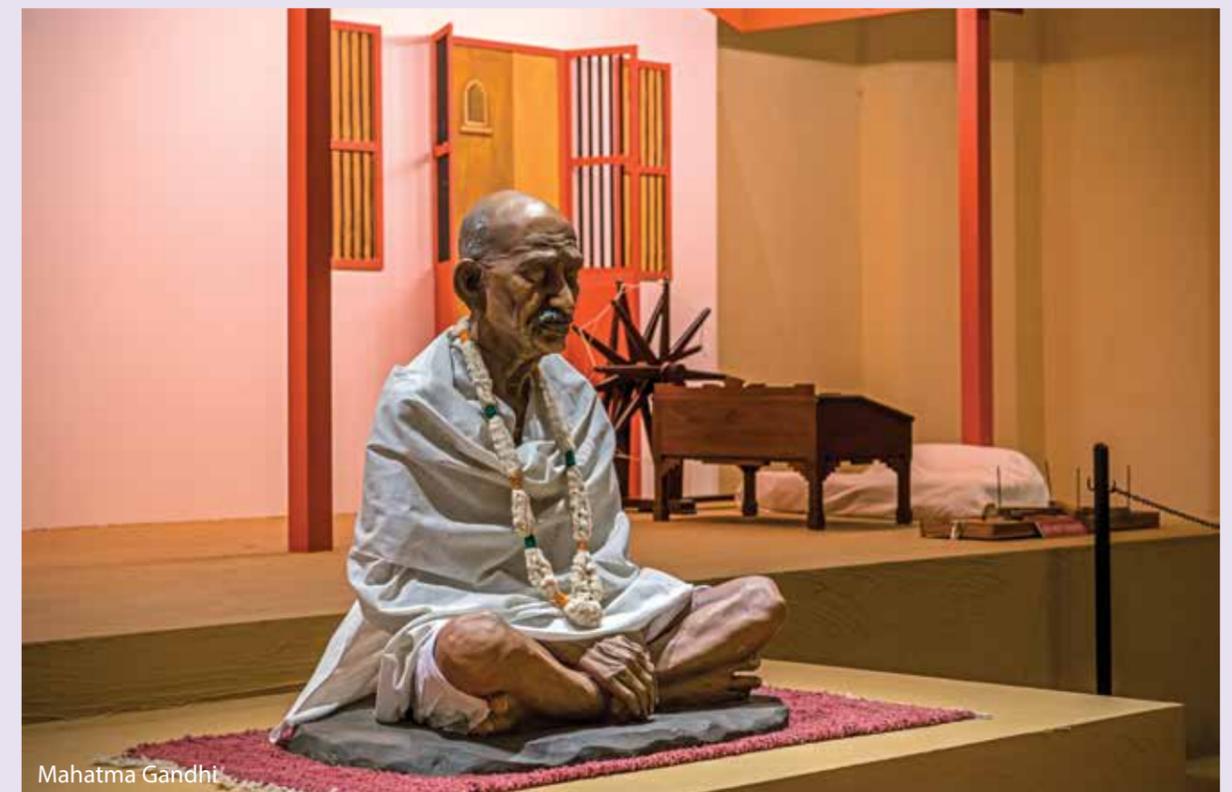
**1.29** The Incredible India website showcases range of new contents, including a Google 360, that features virtual video content to provide tourists with a walk through of our tourist attractions and 24/7 Chat box interface to assist tourist for better planning and quick query resolutions.

**1.30** ‘Incredible India’ mobile application, launched on 27th of September 2018, assists 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 in future. In addition to this, the application will provide places of interest.

**1.31** During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry launched website [indiathelandofbuddha.in](http://indiathelandofbuddha.in). This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries.

**1.32** Paryatan Parv, 2019 was celebrated from 2nd to 13th October, 2019 at National level and from 2<sup>nd</sup> to 6<sup>th</sup> October 2019 at Rajpath Lawns, New Delhi. The objective of Paryatan Parv, 2019 was to propagate the idea of ‘Dekho Apna Desh’, ‘Tourism for All’ and ‘Tourism and Governance’ during which domestic tourism was widely promoted. The Central theme of Paryatan Parv, 2019 was dedicated to celebrating ‘150<sup>th</sup> birth anniversary of Mahatma Gandhi’.

**1.33** The Ministry of Tourism presents



Mahatma Gandhi

National Tourism Award every year to the State Governments / Tourism stake holders for excellence in the field of tourism. The National Tourism Award function for the period 2017-18 was organized on 27th September, 2019 at Vigyan Bhawan, New Delhi to coincide with World Tourism Day. Shri M. Venkaiah Naidu, Hon’ble Vice president of India gave away the National Tourism Awards 2017-18 held at Vigyan Bhawan on 27th September 2019 to the winners.

**1.34** In order to recognize the efforts of State/UT Governments to maintain tourist places clean, awards titled “Swachhta Award” and “Best Civic Management of a tourist destination in India Award” has been instituted by the Ministry.

**1.35** Ministry is giving special emphasis on promotion and development of tourism in North East region and Jammu & Kashmir. International Tourism Mart is organised annually with an objective to showcase the

untapped tourism potential of the North East region in the domestic and international markets and to increase tourism in the region. “International Tourism Mart” (ITM) in association with the North Eastern States was held in Imphal, Manipur from 23 November to 25 November, 2019.

**1.36** For a better and smooth travel experience of Tourists in the restricted/ Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result of this Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands.

**1.37** Under Adopt a Heritage, 26 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-four (24) sites and two (2) Technological interventions across India.





Nubra Valley

CHAPTER- 2

## Ministry of Tourism and its Functions



## CHAPTER 2

# Ministry of Tourism and its Functions

### 2.1 The Organization

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, State Governments/ Union Territory Administrations and the representatives of the private sector.

Shri Prahlad Singh Patel is the Minister of State (Independent Charge) for Tourism.

Secretary (Tourism) is the executive chief of the Ministry. The Directorate General of Tourism has 20 Domestic field offices and an Indian Institute of Skiing and Mountaineering within the country and 08 overseas offices. The overseas offices promote Indian tourism in the markets abroad.

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

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

The Ministry also has the following autonomous institutions:

- (i) Indian Institute of Tourism and Travel Management (IITTM).
- (ii) National Council for Hotel Management

and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).

- (iii) Indian Culinary Institute (ICI).

### 2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions:

- 1) All policy matters including:
  - a. Development Policies
  - b. Incentives
  - c. External Assistance
  - d. Manpower Development
  - e. Promotion & Marketing
  - f. Investment Facilitation
  - g. Growth Strategies
- 2) Planning
- 3) Co-ordination with other Ministries, Departments, States/Union Territory Administrations.
- 4) Regulation:
  - a. Standards
  - b. Guidelines
- 5) Infrastructure & Product Development:
  - a. Central Assistance
  - b. Distribution of Tourism Products
- 6) Research, Analysis, Monitoring and Evaluation

- 7) International Co-operation and External Assistance:
  - a. International Bodies
  - b. Bilateral Agreements
  - c. External Assistance
  - d. Foreign Technical Collaboration
- 8) Legislation and Parliamentary Work
- 9) Establishment Matters
- 10) Overall Review of the Functioning of the Field Offices
- 11) Vigilance Matters
- 12) Official Language: Implementation of Official Language Policy
- 13) VIP References
- 14) Budget Co-ordination and Related Matters
- 15) Plan Co-ordination
- 16) Overseas Marketing (OM) Work
- 17) Welfare, Grievances and Protocol

### 2.2.2 In addition to above, this Ministry has also the following functions:

- 1) Assistance in the formulation of policies by providing feedback from the field offices
- 2) Monitoring of plan projects and assisting in the plan formulation
- 3) Co-ordinating the activities of the field offices and their supervision

- 4) 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.
- 5) Inspection & Quality Control:
  - a. Guide service
  - b. Complaints and redressal
- 6) Infrastructure Development:
  - a. Release of incentives
  - b. Tourist facilitation and information
  - c. Conventions & Conferences
- 7) Human Resource Development:
  - a. Developing HRD Institutions
  - b. Setting standards and guidelines
- 8) Publicity & Marketing:
  - a. Policy
  - b. Strategies
  - c. Coordination
  - d. Supervision
  - e. Promotion & Marketing
  - f. Hospitality programmes
- 9) Parliamentary Work
- 10) Establishment Matters of Ministry of Tourism.





CHAPTER- 3

**Ministry of Tourism-Role,  
Synergy and Convergence**

CHAPTER  
3

## Ministry of Tourism-Role, Synergy and Convergence

### 3.1 Role

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

### 3.2 Synergy and Convergence

#### 3.2.1 Stakeholders

The Ministry of Tourism's constant endeavour is to ensure that the different segments of the tourism sector, Partner Ministries & their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry Associations work in conjunction with one another keeping aspirations in sync with the larger benefit of tourism.

#### 3.2.2 Partner Ministries

In its bid to strive for convergence, the Ministry of Tourism works in close collaboration with various Ministries and Departments of the Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Developments, Road Transport & Highways, Railways, etc. and various States/Union Territory Administrations.

#### 3.2.3 Executional Arms of the Government

The Ministry has a strong liaison with the executional / functional arms which are under the aegis of different Ministries. These include Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertaking like Archaeological Survey of India(ASI), Bureau of Immigration (BOI), India Tourism Development Corporation (ITDC), Indian Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society etc.

#### 3.2.4 Industry Associations

Ministry of Tourism is in constant dialogue with Industry 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), Federation of Associations of Indian Tourism and Hospitality (FAITH), and All India Resort Development Association (AIRDA) etc.

#### 3.2.5 Inter-Ministerial Coordination Committee on Tourism Sector

The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary facilitates resolution of Inter-Ministerial issues involved in the development of tourism in the country. A meeting to review the updated status/ progress of existing agenda items of the IMCCTS was held on 20th November, 2019 under the Chairmanship of Secretary (Tourism). All-important Inter-Ministerial issues relating to development of tourism were discussed in the meeting. The following Ministries/Departments attended the meeting:

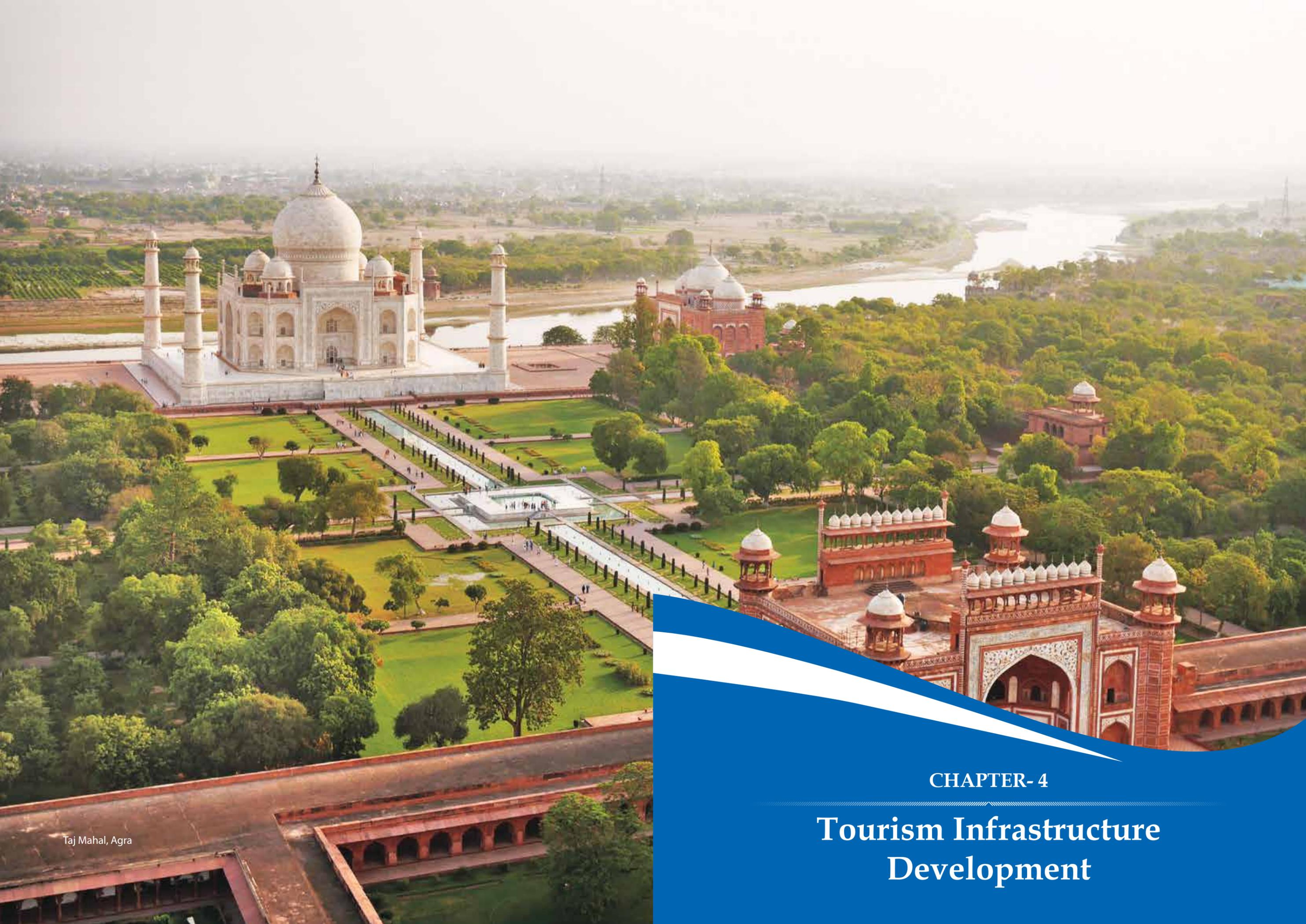
- 1) Ministry of Home Affairs
- 2) Ministry of Civil Aviation
- 3) Ministry of Road Transport & Highways
- 4) Ministry of Culture
- 5) Ministry of Development of North Eastern Region

- 6) Ministry of Finance
- 7) Ministry of Shipping
- 8) Ministry of Commerce
- 9) Inland Water Ways Authority of India (IWWAI)
- 10) Department of Revenue
- 11) Archaeological Survey of India (ASI)
- 12) State Govt. of Arunachal Pradesh, Sikkim & Uttar Pradesh

#### 3.2.5 National Tourism Advisory Council

The National Tourism Advisory Council (NTAC) serves as a think tank of the Ministry of Tourism. The present NTAC was constituted on 27th October, 2016 under the chairmanship of Hon'ble Minister (Tourism) with a tenure of 3 years. The committee consists of important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from industry associations. Two meetings of the council were organized during 2018-19 and one meeting was organized during 2019-20. First meeting was organized on 12th April, 2018 in Delhi and the second meeting was held on 21st February, 2019 in Gujarat. The third meeting of the NTAC held on 4<sup>th</sup> October 2019 at VIP Lounge, Paryatan Parv, Rajpath Lawns, New Delhi.





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## CHAPTER- 4

# Tourism Infrastructure Development

**CHAPTER  
4**

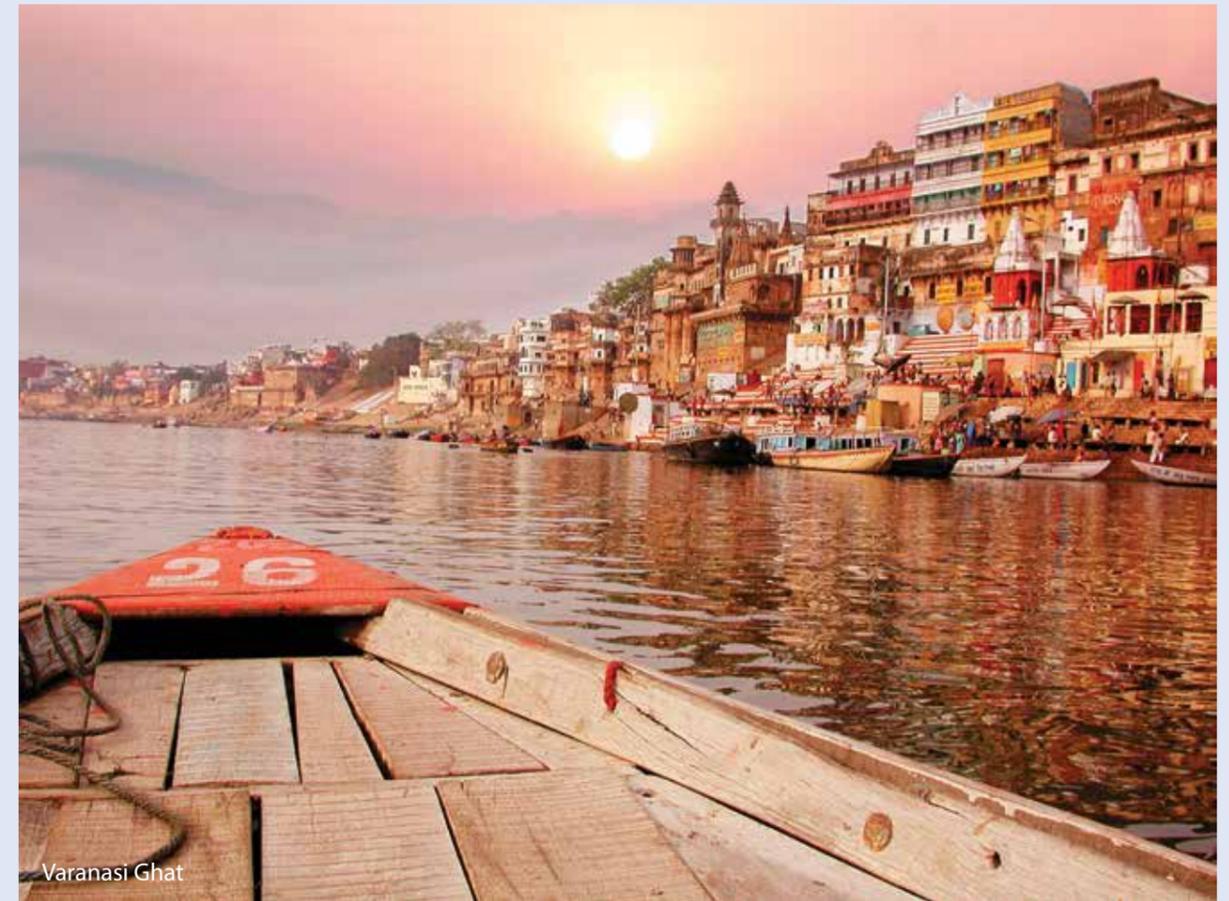
## Tourism Infrastructure Development

**4.1.1 Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN:** Swadesh Darshan scheme, launched during 2014-15, has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 6035.70 crore has been sanctioned for 77 projects with a total release of Rs. 3676.14 crore (till 31.12.2019) covering all thematic circuits under the Swadesh Darshan Scheme.

**4.1.2 The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD)** has been launched by the Ministry of Tourism with the objective of holistic development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/up gradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like tourism Information/Interpretation Centers with ATM/ Money exchange counters, improvement of road connectivity (last mile

connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light & Sound Show, water/adventure sports, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/bazars / souvenir shops/ cafeteria, rain shelters, watch towers, first aid centers, improvement in communication through establishing telephone booths, mobile services, internet connectivity, Wi-Fi hotspot. In addition, Shoreline development & rejuvenation of natural water bodies have also been included. In view of the decision taken by the Government for closure of HRIDAY scheme of the Ministry of Housing and Urban Development and for inclusion of projects for development of Heritage destinations in PRASAD Scheme, the scheme guidelines have been modified and the nomenclature of the scheme has also been changed from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)" in October 2017.

As on date total number of sites identified for development under the scheme at present are 51 in 28 states. These sites are Amaravati and Srisailem (Andhra Pradesh), ParasuramKund (Lohit District, Arunachal Pradesh), Kamakhya (Assam), Patna and Gaya (Bihar), Balmeshwari Devi Temple (Rajnandgaon, Chhattisgarh), St. Bom Jesus Church (Goa), Dwarka and Somnath (Gujarat), Gurudwara Nada Saheb, (Panchkula district, Haryana), MaaChintpurni (Una, Himachal Pradesh), Hazratbal and Katra



(Jammu & Kashmir), Deogarh and Parasnath (Jharkhand), Chamundeshwari Devi (Mysuru District, Karnataka), Guruvayoor, St. Thomas International Shrine, CheramanJuma Mosque (Kerala), Omkareshwar and Amarkantak (Madhya Pradesh), Trimbakeshwar (Maharashtra), CharanthalaDurga Temple-Babedpara, Nartiang Shakti Temple, Nongsawlia Church- Sohra, Madan Air Nar Sacred Pool Near Jowai (Meghalaya), Changsil Kai- Sairang, Presbyterian Church- Dawrpui, Khawruhlian, Solomon's Temple, Kidron Valley and Serkawr (Mizoram), Cathedral of Kohima, Noksen Church, Mission Compound, Aizuto, Molungkimong and Vankhosung-Wokha (Nagaland), Puri (Odisha), Amritsar (Punjab), Ajmer (Rajasthan), AstaChiranjeevi Hanuman Temple (Sikkim), Kanchipuram and Vellankani (Tamil Nadu), Jogulamba Devi Temple (Telangana) Tripura Sundari-Agartala (Tripura), Varanasi, and Mathura (Uttar Pradesh), Badrinath, Kedarnath and

Gangotri-Yamunotri (Uttarakhand) and Belur (West Bengal).

Since its launch in January 2015 and as on date the Ministry has sanctioned 28 projects in 17 states with estimated expenditure of Rs. 840.02 crore and a total amount of Rs. 505.15 crore has been released for these project from FY 2014-15 to FY 2018-19 and the current financial year as on date. Out of these 28 approved projects two projects viz. Development of Karuna Sagar Valmiki Sthal at Amritsar approved in the year 2015-16 at the cost of Rs. 6.45 crores and Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura approved in the year 2014-15 at the cost of Rs. 9.36 crores have successfully been completed in April 2018 and December 2019 respectively.

**4.1.3 ICONIC TOURIST SITES:** Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified following 17 sites in the country for development under Iconic



Jagannath Ratha Yatra



Barsana, Mathura

Tourist Sites Development Project with various objective like; Holistic development of selected Iconic Sites to global standards, Develop sustainable tourism infrastructure, Robust Operations and Maintenance plan, Publicity & Promotion of Iconic Sites, Employment generation through community participation.

**Sl. Site**

1. Taj Mahal (Uttar Pradesh)
2. Fatehpur Sikri (Uttar Pradesh)
3. Ajanta (Maharashtra)
4. Ellora (Maharashtra)
5. Humayun Tomb (Delhi)
6. Qutab Minar (Delhi)
7. Red Fort (Delhi)
8. Colva Beach (Goa)
9. Amer Fort (Rajasthan)
10. Somnath (Gujarat)
11. Dholavira (Gujarat)
12. Khajuraho (Madhya Pradesh)
13. Hampi (Karnataka)
14. Mahabalipuram (Tamil Nadu)

15. Kaziranga (Assam)
16. Kumarakom (Kerala)
17. Mahabodhi Temple (Bihar)

The Ministry proposes to carry out the development at these sites in collaboration with Central Ministries which includes Ministry of Culture, Ministry of Road Transport and Highways, Ministry of Shipping, Ministry of Housing and Urban Affairs, Ministry of Railways, Ministry of Civil Aviation, Ministry of Industry and Commerce, Ministry of Environment and Forests, Ministry of Skill Development, Ministry of Textiles, Ministry of Drinking Water & Sanitation and Ministry of Development of North Eastern Region, State Governments, Urban Local Bodies, Local Community and Industry players/ Private sector.

**4.1.4 Assistance to Central Agencies for tourism infrastructure development:**

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and

other socioeconomic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/ control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/ State Governments/UT Administrations/ Central Agencies which have potential can be developed through Central Agency. A total of Rs.46.83 crore has been released to various Central Agencies for creation of tourism infrastructure related 2019-20.

**4.1.5 Viability Gap Scheme for Revenue Generating Tourism Projects:** Development of tourism infrastructure requires large investments that cannot be undertaken out of public financing alone, and that in order to attract private capital as well as the techno-managerial efficiencies associated with it, the Scheme is meant to promote Public Private Partnerships (PPPs) in tourism infrastructure development. Viability Gap Funding under the scheme is normally in the form of a capital grant at the stage of project construction.

**4.1.6 Assistance for Organizing fairs / festivals/ tourism related events:** The Ministry of Tourism extends financial support of upto Rs.50 lakh per State and Rs.30 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/festivals/tourism related events. A total of Rs.7.47 crore has been released to various States/UTs for organizing fairs and festivals during 2019-20.





CHAPTER- 5

**New Tourism Products  
(Niche Tourism)**



## CHAPTER 5

# New Tourism Products (Niche Tourism)

Identification, diversification, development, and promotion of niche tourism products in the country is the initiative of the Ministry to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Task Forces/Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion:

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

### 5.1 CRUISE TOURISM

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 and Cruising along rivers. The Ministry of Tourism has also sanctioned various projects for the development of Cruise Terminals and related infrastructure in Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs.135.72 Crore under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development'.

#### 5.1.1 Task Force on Cruise Tourism

The coastline of the country and its inland waterways have enormous potential to develop cruise tourism, both international and domestic. To harness this, a Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. and meets regularly. The last meeting of the Task Force on Cruise Tourism was held on 21.05.2018. On the recommendation of the Task Force, Ministry of Shipping and Ministry of Tourism have jointly appointed a consultant for preparing Action Plan for the development of Cruise Tourism in India. The Consultant has prepared a report which provides a road map and action plan that is needed to move India from its current position to become a preferred cruise destination in the world. On the recommendation of Task Force, the following measures were recently taken for the development of cruise tourism:

- Standard Operating Procedures (SOPs) have been formulated to be followed by the various agencies for handling cruise ships. The SOPs have been revised during November, 2017 and since operationalized at all major ports.
- The facility for e-tourist visa has been extended to passengers arriving at the seaports of Mumbai, Mormugao, Mangalore, Kochi and Chennai and immigration counters have been set up at five major ports visited by cruise ships, thus facilitating the cruise passenger arrivals at these ports.
- Biometric requirements: The Ministry of Home Affairs has waived off biometric requirements for cruise passengers arriving on e-visa for a period of three years i.e up to 31.12.2020. This measure is facilitating expeditious immigration clearances of cruise passengers with e-visa, thus enabling them to spend more time on shore. Exemption of biometric on arrival of cruise is an important deciding criterion for cruise lines to include a destination in their itinerary.
- To address manpower, coordination and logistic issues for handling cruise vessels at ports, "Port Level Facilitation Committees" have been formed under the respective Chairman of the major ports to facilitate seamless handling of cruise ships and passengers.
- Foreign flag vessels carrying passengers have been allowed to call at Indian ports for a period of 10 years with effect from 6th February, 2009 without obtaining a licence from Director General of Shipping. This facility has been extended further for a period of 5 years i.e. upto 5th February, 2024.

#### 5.1.2 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.

#### 5.1.3 River Cruise

Financial assistance is extended for construction of Double Hull Boats, constitution of Jetties, Cruise Vessels, Boats, etc. to various States/UTs.

#### 5.1.4 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:

- (i) IWAI - 1 member from HQ and Local Director/In charge;
- (ii) Ministry of Tourism - 1 member from Ministry and 1 representative from the State Tourism Department;
- (iii) Domestic Tour Operators - 1 member;
- (iv) Cruise Operators - 2 representatives from cruise operators operating in each waterway.
- (v) 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



River Rafting, Rishikesh

maintenance of law and order at terminals, jetties, river fronts etc., and

- (iii) Proper maintenance of tourist places

## 5.2 ADVENTURE TOURISM

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

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

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

- The Ministry of Tourism has also formulated a set of guidelines in 2012 on “Safety and Quality Norms on Adventure Tourism” as “Basic

Minimum Standards for Adventure Tourism Activities”. These guidelines have been reviewed and the revised guidelines ‘Indian Adventure Tourism Guidelines’ (Version 2.0) have been launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been uploaded on the website of the Ministry of Tourism titled [www.tourism.gov.in](http://www.tourism.gov.in). The same have also been forwarded to the State Governments and Union Territory Administrations for compliance.

- The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.
- A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as chairman to act

as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The first meeting of the Adventure Tourism Task Force was held on 21.12.2016 and the last meeting was held on 11.08.2017.

## 5.3 MEDICAL TOURISM

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.

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:

- (i) State of the Art Medical facilities
- (ii) Reputed Health Care Professionals
- (iii) Quality Nursing facilities
- (iv) No waiting time for availing the medical services
- (v) India’s traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness.

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

- i. Brochure, CDs and other publicity material to promote Medical and

health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.

- ii. Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- iii. ‘Medical Visa’ has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment. ‘E- Medical Visa’ has also been introduced for 166 countries.

### 5.3.2 Constitution of National Medical & Wellness Tourism Board

In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board with the Hon’ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner. The 4th meeting of the National Medical and Wellness Tourism Board was held on 12.04.2018.

For participation in approved Medical/ Tourism Fairs/Medical Conferences/Wellness Conferences/ Wellness Fairs and its allied Road Shows, Ministry of Tourism provides financial support under Market Development Assistance (MDA) scheme. This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and



Woman in Yoga - Relax in Nature

National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators/ Travel Agents/Tour Operators engaged in Medical Tourism and approved by Ministry of Tourism, Government of India.

#### 5.4 WELLNESS TOURISM

Wellness Tourism is about travelling for the primary purpose of achieving, promoting and maintaining maximum health and a sense of well-being. Most of the hotels/resorts are coming up with Ayurveda Centres. The leading tour operators have included Ayurveda in their brochures.

**5.4.1** The Ministry of Tourism 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. 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.

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

#### 5.5 GOLF TOURISM

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

**5.5.2** The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country.

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

**5.5.4** The Ministry of Tourism has undertaken an Evaluation Study of the "Guidelines for Support of the Ministry of Tourism for Promoting Golf Tourism" and Evaluation of the Financial Support provided under this Scheme through National Productivity Council.

#### 5.6 POLO TOURISM

The Ministry of Tourism promotes Polo as "Heritage Sport" of India 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.

#### 5.7 MEETINGS INCENTIVES CONFERENCES AND EXHIBITIONS (MICE)

The Ministry of Tourism has developed guidelines for extending financial support under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/

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

#### 5.8 PROMOTION OF ECO TOURISM

**5.8.1** The Ministry recognizes following cardinal principles for development of ecotourism:

- i. It should involve the local community and lead to the overall economic development of the area.
- ii. It should identify the likely conflicts between use of resources for ecotourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
- iii. The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- iv. 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.

**5.8.2** The Ministry of Environment, Forest and Climate Change, Government of India has recently prepared 'Policy for Eco-Tourism in Forest and Wild Life Areas' and the Ministry of Tourism has extended support to this Policy.

#### 5.8.3 Eco-friendly measures to be adopted by the Hotels

The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures



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

**5.8.4** 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.

## 5.9 FILM TOURISM

The Ministry of Tourism has issued guidelines

(dated 25.07. 2012) for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/ Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts 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.

### 5.10 PROMOTION OF SUSTAINABLE/ RESPONSIBLE TOURISM

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour



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

Sustainable and Responsible practices in the tourism industry. The target group includes hoteliers, tour operators, individuals from transport industry, resort managers, tourist guides, community representatives and government departments (culture, forest, environment, Archaeological Survey of India (ASI), museums, district officials) etc. A total of 5 such Workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.





Luxury Train

CHAPTER- 6

Hotels and Travel – Trade



## CHAPTER 6

# Hotels and Travel – Trade

### 6.1 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). 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. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co-ordinate inspection. The Guidelines for Classification / Re-Classification of operational hotels have been revised on 19.01.2018.

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

Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway. The applications for the classification of hotels in

the star category, heritage category, legacy vintage category and operational motels and also for project approval can be filed on <http://hotelcloud.nic.in>.

### 6.3 Other categories of Accommodation units approved

The Ministry of Tourism also approves Timeshare Resorts, Apartment Hotels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, Online Travel Aggregators, Stand - alone Air Catering Units, Convention Centres and Standalone Restaurants under its voluntary schemes.

#### 6.3.1 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelis, castles, forts and residences built prior to 1950, into accommodation units that reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic and Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

#### 6.3.2 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed/ built with materials from heritage properties / buildings (i.e. properties or buildings which were build / constructed/ erected prior to

the year 1950), provided that at least 50% of the material used to construct / build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub-categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Guidelines for Classification / Re-Classification of Legacy Vintage Hotels have been notified on 19.04.2018.

### 6.3.3 Approval of Standalone Restaurants

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

### 6.3.4 Approval of 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.

### 6.3.5 Approval of Motels

Motels are an important segment of the hospitality sector which provide budget accommodation. Motels cater to the hospitality requirements of road travelers through the facilities and services offered by them, with the rooms usually arranged in low blocks with parking directly outside. With the aim of recognizing this segment as a component of the overall tourism product,

and benchmark the standards of facilities and services of Motels, the Ministry of Tourism has formulated a voluntary scheme for Approval of Operational Motels. The Guidelines for approval of operational motels have been notified on 25.09.2018.

### 6.3.6 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses 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.

### 6.3.7 Approval and Classification of Timeshare Resorts

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

### 6.3.8 Incredible India Bed & Breakfast / Homestay Scheme

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



Dining experience at the Ashok

and has simplified the guidelines. The Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. This is an ongoing process. The revised Guidelines for classification and re-classification of Incredible India Bed and Breakfast Establishments and Incredible India Homestay Establishments have been notified on 10.12.2018. These Guidelines would constitute the Common National Standards which each State/ Union Territory would adapt to their requirements, while keeping the core tenets intact. The States/ UTs would be free to build upon and introduce suitable parameters/ criteria over and above the Common National Standards. The Ministry of Tourism would continue to classify B&B/ Homestay establishments in all States/ UTs till such time the respective States/ UTs put in place their own mechanism for such classification, based upon the Common National Standards. The online module for application disposal has been activated. The approved units are listed on the website of the Ministry.

### 6.3.9 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.

### 6.3.10 Approval of Convention Centres

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

### 6.3.11 Online Travel Aggregators (OTA's)

The guidelines for the scheme of approval /re-approval of Online Travel Aggregators (OTA's) have been formulated and notified on 10.12.2018. The scheme is purely voluntary in nature and it is not binding upon any Online Travel Aggregators to obtain accreditation from the Ministry of Tourism.

### 6.3.12 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.

### 6.3.13 Harmonized Master List of Infrastructure Sub - Sectors

Ministry of Finance, Govt. of India, on 17th October, 2017 have notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country which includes three Star or higher category classified hotels located outside cities with population of more than 1 million.

### 6.4 Incentives for the Tourism Sector

The GST (Goods and Services Tax) Council announced a cut in the tax rate on hotel room tariffs, a move aimed at giving a boost to the hospitality sector. The GST rate on hotel rooms

with tariffs of up to Rs 7,500 per night has been cut to 12% from the existing 18%. Similarly, the tax on room tariff of above Rs 7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below Rs 1,000 per night.

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The basis for determination of the applicable rate has been changed from declared tariff to actual tariff.

GST on restaurants eateries has been brought down to 5% irrespective of whether they are air-conditioned or not. If a restaurant is located within the premises of hotels, inns, guest houses, club or any commercial place meant for residential or lodging purposes with a daily tariff of Rs.7500 per day per unit or above, the tax will be 18%.

### Details of expenditure

Amount Released:	Rs. 5.00 lakh
Name of scheme:	Assistance to Tourism, Travel and Hospitality Trade Associations for their various events in India and abroad
Organization/ event:	Indian Heritage Hotels Association for their 8th Annual Convention

### 6.5 Incredible India Tourist Facilitator Certification Programme

The Ministry of Tourism, Government of India, continuously endeavors to build capacity of all stakeholders with whom the visitor is likely to interact desiring that each interaction results



in superior experience for the visitors. As tourism around the world gets competitive, destinations need to differentiate themselves based on their distinct personalities and their ability to create a positive image in the minds of customers and prospective visitors to the country.

The objective of Incredible India Tourist Facilitator (IITF) Certification Programme is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India e-learning module. The institution of tourist facilitators would be a basic component of the infrastructural requirement both for International and Domestic tourism. There are two categories of IITF Certification i.e. Basic & Advanced (Heritage & Adventure). The programme is designed in a manner that the users can learn at their own time, space, path and pace. The candidate/person below the age of 40 years should have completed 10+2 or equivalent examination whereas the candidates/persons of 40 years of age and above should have completed 10 or equivalent examination conducted by any recognised Board by Government of India/ State Government on or before the date of registration to the course.

The Registration/Course fee for IITF certification programme is Rs. 2000/- (Rupees two thousand) only. However, the SC and ST candidates, the candidates who are domicile residence of the Union Territory of Ladak, Jammu & Kashmir and the candidates who are the domicile residence of Aspirational Districts as identified by NITI AAYOG (as amended from time to time\*\*) are exempted from registration fee.

The programme will benefit the Indian economy in general and Indian tourism in specific. It would enable creation of a pool of well trained and professional Tour facilitators. Thus, it would help in creating additional employment even in remote areas. It will help the tourists, as they would be able to get the support of tourist facilitators, who would be locally grown, at reasonable price.

The program is a digital initiative enabling Indian citizens to develop and enhance skills associated with Tourism thereby incorporating knowledge about facilitating tourists across the country.

### 6.6 Approval of Travel Trade Service Provider

This Ministry 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

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. Since January 2019, a total of 277 approvals were issued to the service providers of Travel Trade, as given below:

Category	Approval Issued during 1st January 2019 to 31st December 2019	Total approval as on date i.e. 31st December 2019
Inbound Tour Operators (ITO)	141	536
Travel Agents (TA)	54	226
Tourist Transport Operators (TTO)	28	130
Domestic Tour Operators (DTO)	41	160
Adventure Tour Operators (ATO)	13	54
Total	277	1106

In all, the Ministry of Tourism has given recognition to 1106 Stakeholders. Out of this, there are 537 ITOs, 226 TAs, 160 DTOs, 130 TTOs and 54 ATOs.

### 6.7 Web-based Public Delivery System

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

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

All the applications are submitted on line through the URL <http://etraveltradeapproval.nic.in/> and examined, processed and approved / rejected within 60 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

### 6.8 E- Visa

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country. The Ministry supported the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorization (ETA) (renamed as e - Visa) strongly and committed all support to Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing this Programme. The Government of India launched the e - Visa on 27.11.2014 and subsequently e-Tourist Visa was initially introduced for 46 countries.

The Government of India has further liberalized the e-Tourist Visa Scheme pursuant to the Cabinet approval on 30.11.2016 and the e-Tourist Visa (eTV) scheme was renamed to e-Visa scheme and at present there are following five sub-categories of e-visa:

- i) e-Tourist Visa,
- ii) e-Business Visa,
- iii) e-Medical Visa,
- iv) e-Conference Visa and

- v) e-Medical Attendant Visa.

e-Visa scheme is now available to the nationals of 169 countries. The latest country added is Kingdom of Saudi Arabia.

Recently, government has made a series of amendments in e-visa regime, liberalizing it further and making it more tourists' friendly. Important modifications made have been highlighted as under:

- (i) A new category of e-Tourist Visa for 5 years with multiple entry has been introduced in addition to the existing e-Tourist Visa for one year.
- (ii) The duration of stay for e-tourist visa is 90 days in case of nationals of all countries who are eligible for grant of e-visa except nationals of USA, UK, Canada and Japan. For nationals of USA, UK, Canada and Japan continuous stay during each visit shall not exceed 180 days. In the case of e-Medical Visa and for e-Medical Attendant Visa, triple entry is permitted, and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e visa holder.
- (iii) Further, a new category of e-Tourist visa which is valid for one month-double entry has also been introduced.

In addition to this, the visa fee has also been rationalized and has been fairly reduced which is as under:-

- For 5 year e-Tourist visa - \$80
- For 1 year e-Tourist Visa - \$40.
- For one-month e-Tourist visa -
  - Lean tourist season (April to June)- \$ 10
  - Tourist season (July to March) - \$25.



- (iv) e-Conference Visa in line with e-conference visa for Government/ P.S.U. Conferences, would be granted for private conferences organized by private persons/companies/ organizations.

e-Visa is valid for entry through 28 designated Airports (i.e. Ahmedabad, Amritsar, Bagdogra, Bengaluru, Calicut, Chennai, Chandigarh, Cochin, Coimbatore, Delhi, Gaya, Goa, Guwahati, Hyderabad, Jaipur, Kolkata, Lucknow, Mangalore, Mumbai, Nagpur, Pune, Tiruchirapalli, Trivandrum, Varanasi, Vishakhapatnam, Madurai, Bhubaneswar and Port Blair) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore).

Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrollment. However, the foreigner can take exit from any of the authorized Immigration Check Posts (ICPs) in India.

Bank charges have been changed from USD 2 to 2.5% of the e-TV fee. There is no bank charge for zero visa fees.

Restriction of one application per email ID per month has been removed.

### 6.9 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 modified 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:

- i. 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.

- ii. 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.

Ministry of Tourism also provides financial assistance to tourism service providers approved by the Ministry of Tourism, 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.

### 6.10 Multilingual Tourist Infoline

The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 Languages including Hindi & English on 08.02.2016. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. This service is available on the toll-free number 1-800-11-1363 or on a short code 1363 and operational 24X 7 (all days) in a year offering a "multi-lingual helpdesk" in the designated languages.

The objective of this multi-lingual helpline is to provide the support service in terms of providing information relating to travel and tourism in India to the domestic and

international tourists in the designated languages and to advise the callers with advice of action to be taken during the times of distress while travelling in India and if need be alert the concerned authorities.

This is a unique endeavor by Ministry of Tourism, Government of India and gives the foreign tourists a sense of safety and security while travelling in India. The total no. of /queries received and handled in the Multilingual Infoline since February 2016 till 31.12.2019 is 547308.

### 6.11 Protected Area Permit(PAP)/Restricted Area Permit(RAP)

For a better and smooth travel experience of Tourists in the restricted/Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result of this Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands

### 6.12 Regional Connectivity Scheme (RCS)

The primary objective of RCS- UDAN is to facilitate / stimulate regional air connectivity by making it affordable.

Promoting affordability of regional air connectivity is envisioned under RCS by supporting airline operators through (1) concessions by Central Government, State Governments (reference deemed to include Union Territories as well, unless explicitly specified otherwise) and airport operators to reduce the cost of airline operations on regional routes / other support measures and (2) financial (viability gap funding or VGF) support to meet the gap, if any, between the cost of airline operations and expected revenues on such routes.

Under RCS UDAN-I, 27 Currently served airports, 12 currently underserved airports and 31 currently unserved airports (total of 70 airports) will be connected.

Similarly, under RCS UDAN-II, Total 78



Ellora Caves, Aurangabad, Maharashtra

airports i.e., 36 currently served airports, 13 currently Underserved Airports and 29 currently Unserved Airports (25 distinct airports after removing the 4 overlapping airports from UDAN-1) will be connected. In addition, 31 helipads/ heliports will be connected through Helicopters in the Priority areas.

Under RCS UDAN-3 Tourism, Ministry of Tourism approached Ministry of Civil Aviation, with the purpose of further improving connectivity and got 46 tourism routes included for better connectivity of important tourists places including Iconic sites. Currently 8 routes have been operationalized.

### 6.13 Tourist Facilitation and Information Counter

The Tourist Facilitation and Information Counter was opened on 5th November 2018 at T3 Terminal arrival gate of Indira Gandhi International Airport, New Delhi. The Tourism Ministry has also started Tourism Facilitation Counters at the airports

of Varanasi, Bodhgaya, Bangalore, and Kolkata and it is also going to extend this service to Mumbai, Chennai, Guwahati and Hyderabad.

Opening the facilitation Centre for visitors, which is first of its kind by the Government shall be of great help to the tourists visiting the country. The counter shall cater to non-English speaking tourists also as the Counter will also be connected to the 24x7 Helpline - '1363' of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, French, Portuguese, Russian, Japanese, Korean, Chinese and Arabic.

### 6.14 Adopt a Heritage

The Ministry of Tourism, Government of India has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for



Red Fort, Delhi

making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become "Monument Mitras" and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites.

They would also look after the Operation & Maintenance of the same.

Under the project, 26 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-four (24) sites and two (2) Technological interventions across India





Indian Institute of Tourism and Travel Management, Bhubaneswar

CHAPTER- 7

# Human Resource Development



## CHAPTER 7

# Human Resource Development

### 7.1 Institutes of Hotel Management (IHMs) & Food Craft Institutes (FCIs)

It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 46 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 25 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadgishpur, Uttar Pradesh is under construction. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/ conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs offers skill level education.

### 7.2 National Council for Hotel Management & Catering Technology (NCHMCT, MOT)

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 Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate 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, 25 SIHMs and 14 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, 24 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, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

In addition to various short term capacity building programs, during the year 2019-2020, total 12,556 students enrolled themselves under various regular academic programs offered by NCHMCT.



Chef at work

A proposal for upgradation of National Council of Hotel Management and Catering Technology (NCHMCT) to a statutory body for awarding degree, diploma certificates to be named as National Institute of Hospitality Management (NIHM) has been initiated.

### 7.3 Indian Institute of Tourism & Travel Management, MOT

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 programmes.

Two-year full time MBA (Tourism and Travel Management) & Three-year full time BBA (Tourism and Travel) programme from its Gwalior, Bhubaneswar, NOIDA, Nellore and Goa centres. These centres also offers Short-term Skill Development Programmes/courses. In addition to various short term capacity building programs, during the year 2019-2020, total 628 students enrolled themselves under various regular academic programs offered by IITTM.

### 7.4 National Institute of Water Sports NIWS Goa

NIWS, Goa was incorporated in the IITTM in the year 1995. The setting up the National Institute of Water Sport, Goa is being taken up to strengthen the ongoing activities of education/ training, research and consultancy, and leisure water sports promotion in India. Currently, NIWS is offering consulting activities, professional short term training programmes like OBM Maintenance, FRP Boat Repair, Tiller Controlled Powerboat Handling, Remote control Powerboat Handling, Life Saving Techniques, Surf Life Saving techniques, etc. It also conduct some skill based courses like windsurfing, sailing, water skiing, kayaking, etc. New campus with state of art facilities is currently under construction.

### 7.5 MOT's Scheme of Assistance to

### IHMs/FCIs/IITTMS/NCHMCT etc.

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs etc." under which Central financial assistance can be sanctioned to a State/Union Territory Government upto a ceiling of Rs.16.50 Crores for establishment of an Institute of Hotel Management (IHM), Rs.7.50 crores for a Food Craft Institute (FCI), Rs.2.40 Crores for broad-basing of hospitality education through government sponsored ITI, Polytechnics, Colleges, PSUs and Rs.30.00 lakhs for Schools subject to availability of funds, adherence to the terms and conditions of the scheme guidelines and their inter-se priority. However, quantum of assistance for the setting up of an IHM created by the Central Government, or the setting up of a centre/branch of the Indian Institute of Tourism and Travel Management (IITTM) or National Council for Hotel Management & Catering Technology (NCHMCT) or Indian Culinary Institute (ICI), shall not be subject to this ceiling.

The Central Financial Assistance (CFA) extended for setting up of new IHMs / FCIs is subject provisions of guidelines of the scheme and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.12.50 crore, of which, Rs. 10.00 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional Rs. 4.00 crore can also be granted for construction of hostels. The expenditure over and above the Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to Rs.7.50 crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

The Central Financial Assistance was meant for purchase of lab equipment, furniture, computers and for the modernization and infrastructural upgradation of the Institutes. A budget provision of Rs. 82.89 crore has been made for FY'2019-2020 out of which Rs.48.99 crore has been utilized as on 31.12.2019.



### 7.6 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. During 2018-19, for opening of new hospitality tourism courses, Bundelkhand University has been sanctioned an amount of Rs.2.40 crore, of which Rs.1.20 crore has also been released.

### 7.7 Indian Culinary Institute, Tirupati

The Ministry of Tourism has set up an Indian Culinary Institute (ICI) at Tirupati, at a total cost of Rs.97.92 crores with the objective (i)to ensure the preservation of heritage

Indian cuisine, (ii) to establish research, documentation, museum and resource centre of Culinary Arts & (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. A Chapter of ICI Tirupati has been set up at NOIDA.

The ICI has commenced 3 years BBA Culinary Arts from 2018-19 with an intake of 60 students each for ICI, Tirupati and Noida. MBA courses are also being started from 2019-20 academic year at Tirupati and Noida Campuses with initial 30 intake. In addition to various short term capacity building programs, during the year 2019-2020, total 77 students enrolled themselves under various regular academic programs offered by ICI.

### 7.6 Capacity Building for Service Providers

7.6.1 The Scheme of "Capacity Building



for Service Providers” (CBSP) of the Ministry of Tourism aims to provide education, training and certification to the tourism service providers at every level with its main objectives being to train and up-grade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas. These trained service providers could be engaged in providing service directly to the tourist or involved in the important task of teaching, administering or planning.

7.6.2 The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the AICTE, Indian Institute of Tourism & Travel Management, NCHMCT, Tourism Departments of State / UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/Central Training/academic Institutions and the specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.

**7.6.3 The following programmes are conducted under the CBSP Scheme**

**A. Hunar Se Rozgar Tak:-** The programme presently offers a total of seven short duration courses of 160 hours to 700 hours. Out of these seven courses four viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office Associate are hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are

no-hospitality courses and are fully funded by the Ministry of Tourism. The total achievement is 11624 persons against the target of 19250. 3533 were under training at the end of the FY 2018-19.

**B. Skill Testing & Certification** of the existing service providers to test and certify existing service providers in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. 5015 persons have been certified upto 30/11/2019 during the CFY.

**C. Entrepreneurship Programme:-** Five 150 hours courses are offered in the trades of (i) Cook - Tandoor , (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai - Indian Sweets under this Programme. 1076 persons have been trained and 347 trainees were under training upto 30/11/2019 in the CFY.

**D. Tourism Adventure Courses: -** The Ministry of Tourism has introduced Tourism Adventure courses under the scheme of ‘Capacity Building for Service providers’ in the FY 2018-19. The programme is being conducted by IITTM through IISM, Gulmarg. Three courses i.e. Parasailing, Trekking and Hot Air Ballooning are being covered and a total of 55 trainees trained and certified during the CFY.

This Ministry has also assigned target to Indian Maintaining Foundation (IMF) for conducting 15-day duration training programme for ‘Adventure Travel Escort’ to promote regional based specially structured adventure skill development courses. The target group of this programme would be 10th pass candidate who should be able to read, write and communicate well in English or Hindi. So far, a total of 60 trainees have been trained and certified under the programme in the Current Financial Year.

**E. Linguistic Tourist Facilitators (LTF):**

- The Ministry has introduced 6-week language courses i.e. English, Dutch, German, French, Japanese, Chinese etc. to train Guides/Tourist Facilitators and other service providers under its Suo-Motu-initiatives under the scheme of ‘Capacity Building for Service Providers’. The basic objective of this programme is to create trained manpower in different foreign languages to facilitate tourists visiting India from different countries and to upgrade the skill of the existing service providers in order to deal effectively with foreign tourists in their own languages. The target group is +2 or equivalent in any discipline and the minimum age 20 years. IITTM has so far trained 225 persons during the current financial year.

**F. Mid-Day Meal: -** In a joint initiative, the Ministry of Human Resource Development (MHRD) and Ministry of Tourism have put in place a programme of 10 days duration for training of cook-cum-helpers engaged in Mid-Day Meal Programme across the country at MoT sponsored IHMs & FCIs. This joint effort is regulated in terms of formally articulated guidelines. The motive of the Scheme is to train Master Cook and the workforce managing the Scheme in cooking varieties and methods, nutritional aspects of a meal, and of the hygiene that must attend the entire production and delivery chain to ensure delivery with standards that are acceptable. This calls for bringing up resource persons from amongst the existing service providers, who are trained to have these abilities and who, in turn, will serve as motivators

and masters for others. The objective of the training programme will be to raise, gradually, the Scheme standard. In FY 2019-20, 33 trainees have been certified upto 30th November, 2019.

**G. OTHER PROGRAMMES: -** Tourism Awareness/Sensitization programmes for existing service providers are also conducted under this Scheme. Each course is of 2 days to 6 days duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

This Ministry has executed a plan for holistic development of 15 identified iconic tourist sites across different states. As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shopkeepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme. A total of 237 persons had been certified under the Tourism Awareness Programme upto 30/11/2019 during FY 2019-20.

This Ministry has executed a plan for holistic development of 15 identified iconic tourist sites across different states. As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shopkeepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme. A total 3275 people had been certified under the Tourism Awareness Programme during FY 2018-19.





Manali, Himachal Pradesh

CHAPTER- 8

## Publicity and Marketing

CHAPTER  
8

## Publicity and Marketing

The Ministry of Tourism promotes India in a holistic manner. As part of its marketing/promotional activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on Social Media during the year 2018.

### Domestic Market

The Ministry of Tourism organized events such as Paryatan Parv, Bharat Parv etc. during the financial year 2019-20, with the objective to promote and spread the message of 'Dekho Apna Desh, Ek Bharat - Shreshth Bharat' and 'Tourism for All' etc. and to create interest amongst general people about various tourism destinations and products of the country.

#### 8.1 Events / Exhibitions

##### Major Events of the Ministry of Tourism

(a) Bharat Parv is organized at Red Fort Lawns to coincide with the Republic Day celebrations. Bharat Parv was organized in the year 2019, from 26th to 31st January, 2019. The theme of Bharat Parv, 2019 was '150 years of celebrating the Mahatma'. In addition, the idea of 'Ek Bharat - Shreshth Bharat' was also publicized during the event. Republic Day Tableaux were displayed for

public viewing during Bharat Parv, 2019; whereas armed forces bands displayed their performance to create a mood of patriotism. Food stalls, theme pavilions by State Governments, handicraft / handloom stalls, exhibitions by Ministry of Information & Broadcasting, Ministry of Culture etc. were set up during Bharat Parv. A replica of Statue of Unity was also displayed for public viewing and to create interest about the Statue as a tourist destination. A series of cultural programmes were organized by the State Governments and NZCC to add flavour to these celebrations.

(b) The second edition of India Tourism Mart (ITM) was held from 23rd to 25th September, 2019 at New Delhi and was organized by the Federation of Association in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism. It was an industry driven event supported by the Government. Approximately 240 tour operators from 58 countries were selected to participate in this event. The objective of this Mart was to provide a national platform to various tourism stakeholders from India including Tour Operators, State Governments etc. to interact with their foreign counterparts, in order to increase tourism to the country in general and to create business opportunities in particular. Exhibition highlighting various tourism destinations &



products, networking sessions, cultural programmes, familiarization trips to foreign delegates etc. were the important activities undertaken during the event. Positive response was received from the participants and the initiatives taken by the Government of India to promote tourism were appreciated.

(c) The Ministry of Tourism celebrated Paryatan Parv, 2019 from 2<sup>nd</sup> to 13<sup>th</sup> October, 2019 at national level. The Delhi leg of the Parv was successfully organized from 2<sup>nd</sup> to 6<sup>th</sup> October 2019 at Rajpath Lawns between Rafi Marg and Janpath. The objective of Paryatan Parva, 2019 was to propagate the idea of 'Dekho Apna Desh', 'Tourism for All' and 'Tourism and Governance' during which domestic tourism was widely promoted. The entry to the Parva was open for general public. Central theme of Paryatan Parva, 2019

was dedicated to celebrating '150<sup>th</sup> birth anniversary of Mahatma Gandhi'. A festive atmosphere was created during the Parva. Stakeholders from various State Governments / Union Territory Administrations, Central Ministries and other organizations participated in the Delhi leg of Paryatan Parva, 2019; during which they interacted with the visitors and information on various tourism destinations and products was also disseminated. Tourism themed pavilions, handicraft/handloom stalls, food court, cultural programmes, yoga demonstrations etc. were highlighted during Paryatan Parv.

(d) The Ministry of Tourism, Government of India annually presents National Tourism Awards to various segments of the travel, tourism and hospitality industry. These awards are presented to State Governments / Union Territories, classified hotels, heritage hotels,



approved travel agents, tour operators, tourist transport operators, individuals and other private organizations in recognition of their performance in their respective fields. The National Tourism Awards have, over the years emerged as a prestigious recognition of achievements in the travel, tourism and hospitality sectors. Shri M. Venkaiah Naidu, Hon'ble Vice president of India gave away the National Tourism Awards 2017-18 held at Vigyan Bhawan on 27th September 2019 to the winners. Union Minister of State for Tourism & Culture (IC) Shri Prahlad Singh Patel, along with Secretary-General of UNWTO, Mr. Zurab Pololikashvili were also present during the occasion.

### 8.2 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme

- Domestic tourism plays an important role in the overall development of the tourism sector in India.

- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.
- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.

### 8.3 DOMESTIC COMPAGNS

The following Domestic Campaigns have been released during 2019:

- Radio Campaign for promoting Bharat Parv undertaken in January 2019.
- SMS Campaign for promoting Bharat Parv undertaken in January 2019.

- Print Advertisements released in major newspapers for promoting and Publicising Bharat Parv in January 2019.
- Advertising on Airline Boarding Passes and Railway Tickets to promote Statue of Unity undertaken in January 2019
- TV Campaign on Yoga released on Doordarshan and Private Channels in June 2019, to coincide with International Day of Yoga.
- TV Campaign on "Swachhta" released on Doordarshan and on Private Channels in June-July 2019
- Web Campaign on Swachhta in the Month of June -July 2019
- SMS Campaign for promoting Paryatan Parv undertaken in October 2019
- Radio Campaign for promoting Paryatan Parv undertaken in October 2019

- Print Advertisements released in major newspapers for promoting and Publicising Paryatan Parv in October 2019.
- Print Advertisements for National Tourism Awards on National level.

### 8.4 PRODUCTION OF CREATIVES AND COLLATERALS

- Wall & Desk Calendars 2020 produced with the themes: (i) Incredible India through the eyes of Steve McCurry and (ii) Incredible India - Unparalleled & Untamed.
- Short Films / Television Commercials (TVCs) on Promotion of Domestic Tourism and to target Indian Diaspora produced in association with media partners as value addition of Global Media Campaign.
- Production of City Maps of Delhi, Shimla, Chandigarh, Amritsar and Lucknow.



### 8.5 SOCIAL MEDIA PROMOTION

- Wide publicity was given on social media channels of Ministry of Tourism on India's participation as Partner Country in the world's leading travel fair 'FITUR-2019' held in Madrid, Spain.
- During the entire month of June 2019, the theme 'Yoga' was highlighted on all social media handles of the Ministry to coincide with celebration of 'International Day of Yoga' on 21st June 2019. In addition, tweets /posts relating to celebration of International Day of Yoga from the social media handles of AYUSH were retweeted / shared. Yoga demonstrations organised by India Tourism offices in various cities across the country were amplified on the social media handles of the Ministry of Tourism.
- Participation of the Ministry of Tourism in various international

events including WTM 2019 in London, FITUR 2019 in Madrid was amplified on the Social Media accounts of the Ministry.

- Regular posts and live updates on events organized by the Ministry of Tourism, including Paryatan Parv 2019, National Tourism Awards 2019, World Tourism Day Celebration and India Tourism Mart.
- Promotion of Statue of Unity on Social Media accounts of the Ministry
- Promotional posts on "150 Years of Celebrating The Mahatma"
- Due to sustained promotion on social media in the last two years, led to substantial increase in the followers base of the social media handles of the Ministry. Present followers base of some of the popular social media handles of the Ministry are given below:

Twitter - 2.26 Million followers

Facebook - 2.04 Millions followers

Instagram- 1,77,857 followers

Youtube - 55,600 Subscribers

### 8.6 Restructured Scheme of Overseas Promotion & Publicity including Market Development Assistance

- Ministry of Tourism has launched "Incredible India 2.0 Campaign" in 2017 which marks a shift from generic promotions to market specific promotional plans and product specific content creation.
- Global Campaigns were released in the electronic, online and print media, with greater focus on digital and social media.
- Focussed campaigns undertaken to target the Indian Diaspora and to promote the Buddhist Sites in India, Kumbh Mela and Statue of Unity.
- Thematic promotional films were produced on Yoga, Wellness, Wildlife, Luxury and Cuisine. Destination promotional films were also produced on Delhi, Mumbai and Chennai.
- In addition promotional films on various themes, Products and Destinations have also been produced in association with Media Partner as value addition of the Global Media Campaign .
- The Incredible India "Find the Incredible You" campaign released globally by the Ministry of Tourism during 2018-19 has been declared winner of the PATA (Pacific Asia Travel Association) Gold Award 2019 in the "Marketing - Primary Government Destination" category. This year's awards attracted 198 entries from 78 organisations and individuals worldwide.

- Yogi of the race track film won UNWTO award for best video in APAC region.

### 8.7 Marketing through Overseas Offices

The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.

The promotional activities include participation in Travel Fairs and Exhibitions; advertising in the local print, electronic and outdoor media; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian Food Festivals and cultural festivals; offering brochure support to tour operators, and joint advertising/joint promotions with airlines, tour operators and other organizations etc.

In the current financial year, the Ministry of Tourism, Government of India has approved a series of promotional activities to aggressively promote tourism to India through its 8 overseas offices.

#### 8.7.1 Participation in International Travel Fairs and Exhibitions (1st January to 31st December 2019)

India tourism offices overseas 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 includes FITUR (Madrid) Spain, ITB Berlin, Arabian Travel Mart Dubai, IMEX Frankfurt, B-Travel Barcelona, JATA Tourism Expo Japan, Busan International Travel Fair (Busan), Vakantibeurs, Utrecht (Netherlands), Beijing International Travel Mart, Meeting Canada Incentive Works (MICE) at Toronto,



Feria Internacional De Turismo (FIT) Buenos Aires, Vancouver International Travel Expo, MATKA (Helsinki), IMEX at Las Vegas, Salon International Travel Voyages Montreal, TTG Travel Experience Rimini, International Golf Travel Market Slovenia, Oman Health Exhibition & Conference, B-Travel Barcelona, Top Resa Paris, Philippines Travel Agencies Association Expo (Manila), OTDYKH International Trade /Leisure Travel Moscow, Moscow International Travel & Tourism(MITT), Moscow, ASTANA Leisure, TITF Tashkent, UITM Kiev, INWETEX Travel, MATTA Kuala Lumpur, ITE Ho Chi Minh City, PATA Travel Mart Langkawi, ITCMA Bangkok, ITB Asia Singapore, Corporate Travel Expo Canberra, Travel Industry Exhibition Melbourne, Luxperience Sydney, PAICE Auckland, WTM London, IBTM World Barcelona, Spain, The New York Times Travel Show, New York, Travel and Adventure show Chicago, Maritime Vacation Superstore, Halifax, Boston Globe Travel Show, Outdoor and Adventure show, Toronto, Vitrina Turistica ANATO, Bogota (Columbia) Seatrade Cruise Global, CITM Kunming etc.

**Feria Internacional de Turismo (FITUR) - January 2019**

The Incredible India Pavilion at FITUR 2019 had 26 travel trade partners, including State Tourism Department, Hotels, Travel Agencies, Resorts and Operators. The Indian delegation was led by Joint Secretary, Ministry of Tourism.

The India Pavilion was inaugurated with traditional lighting of lamp followed by Indian classical Dance 'Bharatnatyam'. Pre-Scheduled meetings were held in the India pavilion with various Tour Operators, media, bloggers, officials of international Tourism boards etc. The last two days of the exhibition were open for the public and classical, Bollywood dances, Mehndi application live Yoga demonstrations were organized which drew the attention of the public.

**New York Times Travel Show (NYTTS) - January 2019**

The Ministry of Tourism, Government of India participated in the New York Times Travel Show (NYTTS 2019), the largest travel show in North America, organised from January 25th -27th, 2019 at Jacob K Javits Centre, New York as 'Presenting Partner' with a view to scale up its tourism promotional efforts in the US, enhance India's visibility and to increase its share of US Outbound travel market.

A high-level delegation led by Secretary, Ministry of Tourism, Government of India and a number of stakeholders from India's tourism industry participated in the Show. A number of India centric activities were organised at the Show including 'Focus on India' and Consumer Seminars, Indian cultural performances, Indian Culinary Demonstration, Food tasting, etc. Secretary (Tourism) interacted with a number of leading travel professionals from the US at the Trade Key Note Session during the Show and sought their continued support in positioning India in the US. India was honoured during the Closing Bell Ceremony at the New York Stock Exchange. Secretary (Tourism) was also interviewed by the CBS Television Network of the US in 'This Morning Show'.

The New York Times Travel Show 2019 Award of Excellence for 'Best in Show' was awarded to India at the New York Times Travel Show.

**International Tourism Bourse (ITB) - March 2019**

The Ministry of Tourism participated in ITB Berlin being held from 6th to 10th March, 2019. The theme for India Pavilion was Indian Festivals. There were 42 co-exhibitors comprising travel agents, tour operators, State Governments, hoteliers, Air India, ITDC, IRCTC etc. Secretary (Tourism) led the Indian delegation.

Various activities were organised during the five-day event at the India Pavilion depicting Indian art, culture, festivals etc. to promote India to the global fraternity. These activities included Yoga, Indian Traditional Dances, EVisa Workshop, Indian Bridal Show, Indian

Wedding, mehndi application, Quiz program, Indian films on 3D, Virtual tours etc.

A Press Conference was organised on 6th March, 2019 followed by a Breakfast Meet and an India Evening on the next day which were attended by German tour operators, Media, travel agents, stakeholders etc.

The Ministry of Tourism won the First Prize in the category of TV Cinema Spot at the prestigious international Golden City Gate Tourism Awards 2019 for the following promotional films/television commercials produced as part of its Incredible India 2.0 Campaign - Yogi of the Racetrack, The Reincarnation of Mr. and Mrs. Jones, Sanctuary in Paris, Maharani of Manhattan and The Masala Master Chef. These films have been very well received the world over, registering about 155 million views on social media.

**World Travel Market (WTM) London: November 2019**

The Ministry of Tourism participated in the World Travel Market (WTM) held at Excel London from 4th to 6th November, 2019. The theme of the India Pavilion at WTM 2019 was 'Find the Incredible You'. The India pavilion at WTM focused on targeting internal experiences of travellers by showcasing not only India's culture and heritage but also niche tourism products such as cuisine, wellness, yoga, wildlife and luxury.

The India Pavilion had 35 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. Secretary (Tourism) headed the Indian delegation and Additional Director General, Ministry of Tourism were also part of the delegation. The theme of the Pavilion was 'Find the Incredible You'.

This year there was a new element introduced in the press conference. With the objective of making the Press Conference more interactive and addressing the current issues instead of presentation on India a panel discussion focusing on tourism potential of India was held. The panel discussion was moderated by CNN's Europe Editor in London and

the Panellists included Secretary (Tourism), Additional Director General (Tourism), Tourism & Development Practitioner & Special Advisor to CNN and Managing Director, Steppes Travel, United Kingdom. The panel discussion was followed by question and answer session.

An India Evening was organized on 5th November, 2019 at Montcalm Hotel. The theme of the evening was 'Luxury experiences in India' and a cut out of the Mysore Place was prominently displayed as the backdrop to bring in the element of luxury in the ambience of the event. In addition, the whole venue was decorated in the form of an Indian palace so that guests can experience the Luxury element 'Incredible India' has to offer. Shehnai and Thavil performers and Kathakali mascot welcomed the guests in traditional Indian way. The cultural performances were followed by the dinner. Air India offered two door prizes to lucky winners. The evening provided an opportunity to guests to network with fellow travel trade partners and the Indian delegation.

**Incredible India Public Event in Jakarta, Indonesia:**

As a part of the Road Shows in three cities in ASEAN countries, India Tourism Singapore organized a public event in Jakarta with the support of Embassy of India, Jakarta on 30th August, 2019 at Pacific Place Mall. A day long extravaganza showcasing Indian dance, culture, Yoga, cinema, culinary shows were organized during the day. The destinations of India were showcased through a tourism pavilion wherein all the Indian tour operators participated, interacted and disseminated information to the public. The event was jointly inaugurated by the Ambassador of India to Indonesia, Economic Adviser, Ministry of Tourism, Government of India Acting Deputy Minister, Ministry of Tourism, Government of Indonesia. The fashion show by Indian fashion designers depicted the rich textile tradition of Khadi and Batik from India to the Indonesian audience.



### 5th International Day of Yoga:

The Ministry of Tourism organized the 5th International Day of Yoga at Lal Bagh, Bengaluru on 21st June, 2019. The event was attended by 38 international guests comprising Tour operator's / Media personnel/ Opinion makers/ photographers/ from 22 countries. The group were taken on a FAM tour covering Bangalore city, Coimbatore and Ooty.

The International Day of Yoga was also celebrated by the India Tourism Offices overseas by organizing standalone events and in collaboration with the Indian Missions abroad.

#### 8.7.2 Road Shows

As part of the promotional initiatives undertaken, Road Shows are organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. During the period 1st January to 31st December, 2019 the Ministry of Tourism, Govt. of India organised Road Shows in the following countries:

- 16th April, 2019: Sydney, Australia
- 17th April, 2019: Melbourne, Australia
- 18th April, 2019: Auckland, New Zealand
- 24th June, 2019: Washington DC, USA
- 25th June, 2019: Boston, USA
- 26th June, 2019: Vancouver, Canada
- 27th June, 2019: Seattle, USA
- 28th June, 2019: San Francisco, USA
- 26th August, 2019: Hanoi, Vietnam
- 27th August, 2019: Manila, Philippines
- 29th August, 2019: Jakarta, Indonesia
- 3rd September, 2019: Seoul, Korea
- 4th September, 2019: Busan, Korea
- 17th September, 2019: Manchester, UK
- 18th September, 2019: Glasgow, UK
- 19th September, 2019: Dublin, Ireland

- 24th September, 2019: Amsterdam, Netherlands
- 25th September, 2019, Brussels, Belgium
- 26th September, 2019: Antwerp, Belgium
- 14th October, 2019: Barcelona, Spain
- 15th October, 2019: Madrid, Spain
- 16th October, 2019: Seville, Spain
- 17th October, 2019: Lisbon, Portugal
- 12th November, 2019, Chengdu, China
- 13th November, 2019, Chongqing, China
- 14th November, 2019, Kunming, China
- 09th December, 2019, Singapore
- 10th December, 2019, Kuala Lumpur, Malaysia
- 12th December, 2019, Bangkok, Thailand

During the period 1st January to 31st December, 2019, The Ministry of Tourism through its India Tourism Offices overseas has also organized Know India Seminars in London, Glasgow and Birmingham (UK), Lusaka (Zambia), Doha (Qatar), Tokyo, Nakama City, Marioko City, and Fukuoka City, Kyoto (Japan), Johor Bahru (Malaysia), Penang (Malaysia), Amsterdam (Netherlands), Brussels (Belgium), Baku (Indonesia), Tbilisi (Georgia), Reykjavik (Iceland), Frankfurt and Hamburg (Germany), Barcelona (Spain), Vladivostok, Kazan, Samara, Volgograd and Novosibirsk (Russia), Zagreb (Croatia), Thessaloniki (Greece), Sofia (Bulgaria), Bukhara, Samarkand and Tashkent (Uzbekistan), Dushanbe (Tajikistan), Vancouver (Canada), Doha (Qatar), Sydney (Australia), Argentina (South America), Nicosia (Cyprus), Amman (Jordan), Hsinchu and Chiayi (Taiwan), Medan (Indonesia), Ho Chi Minh City (Vietnam) Guatemala (Central America), Montreal (Canada), Port of Spain (Trinidad & Tobago), Valencia (Spain) Porto (Portugal), Berlin, Cologne and Frankfurt, (Germany), Warsaw (Poland) and Kuwait etc.

#### 8.7.3 Food Festivals

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, MOT extended support to Indian Food Festivals by sponsoring the visit of Indian Chefs. During the period 1st January

to 31st December, 2019, Ministry of Tourism sponsored chefs for the Food Festivals in Tel Aviv (Israel), Ashgabat (Turkmenistan), Ankara (Turkey) and Addis Ababa (Ethiopia), Asuncion (Paraguay), Nur Sultan, Almaty (Kazakhstan) and Mexico.

#### 8.7.4 Outdoor Publicity

For greater visibility of "Incredible India", Ministry of Tourism through its India Tourism Offices overseas carried out outdoor branding in London, Singapore, Germany, Japan, USA, Taipei, South Korea etc. Outdoor advertising was carried out at airports, on buses, taxis, subway stations, tram, underground tube stations, digital screen billboards etc.

#### 8.8 Hospitality Scheme

The main objective of the scheme is to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. The invited guests get first-hand information / knowledge of the Indian tourism product and facilities during their familiarization tours on the Ministry's hospitality. Hospitality was offered to 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. These guests were also invited to cover important events in India, including 5th International Day of Yoga, Conventions India Conclave (Kolkata), Karnataka International Travel Expo (Bengaluru), India Tourism Mart (Delhi), International Tourism Mart, Imphal (Manipur) etc.

#### 8.9 Marketing Development Assistance (MDA)

Under the Marketing Development Assistance Scheme, financial support has been offered to approved tourism service providers for undertaking tourism promotional activities overseas, including Sales-cum-study tours and Participation in Fairs/Exhibitions and Road Shows. Tourism Departments of all States and Union Territories (UTs) are also

eligible for benefits under the MDA Scheme for participation in Fairs / Exhibitions and Road Shows held overseas.

#### 8.10 Incredible India Website

MoT revamped the Incredible India website, with the aim to provide more information about India as a tourist destination, and where our value lies. The website also boasts a clean design and intuitive and consistent site-wide navigation system, with improved menu functionality that directs tourists to the information, most relevant to them. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

MoT introduced a range of new content to the website, including a Google 360, that features virtual video content to provide tourists with a walk through of our tourist attractions. In addition, the Incredible India website provides more personalised content across the globe, based on tourist interest and video content designed to help the tourist make the right decisions about their visit to India, through more robust and regulated electronic content management solutions (ECM) and with advance analytics capability of capturing the tourist engagement on Incredible India website.

Furthermore, MoT has introduced 24/7 Chat bot interface to assist tourist for better planning and quick query resolutions. Also, the website has been assisted with Adobe Solution suite to effectively engage with visitors across web and social media platform. The real time analytics features help to understand the tourist visitors' demographics and helps in profiling the visitors better.

Since launch (i.e. June 14, 2018), we have had 6.9 M visitors on the Incredible India website, engaging in the immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure. Top five countries traffic information are as follows: Russia (14.9%), India (14.5%), US (9.0%), UK (6.8%) and Germany (5.9%).



User generated content has received a much-needed facelift, right on the homepage, and access to articles that matter to the tourist

The website and mobile app are developed on Adobe Platform with the following features:

1. Immersive Content
2. Responsive and adaptive design
3. User Generated Content Collaboration
4. Agile Content Management (Authoring, Tagging, Publishing)
5. Real-Time Analytics
6. Personalized content experience
7. Text readability (W3C & WCAG guidelines)
8. Social media linkage
9. Search Engine Optimization
10. Ease of navigation

#### 8.11 Buddhist Website

Buddhist tourism in India, as a tourism product, has tremendous potential to draw the 500 million strong Buddhist across the world to “The Land of Buddha”. India has a rich ancient Buddhist Heritage with several important sites associated with the life of Lord Buddha. The Indian Buddhist Heritage is of great interest to the followers of Buddhism the world over. Buddhism has remained a vital force, an inspiration and above all, a guidance to our traditions and customs. In sum, its unique contributions in the various fields of culture has greatly enriched Indian cultural heritage, apart from adding to the religious diversity of the land.

The President also launched the Ministry of Tourism website on important Buddhist sites - [indiathelandofbuddha.in](http://indiathelandofbuddha.in) on 23rd August 2018 during the International Buddhist Conclave (IBC), 2018. This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left

behind by his disciples including the modern monasteries. The website has many useful features to make it more interactive and to provide a deeper engagement to the travelers visiting the website. With the help of Adobe solution suite, the Ministry of Tourism will now be able to engage effectively with visitors across Web & Social channels and measure engagement, to deliver real time personalized experiences for each visitor, based on their interest and travel persona.

The aim of this website is to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist sites in the country and cultivate friendly ties with countries and communities interested in Buddhism. Our goal with this website is to provide our visitors an easier way to learn about Buddhist Heritage and to allow the tourist to browse information based on their own choice. The new website is interactive and gives better access to About Buddhism, Footsteps of Buddha, Buddhist Heritage, Monasteries and many more.

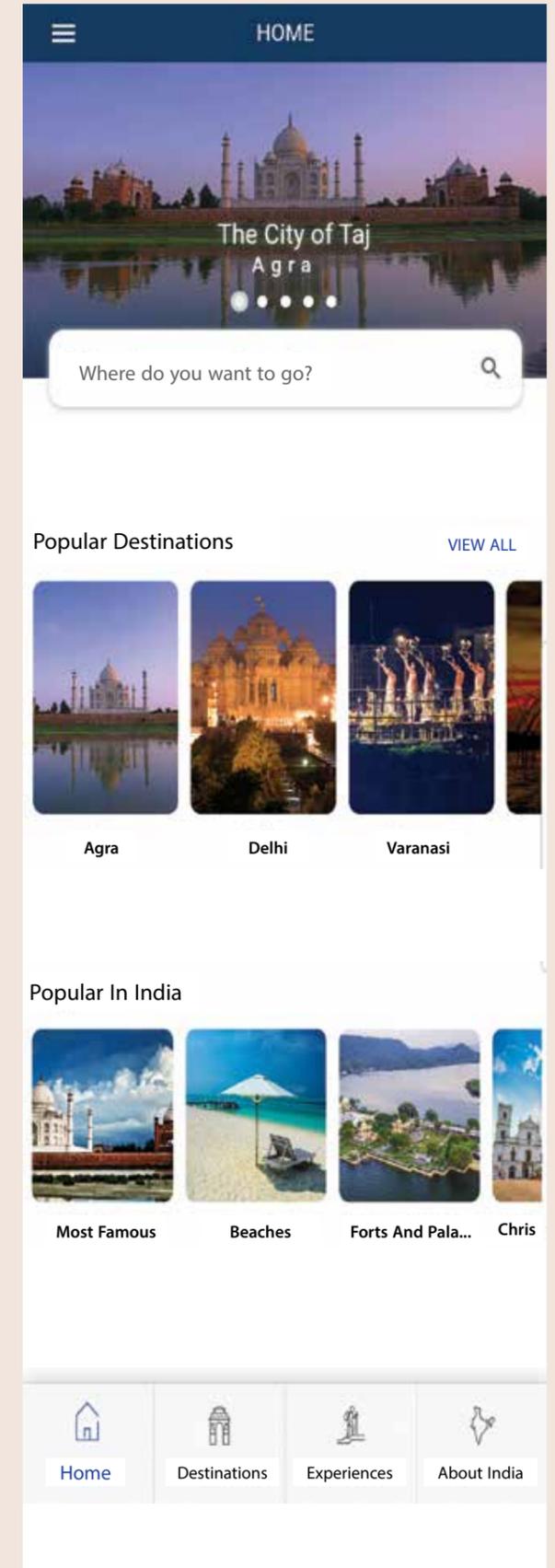
Since launch (i.e. Aug 23, 2018), we have had 1.4 M visitors on the Buddhist website. Top five countries traffic information are as follows: United States (14%), Australia (10.4%), UK (9.6%), Singapore (8.5%) and Germany (7.7%).

#### 8.12 Incredible India Mobile App

Ministry of Tourism, on the 27th of September 2018, launched the Incredible India mobile application, to cater to the mobile friendly generation and digital initiatives of the government.

Incredible India App is an innovative project of Ministry of Tourism to assist the international and domestic tourist to showcase India as a holistic destination, revolving around major experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more.

‘Incredible India’ mobile application assists international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely





Kanyakumari, Tamil Nadu

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. In addition to this, the application will provide places of interest.

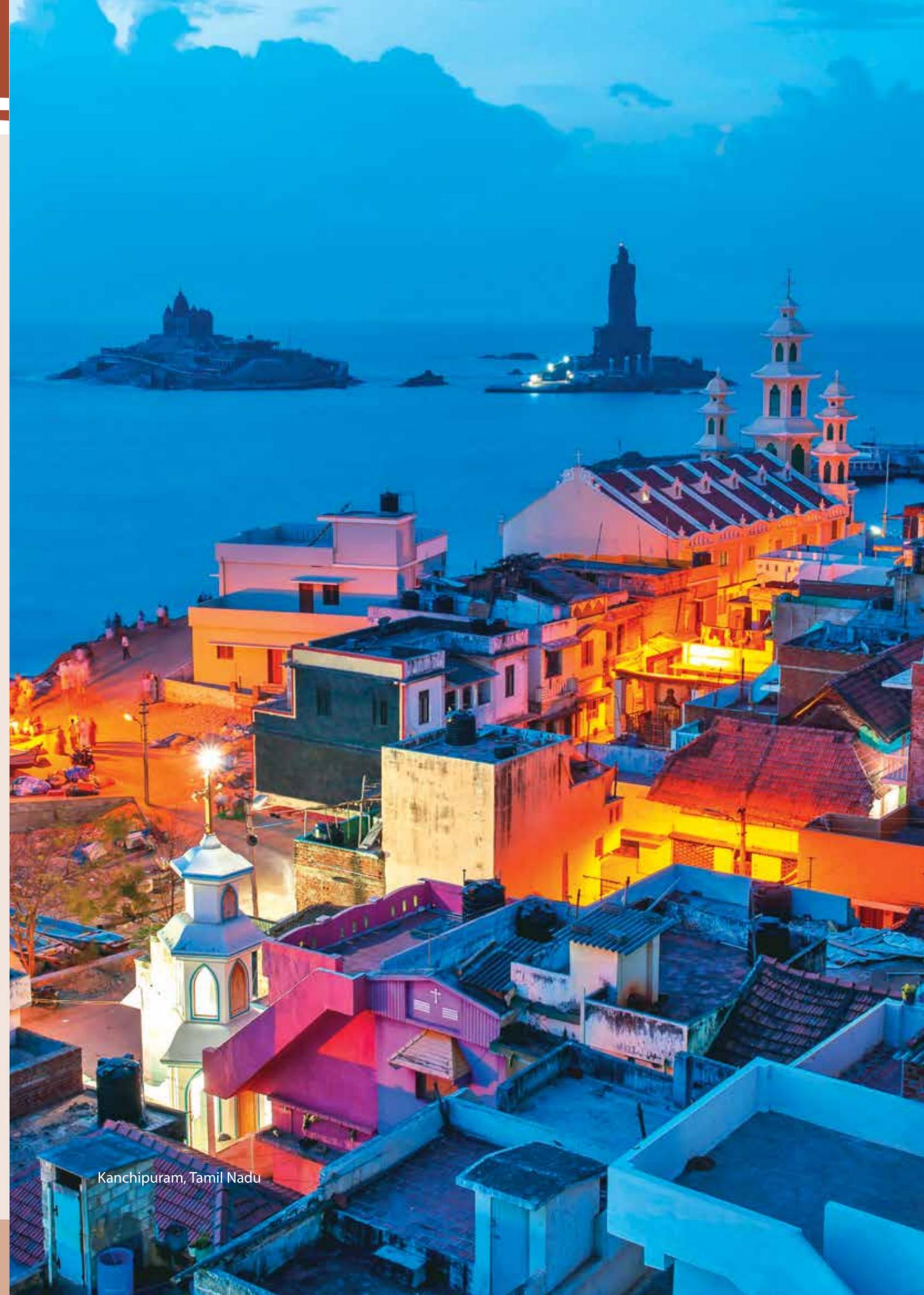
The mobile app has been designed keeping in mind the preferences of the modern traveler. The app follows the trends and technologies of international standards and has been equipped with features to assist the traveler in each phase of their journey to India.

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 it is taking over the charge. This will help the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. The app demonstrates Ministry of Tourism's commitment use of technology for service delivery.

Following the key point on mobile app visitors:

- Average Session Length: 2.26 minutes
- Top 5 countries traffic: India (75%), US (11%), UK (3.4%), Canada (1%), Australia (1%)
- Total session Length: 1.16 weeks
- Crash Rate: 0.91%
- Total Launches: 7,158
- Total users: 2,115



Kanchipuram, Tamil Nadu



Bom Jesus Basilica, Goa

CHAPTER- 9

## International Cooperation

**CHAPTER  
9**

## International Cooperation

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organizations such as United Nations World Tourism Organization (UNWTO), Economic and Social Commission for Asia and the Pacific (ESCAP), Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism. At present 47 valid MoU's are in place.

Following are the key activities which were undertaken by the Ministry of Tourism in the area of International Cooperation during 2019:

### I. Memorandum of Understanding (MoU):

Following bilateral Memorandum of Understandings (MoUs) were signed during 2019:

S. No.	Countries	Date
i.	Argentina	18.02.2019
ii.	Saudi Arabia	20.02.2019
iii.	Croatia	26.03.2019
iv.	Paraguay	27.09.2019
v.	Philippines	18.10.2019
vi.	Finland	21.11.2019

### II. Joint Working Group / Bilateral & other Meetings

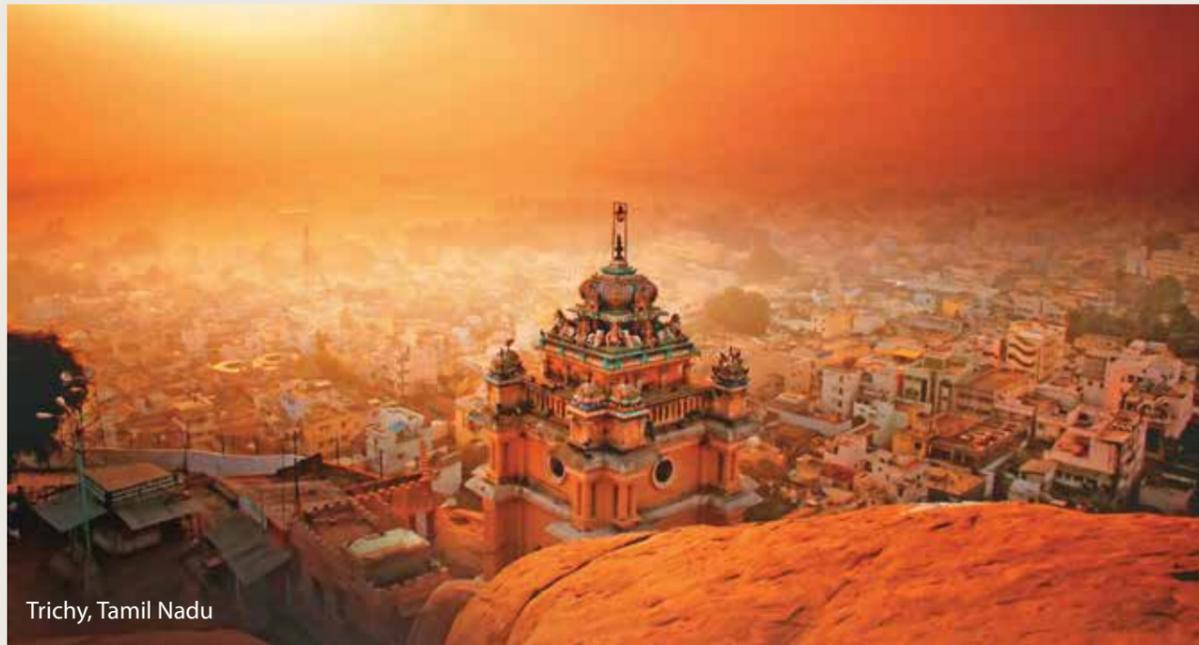
- i. The 3rd India Japan Tourism Council meeting was held on 11<sup>th</sup> January 2019

at New Delhi. The meeting deliberated on issues like Bilateral cooperation in tourism sector between India and Japan and its further development, Exchange of experience in the areas of promotion, marketing, and exchange visits of Tour Operators/Media/ Opinion Makers for promotion of two-way tourism etc. The other participants included the tourism industry stakeholders from both side and representatives of Ministry of External Affairs and Ministry of Home, Government of India. The Tourism Council meeting was followed India Japan Tourism Summit which is primarily aimed to engage with the private sector tourism stakeholders from India and Japan. The theme of the Summit was "Expansion of Tourism Exchanges - issues and future trends". The Ministry of Tourism organised a two days Familiarization tour for the Japanese delegates to Guwahati and Shillong to showcase the tourism products of the North East region of India.

- ii. The 3<sup>rd</sup> Meeting of the Joint Working Group (JWG) on Tourism Cooperation between India and Australia was held at Sydney on 15<sup>th</sup> April 2019.
- iii. Hon'ble Minister of State (I/C) for Tourism, Government of India co-chaired the 7th ASEAN India Tourism Ministers meeting in Ha Long City, Vietnam on 18th January 2019 held during the ASEAN Tourism Forum (ATF) from 14<sup>th</sup> to 19<sup>th</sup> January 2019.



- iv. The 19<sup>th</sup> Meeting of the UNWTO Committee on Statistic and Tourism Satellite Account was held from 26<sup>th</sup> to 27<sup>th</sup> February 2019 in Madrid, Spain.
- v. G-20 Senior Officials Meeting for the 9th G-20 Tourism Ministers Meeting was held in Kutchan, Hokkaido, Japan from 23<sup>rd</sup> to 25<sup>th</sup> May 2019. The theme of the Senior Officers meeting was "Making shift towards more sustainable tourism and maximizing its contribution to SDGs".
- vi. Meeting of Expert Working Group on tourism of the Shanghai Cooperation Organization (SCO) member states was held in Bishkek, Kyrgyzstan on 28<sup>th</sup> May 2019.
- vii. Meeting of the UNWTO Commission for South Asia and Commission for Asia and Pacific was held in Thimphu, Bhutan from 3<sup>rd</sup> to 4<sup>th</sup> June 2019. The major thrust of the meeting was regarding the elections to the various positions in the Commission for South Asia. India was selected as a Member for the Committee for Tourism Competitiveness for representing South Asia.
- viii. The Programme and Budget Committee meeting and 110<sup>th</sup> Session of the Executive Council of the UNWTO was held at Baku, Azerbaijan from 16th to 18th June 2019. Joint Secretary (Tourism) chaired the meeting, as India had been elected as the chair for the said Committee during the 21<sup>st</sup> Session of UNWTO General Assembly held in Chengdu in September, 2017.
- ix. A bilateral meeting between the Hon'ble Minister of State (I/C) for Tourism, Government of India and Head of the Federal Agency for Tourism, Russia was held on 10<sup>th</sup> July 2019 in New Delhi.
- x. The 22<sup>nd</sup> ASEAN - India Tourism Working Group Meeting was held on 12<sup>th</sup> July 2019 in Siem Reap, Cambodia with delegates from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and India.
- xii. Meeting of the G 20 Tourism Ministers Meeting was held in the city of Kutchan in Japan on 26<sup>th</sup> October 2019. Secretary, Tourism represented India in the G20 Tourism Ministers meeting. This meeting was preceded by Tourism Senior Officers Meeting on 25<sup>th</sup> October, 2019 which was attended by Director General (Tourism). The G20 Tourism Minister's adopted the declaration titled "Advancing Tourism Contribution to the Sustainable Tourism



Trichy, Tamil Nadu



Virupaksha Temple, Hampi, Karnataka

Goals (SDGs)" agreed to "work toward managing tourism for the benefit of visitors and local communities." While welcoming tourism as a vehicle for economic growth and job creation, the declaration said the growth of tourism "creates important challenges" such as the preservation of natural resources, congestion management and the relationship with host communities.

- xii. Participated in the 5<sup>th</sup> Dialogue between 'National Institute for Transforming India (NITI) Aayog' and the Development Research Centre of the State Council of China (DRC) held at Wuhan, Xian and Beijing, China from 28<sup>th</sup> November 2019 to 01<sup>st</sup> December 2019.

### III. Other Important Activities:

- i. Ministry of Tourism, Government of India participated in the "2019 KOPIST High Level Policy Forum Workshop" - held in Jeju Island, Republic of Korea from 21<sup>st</sup> to 24<sup>th</sup> June, 2019.
- ii. A Workshop for discussion on strategic partnership with Saudi Centre of International Strategic partnership

(SCISP) was held at Riyadh, Saudi Arabia on 17<sup>th</sup> February, 2019.

- iii. The Ambassador of Japan to India H.E. Hiramatsu called upon the Hon'ble Minister of State (I/C) for Tourism, Government of India on 19<sup>th</sup> July 2019 in New Delhi. Both the sides discussed on the ongoing initiatives for development of tourism between both the countries.
- iv. The Ministry of Tourism participated in the India China High Level Mechanism on Cultural and people to people exchanges held in Beijing, China on 12<sup>th</sup> August 2019.
- v. Ministry of Tourism, Government of India participated in the 3rd Session of the Working Party on Tourism Statistics of the Organization for Economic Change and Development (OECD) held at Paris, France on 24<sup>th</sup> & 25<sup>th</sup> June 2019.
- vi. A meeting between, Hon'ble Minister of State (I/C) for Tourism, Government of India and Minister of Tourism, Government of Maldives was held on 22<sup>nd</sup> February 2019 in New Delhi.

Both sides discussed the tourist's exchanges between India and Maldives and elaborated on the measures for increasing the flow of tourists between the two countries.

- vii. A meeting was held between, Hon'ble Minister of State (I/C) for Tourism, Government of India and HE Dr. Hiba Elmarassi, Ambassador Extraordinary and Plenipotentiary of the Arab Republic of Egypt to India on 18<sup>th</sup> March 2019 at New Delhi wherein issues on tourism were discussed.
- viii. India was designated to host the official celebration of United Nations World Tourism Organization (UNWTO) - World Tourism Day (WTD) in 2019. The World Tourism Day is celebrated on 27<sup>th</sup> of September each year. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide. The theme of the WTD was

"Tourism and Jobs: A better Future For All". Hon'ble Vice President of India was the Chief Guest for the event which was also attended by Hon'ble Minister (Tourism) and the Secretary General, UNWTO along with other international dignitaries.

- ix. A representative from the Ministry of Tourism as part of the Government of India delegation, visited Vladivostok; Russia Far East Region (FER) on 12<sup>th</sup> & 13<sup>th</sup> August 2019 to explore investment potential for Indian investors in Russia.
- x. A meeting between Hon'ble Minister of State (I/C) for Tourism, Government of India and Deputy Prime Minister of Bulgaria was held on 20<sup>th</sup> November, 2019.
- xi. Participated in the 1st Meeting of India-Indonesia bilateral Joint Task Force on Andaman & Nicobar Islands and Aceh, Indonesia held at Banda Aceh, Indonesia from 6<sup>th</sup> to 8<sup>th</sup> December 2019.





Hotel Ashok

CHAPTER- 10

India Tourism Development Corporation (ITDC)



CHAPTER 10

# India Tourism Development Corporation (ITDC)

## 10.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC played a key role in the development of tourism infrastructure in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty-free shopping facilities to the tourists. The Corporation also has its presence in engineering related consultancy services. The Corporation is a preferred and leading “one stop solution provider in the Hospitality, Travel and Tourism Sector for all travel and cargo related needs with reliable affordable services and having pan- India presence.

ITDC was setup with a view to undertake development and promotion of tourism related activities. ITDC has been mandated to promote tourism in the country in form of infrastructure development, hotels & accommodation, travel & tourism promotion, printing & publicity, event management, hospitality education, Sound and Light Shows and other related activities. It went ahead with a view to promote tourism by providing quality infrastructure in places where the tourism potential was untapped due to non-availability of accommodation, travel arrangements, etc.

The Corporation also implements Sound and

Light Shows and takes up work of execution of Engineering Projects and preparation of DPRs for tourism related projects.

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

After the disinvestment of 09 hotels and one incomplete hotel project in, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities.

As per Disinvestment Policy of the Government of India, 9 hotel properties including 3 Joint Venture Hotel properties (viz Hotel Lake View Ashok, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur, incomplete hotel project at Gulmarg, Hotel Janpath, New Delhi, Hotel Jaipur Ashok, Jaipur, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Donyi Polo Ashok, Itanagar) have been transferred/ handed over to the respective State Governments. Disinvestment/Divestment process of remaining properties i.e. Process for joint leasing in respect of Hotel Pondicherry Ashok, Puducherry; Hotel Nilachal Ashok, Puri, process for giving Hotel Kalinga Ashok, Bhubaneswar on Operation & Maintenance Contract is underway. Hotel operations at Hotel Ranchi Ashok, Ranchi and Hotel Nilachal Ashok Puri are closed. Incomplete Project at Anandupr Sahib, Puri is under way to be transferred to State Government.

With the changing economic and business

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

ITDC is striving to achieve the desired position by leveraging on inherent strength of Corporation as a well-known, established and trusted brand and by strengthening and enlarging other potential SBUs by adopting SBU specific strategy, increasing customer base from B2G to B2C and B2B, achieving customer delight and by offering value for money, quality services at par with best in industry

## 10.2 Organizational set-up

## 10.3 Network of ITDC Services

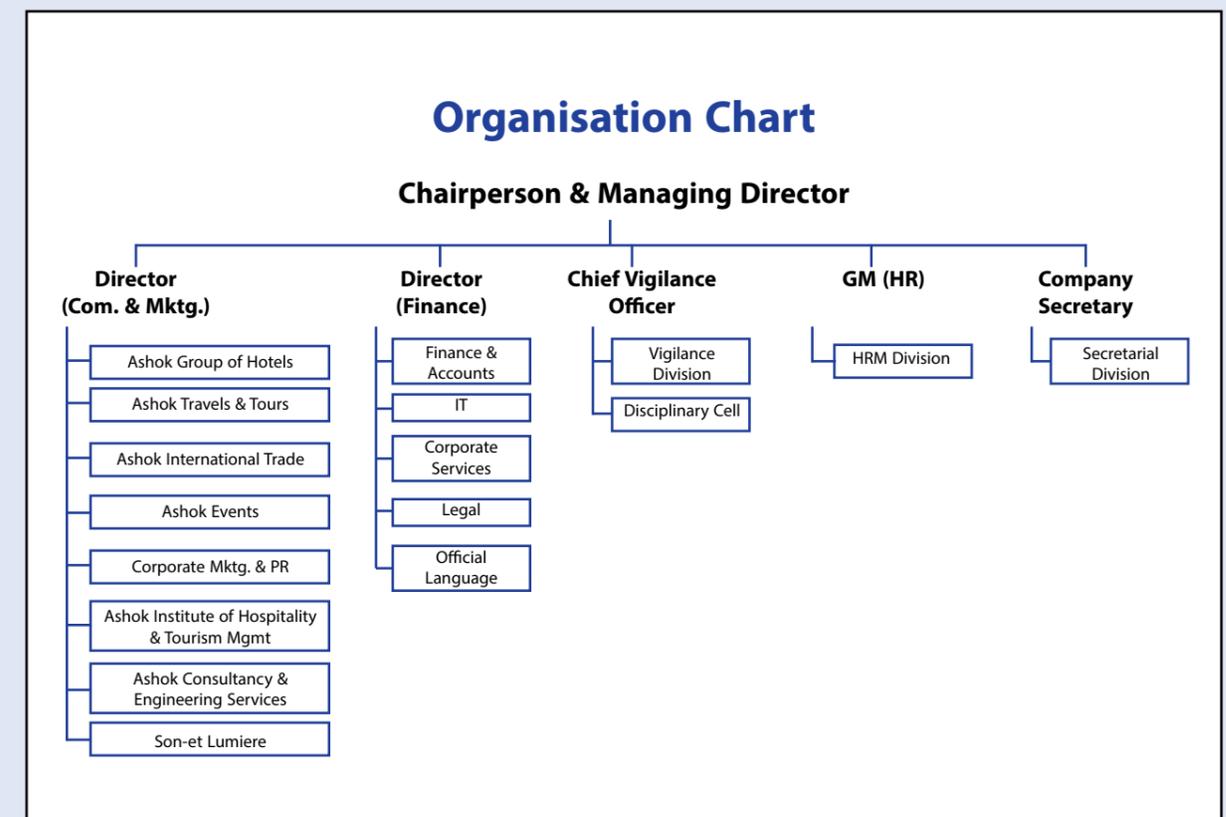
The present network of ITDC consists of 4 Ashok Group of Hotels, 4 Joint Venture Hotels out of which 1 Hotel unit is in operation,

7 Transport Units, 13 Duty Free Shops at Seaports, 1 Sound & Light Show and 3 Catering Outlets.

## 10.4 Subsidiary Companies

Details below indicate ITDC’s investment of Rs. 5.79 crore in the paid-up capital of four subsidiary companies as on 15.12.2019:

Subsidiary Companies	ITDC’s Investment (Rupees in crore)
Utkal Ashok Hotel Corporation Ltd.	1.19 cr
Ranchi Ashok Bihar Hotel Corporation Ltd.	2.50 cr
Pondicherry Ashok Hotel corporation Ltd.	0.82 cr
Punjab Ashok Hotel Company Ltd.	1.28 cr
Total	5.79 cr



## 10.5 Capital Structure

The details are as under:

(Rupees in crore)

	2016-17	2017-18 (as per IND AS)	2018-19 (as per IND AS)
Authorized Capital	150	150	150
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	245.25	244.98	269.81
Net Worth	343.93	330.51	355.35

## 10.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its total Market Capitalization (on BSE) is Rs 2902.00 cr. as on 13.12.2019 (last working day of first fortnight). The Authorized and Paid-Up Capital of the Corporation as on date stood at Rs. 150 cr. and Rs. 85.77 cr. respectively. The pattern of shareholding (as on 13.12.2019) is indicated below:

Government of India	: 87.03%
The Indian Hotels Company Ltd.	: 7.87%
Banks & Financial Institutions	: 3.09%
Other Bodies Corporate	: 0.25%
General Public, Employees & Other	: 1.76%

## 10.7 Financial Performance

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

(Rupees in crore)

	2014-15	2015-16	2016-17 (As per Ind AS)	2017-18 (As per Ind AS)	2018-19 (As per Ind)
Turnover	504.19	465.69	356.11	366.42	371.72
Profit before Tax	38.95	32.42	17.00	21.25	57.91
Profit after Tax	34.37	22.5	11.43	17.71	42.15
Foreign Exchange Earnings	12.99	17.95	15.20	15.27	18.65

ITDC declared 21% dividend amounting to Rs 18.01 crore for the financial year 2018-19. Annual Accounts for the financial year 2018-19 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

## 10.8 Plan Schemes

For the financial year 2019-20 the revised budget estimates for capital outlay is Rs 17.73 crore which includes renovation of Hotel properties and catering units for Rs. 15.80 crore.

## 10.9 Memorandum of Understanding (MoU)

The MoU for the year 2019-20 was signed between the Ministry of Tourism and ITDC envisaging targets for Financial and Nonfinancial (Dynamic, Sector-specific and Enterprise-specific) parameters.

## 10.10 Ashok Group of Hotels

The flagship property of ITDC, The Ashok, played host to various prestigious functions and conferences; some of which organised were of Delhi Ophthalmologic Society, Rashtriya Sanskrit Sansthan, National Mission for Clean Ganga, Ministry of Environment, Ministry of Commerce & Industry, NTPC Ltd, Kendriya Vidyalaya Sangathan, PTC India Ltd., NHIDCL, Ministry of Youth Affairs & Sports, Cardiology Society of India (Delhi Branch) CSI 2019, Ministry of Women & Child Development, Ministry of Jal Shakti, Sports Authority of India,



Hotel Samrat, New Delhi

Institute of Directors, Ministry of Commerce & Industry, Directorate General of Foreign Trade, Energy Efficiency Services Limited, Ajay Devgan Films, BEACON Travels PVT Ltd, DLK Publications Pvt Ltd, Indian Council of Agricultural Research-Indian Agricultural Statistics Research Institute (ICAR-IASRI), etc..

The Ministry of Tourism along with Federation of Associations of India Tourism & Hospitality (FAITH) organized the Second edition of India Tourism Mart (ITM) inaugurated by Hon'ble Union Minister of State for Tourism & Culture (IC) Shri Prahlad Singh Patel. Hon'ble Union Minister Shri Nitin Gadkari was the Chief Guest at the event. Major stakeholders/buyers from India and International Tourism market participated and some of them stayed in the hotel. The objective of the mart was to have B2B (Business to Business) meetings between Indian and foreign tour operators.

VVIP Dinners were organized and in one such hosted by Ministry of Parliamentary Affairs; Hon'ble Prime Minister of India felicitated former Speaker and it was attended

by Hon'ble Vice President of India and the Hon'ble Members of Parliament from both the Houses i.e. Lok Sabha and Rajya Sabha.

Parangat Prayag Kala Kendra in association with ITDC/The Ashok organized a Traditional Cultural Event for revival of Indian Traditions at the Amphitheatre. The event was very much appreciated by the audience. An educational exhibition was organized by India Didactics Association. A painting exhibition was also organized by M/s Red Orange.

Four new lifts were installed, and installation work is in progress for another six lifts. Renovation work of the shafts of Annexe block is in progress. Strengthening work of ledge canapés on the terrace is in progress. Work in DG room and upgradation work of cooling tower is in progress.

The Ashok, Hotel Samrat, Hyderabad House and Vigyan Bhawan have successfully undergone Stage I Audit of ISO 22000:2005 Certification and Stage II Audit for ISO 22000:2018 Certification for the next three



Board Room, The Ashok

years. Surveillance audit would be conducted in every eleven months by Certification Body.

National Board for Quality Promotion & BEE Consultants have conducted a general awareness session on ISO: 50001:2018 Energy Management System implementations under BEE-QCI project. Documentation work is being carried out and training to core team leaders is given by M/s Quality Council of India.

Discotheque was licensed out and is running under the name and style of "SOUL - CLUB | KITCHEN".

**Hotel Samrat** hosted and/or was associated with various important events, some of which were organised by VSY Biotechnology, Delhi Ophthalmological Society, ASSOCHAM, Educational Publishers Conference, Award function of All India Achievers, Apollo Hospitals Enterprise Limited, ADTOI, Ministry of Tourism, Kendriya Vidyalaya Sangathan, ICPB, ONGC, SAIL, Bureau of Indian Standards, NITS, Ministry of Youth

Affairs, Ministry of Law & Justice, Iconic Achievers Council of India, NDMA, IIT Kanpur, NITS, Pacific Global Exports, Coal India Ltd.. A VVIP Reception dinner was hosted by Hon'ble Member of Parliament Rajya Sabha and was attended by Hon'ble Prime Minister of India and Hon'ble Vice President of India. Packed meal of Hotel Samrat remains popular.

Upgradation work done in the hotel: The water proofing work has been completed on the terrace area. Three new AHUs have been installed. Fire pipeline work has been completed. Smoke management system has been upgraded. Two service lifts and one banquet lift were installed and operationalized. Replacement work is in process of two more service lifts. 50 FCUs have been installed.

**Hyderabad House** catered to many prestigious events including those where the Hon'ble Prime Minister of India hosted State dignitaries from various countries such as President of Zambia, Malaysia, Sri Lanka, Prime Minister

of Bangladesh, Netherlands, Portugal, German Chancellor, King & Queen of Sweden, BIMSTEC countries, Cabinet members, etc. In addition, Hyderabad House also made catering arrangements for many VIP events at Jawaharlal Nehru Bhawan, Pravasi Bharatiya Kendra, South Block and PM House.

As a part of regular improvement in the catering facilities at Hyderabad House a full-fledged operational kitchen for the VVIP operations with latest equipment has been added that will give more opportunity to Chefs for preparation & innovative presentation.

**Vigyan Bhawan** catering unit catered to many important conferences. The conferences were attended by Hon'ble President of India and Hon'ble Prime Minister of India. During the period, Vigyan Bhawan catered to many important national conferences of bodies such as National Board of Accreditation, o/o Registrar General of India, P&B Foundation DAY, GIZ DUETSCHGESELLESCHAFT FUR, INTERNATIONALI ZUSAMMENARBEIT (GIZ) GMBTT, Ministry of Home Affairs, SCERT, GST Council, Min of Drinking Water & Sanitation, Civil Services Day, Min. of Social Justice & Empowerment, Intelligence Bureau, Ministry of Environment, Forest & Climate Change, Ministry of Statistics & Programme Implementation, NDRF, etc..

**Food Festivals and promotions** were organized in ITDC hotels to exhibit the richness of the cuisines of our country and to display the fineries of gastronomy. Some of these include: Turn Navratra Fast into Feast, Special Bar Promotion, Easter Special Goodies, Mango Mania festival, Kabab with Cocktails, Happy Hours, Monsoon Special, Daawat-e-Oudh, World Tourism Day "Gastronomical Exploration", Children's Day Celebration are some of the Food Festivals / promotions done at The Ashok, New Delhi; "Summer Coolers" promotional offer on beer at Hotel Kalinga Ashok, Bhubaneswar.

**Food Festival Abroad:** A team of Chefs from The Ashok, New Delhi organized Indian Food Festival in Ankara, Turkey.

#### Awards and Accolades in 2019:

- National Tourism Award 2017-18 - "Best Hotel Based Meeting Venue"
- 16<sup>th</sup> ICF Annual Chef Awards - Golden Hat Awarded to Executive Chef, The Ashok.
- India MICE Award "Kaustubh 2019" presented to The Ashok for Best Convention Hotel North India by TRAVTOUR MICE
- Best MICE Hotel 2019 by Safari India
- "Best Professional for MICE 2019" to F&B Manager by Safari India
- Best MICE hotel in 5\* Deluxe Category presented to General Manager, The Ashok by Hospitality India Travel Awards 2019.
- PATWA International award for Best Organization - Tourism & Hospitality at ITB Berlin, 2019
- Awards won by Young Culinary Team of The Ashok at Young Chef Culinary challenge 2019 organized by Indian Culinary Forum are:
  - One Silver medal in Main course category
  - Three Bronze medals in Main course category
  - One Bronze medal in Live Rice cooking category

#### 10.11 Ashok Events

Ashok Events - a strategic business unit of ITDC, is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and International events. Ashok Events' core competence is providing one stop solutions as a Professional Conference Organizer for the entire gamut of services.

The company has made a mark in Event Management in a big way and with its rich expertise it has an illustrious client



list comprising Government Ministries, Departments, Autonomous Bodies and Authorities.

Ashok Events is the designated agency of Ministry of Tourism for managing Conferences, Workshops, Conclaves, Award Ceremonies and other events of National importance.

a) The major events handled by the Ashok Events Division include: -

1. National Mission on Clean Ganga Exhibition, organized by NMCG during 'Thai Water Week' at BITEC, at Bangkok, Thailand from 2nd to 8th June 2019.
2. World Environment Day - 2019 Celebration organized by Ministry of Environment, Forests & Climate Change at Convention Hall, The Ashok Hotel, New Delhi on 6th June 2019.
3. Team India - Fifth Meeting of the Governing Council organized by NITI Aayog at Rashtrapati Bhawan Cultural Centre (RBCC) on 15th June 2019. The meeting was chaired by Hon'ble Prime Minister.
4. Rural Electrification Corporation - Annual Day Celebrations 2019 at Weightlifting Auditorium Jawaharlal Nehru Stadium, New Delhi on 25th July 2019.

5. Interaction of Hon'ble President of India with Divyangjan at Deen Dayal Upadhyay Institute of Persons with Physical Disabilities (Divyangjan) organized by Ministry of Social Justice & Empowerment, Government of India on 24th July 2019.
6. 5th National Handloom Day 2019 on 7th August 2019 at Bhubaneswar and Vigyan Bhawan, New Delhi.
7. State Tourism Ministers and Tourism Secretaries Meeting with Hon'ble Tourism Minister, Government of India being organized by Ministry of Tourism, Government of India at Convention Hall, The Ashok Hotel, New Delhi on 20th August 2019.
8. NMCG Pavilion at Stockholm - Sweden during World Water Week - 2019 from 22nd to 31st August, 2019.
9. World Tourism Day 2019 Celebrations & National Tourism Awards, 2017-2018 organised by Ministry of Tourism at Vigyan Bhawan, New Delhi on 27th September, 2019. Hon'ble Vice - President of India was the Chief Guest.
10. Global Solar Summit organized by MNRE at Indira Gandhi Indoor Stadium, New Delhi on 2nd October, 2019.

11. Paryatan Parv 2019 organized by Ministry of Tourism held at India Gate Lawns from 2nd to 6th October, 2019.
12. Power Ministers Conference organized by Power Finance Corporation Ltd. held at Narmada Tent City on 11th & 12 October, 2019.
13. CIC Annual Convention organized by CIC at Plenary Hall, Vigyan Bhawan, New Delhi on 12th October, 2019.
14. International Conference on Agricultural Statistics organized by Indian Council of Agricultural Research at The Ashok Hotel, New Delhi from 18-21 November, 2019.
15. 8th International Tourism Mart for the North Eastern Region organized by Ministry of Tourism at Imphal, Manipur from 23-25th November, 2019.
16. Aadi Mahotsav organized by TRIFED at Dilli Haat, New Delhi from 16-30th November, 2019.
17. National Awards for Divyangjan organized by Ministry of Social Justice & Empowerment at Vigyan Bhawan, New Delhi on 3rd December, 2019. Chief Guest - Hon'ble Vice President of India
18. Foundation Day organized by National Human Rights Commission (NHRC) on 12th December 2019 at Vigyan Bhawan Chief Guest - Hon'ble President of India.
19. National Energy Conservation Day organized by Bureau of Energy Efficiency & Ministry of Power, Govt. of India on 14th December 2019.

#### 10.12 Ashok International Trade (AIT)

The AIT Division of ITDC is an ISO 9000:2015 certified division and facilitates duty free shopping facilities to international travelers. ITDC is making efforts to consolidate its duty-free business at the seaports. ITDC

seaport duty free outlets are aligned with the Indian Government plans to India Tourism Development Corporation (ITDC) create cruise tourism around India's coastal towns. At present Division is operating thirteen duty free shops at Kamarajar, Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam, Goa, Paradip, Mumbai, Kakinada, Krishnapatnam, Cochin & V.O Chidambaranar seaports. The Division has also been successful in acquiring right to develop and operate duty free shop at JNPT-Mumbai and plans are underway to operationalize this shop at the earliest. AITD will also continue to keenly follow business opportunities arising in airports travel retail space and bid for concession rights of sustainable duty-free shops

#### 10.13 Ashok Travels & Tours (ATT)

Ashok Travels and Tours (ATT) is the travel wing of ITDC and is its third biggest vertical after Hotels and Events in terms of turnover generated. ATT has its presence in 07 cities across India at Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Patna.

ATT is the preferred agency for providing airline ticketing to Government of India and its offices and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and has also forayed into Cargo business. In view of the potential that travel and tours trade holds, ATT will be targeting to increase its share of the pie in the coming years.

ATT has started an Implant office at Indian Institute of Science, Bangalore to cater to its travel requirements.

With the planned business activities and a major thrust on ATT's growth, the future of ATT looks bright and progressive.

#### 10.14 Public Relations & Culture Division

The Public Relations and Culture Division of ITDC has been constantly working towards to strengthening the brand's perception.

The department disseminated information



to the public through mass media in both traditional & digital space and made significant contribution by developing narrative around various Developmental / Cultural / CSR/ Awareness events.

As part of the engagement plan for The Ashok Hotel, the department developed & executed a communications plan with specific goals entailing promotion of hotel's F&B capabilities. Food reviews & brand promotion activities were organised at the hotel's restaurants

The division also utilized the digital space, with real time updates, promoting offers and packages on social media and through digital version of quarterly newsletter "Ashoknaama".

#### 10.15 Sound and Light Shows

The first Sound and Light Show at Red Fort was implemented by ITDC about 45 years ago. Since then, many shows have been installed in the country. In last years, a lot of innovations in the technology as well as methodology have been adopted in implementation of Sound and Light Shows. ITDC completed shows at Ross

Island, Andaman & Nicobar; Shilpgram in Deoghar, Jharkhand, Dhauli Stupa, Odisha, Tilyar Lake Rohtak, Diu Fort, Diu and Kanke dam- Ranchi with latest technology based on projection mapping.

The illumination works at Three Temples in Dwarka, Gujarat namely, Dwarkadhish Temple, Rukmani Temple and Samudranarayan Temple and four Monuments at Sarnath Varanasi, namely, Manmahal Ghat in Banaras, the Dhamekh Stupa, Choukhandi Stupa and Tomb of Lal Khan have been completed.

Shows at Udaigiri-Khandagiri, Bhubaneswar, Pinjore Garden- Haryana, Sarkhej Roza in Gujarat, Puttaparthi in Andhra Pradesh and Brahm Sarovar in Kurukshetra- Haryana are in the process of implementation.

Upgradation of Sound and Light Show at Cellular Jail, Port Blair was assigned to ITDC by Andaman & Nicobar Administration. Multimedia Show and Audio Video Virtual Reality Show at Sivgiri Sree Narayana Guru Ashram in Kerala have also been assigned to

ITDC by Ministry of Tourism.

All State Tourism Departments were informed about the modified guidelines for assistance to central agencies for Tourism Infrastructure works which will now cover the upgradation of the shows and aid even for the operation and maintenance for the first three years to encourage and promote the evening activities including the Sound and Light shows. Many State Governments have shown interest. The Govt. of Punjab, Pondicherry and Daman & Diu Administration have also shown interest and have invited ITDC for preparing DPRs with feasibility report for various monuments.

ITDC has coordinated with Archaeological Survey of India for implementation of SEL shows at the 11 Adarsh Monuments and, after due consent of ASI, ITDC will prepare Detailed Project Reports for said monuments for implementation.

#### 10.16 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division (an ISO 9001:2015 certified Division) is one of the main verticals of ITDC which undertakes the execution of Tourism Infrastructure Projects, Up-gradation and renovation of ITDC properties, SEL shows, consultancy services to Ministry of Tourism and State Tourism Departments etc.

The ACES division is also actively involved in the preparation of Tourism Master Plans, Feasibility Reports, Detailed Project Reports and provide Consultancy Services to Ministry of Tourism, various State Governments and private agencies, etc. It has a team of experienced engineers and architects who are well versed in the development of tourism infrastructure. The division has executed more than 100 tourism infrastructure projects and has prepared about 87 Detailed Project Reports in the tourism field so far.

The Division is engaged in execution of Rs. 78.00 re. project under PRASAD Scheme in MOT in Puri, Orissa and is also executing of

Rs. 70.00 cr. SWADESH PROJECT in the state of Kerala. Besides various other prestigious projects, the division is executing some most prestigious SEL shows in various states of the Country.

#### 10.17 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) an ISO 9000:2015 certified Hospitality training Institute is the Human Resource Division of India Tourism Development Corporation Ltd. The institute is spread over two campuses, one at Hotel Samrat, The Centre of Excellence, New Delhi and other at Qutab Campus in Qutab Institutional Area, New Delhi. The Institute came into existence in 1971 for in-house training of employees of ITDC. The institute is offering various degrees, diploma and certificate courses in the area of hospitality. The Institute is conducting three years B.Sc program in Hospitality and Hotel Administration (H&HA) in affiliation with NCHMCT/IGNOU

AIH&TM also conducts following programs/ courses:-

- B.Voc (in Food Production) and Diploma in Hospitality Management in collaboration with Jamia Millia Islamia University.
- One year Diploma courses in Food Production, Bakery & Confectionery, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.
- Hunar se Rozgar (HSR) and Skill Testing and Certification (STC) programmes of Ministry of Tourism
- On the job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- Customized training programmes for various Government departments/ institutions.



Sound and Light Show at Purana Qila, New Delhi by ITDC



Paryatan Parv organised by Ashok Events

- Apprenticeship training under Ministry of Skill Development and Entrepreneurship.
- In addition to above the Institute also conducts training programmes for its employees on regular basis. The institute during the year is conducting various programmes on work life balance and leadership development exclusively for women employees of the Corporation.

#### 10.18 Environment Management Initiatives

Environmentally friendly policies including installation / up gradation of LED lights, ETP plants & organic waste plants etc. are regularly included in the Plan budgets every year for all units. Being a responsible CPSE of Ministry of Tourism, ITDC has adopted various eco-friendly measures like STP, Rainwater Harvesting System, and Solar Energy, etc. along with other energy conservation measures in most of its units with latest technologies.

Wastewater treatment presents a sustainable

short term and long-term solution to water scarcity. The Ashok / Samrat Hotel have a capacity of 1 MLD STP and Hotel Kalinga Ashok, Bhubaneswar has a capacity of 30KLD of STP/ETP. Organic waste convertor to reduce hazardous waste harmful to environment is utilized at Hotel Ashok and Hotel Samrat.

Hotel Ashok and Hotel Kalinga Ashok, Bhubaneswar have solar water Heating System installed to save energy. In addition, Hotel Kalinga Ashok also has standalone Solar street lights installed in its premises.

Hotel Ashok, New Delhi is LEED Gold certified hotel under US Green Building Council since February 2017. The Ashok New Delhi is now applying for the LEED Platinum certification very soon. ITDC continues to maintain thrust on energy conservation and ISO 14001:2004 certifications to provide, establish, implement, maintain and improve an Environmental Management System. Similarly, Hotel Samrat is also in the process of applying for LEED Gold Certification from US Green Building Council

#### 10.19 Corporate Social Responsibility (CSR)

Available Expenditure for CSR activities for the period 2019- 20 is approximately Rs. 38.41 Lakhs which would be utilized as per guide lines in this regard.

#### 10.20 Human Resource Management

The total manpower of ITDC for the year 2019- 20 (as on 31.12.2019) is 787 employees in number comprising of 167 executives and 620 non-executives (excluding 60 direct contract employees). Out of 787 employees, 228 employees belong to Scheduled Castes (SCs), 18 employees belong to Scheduled Tribes (STs), 50 to other Backward Classes (OBCs) and 119 are women employees.

#### 10.21 Industrial Relations

The overall industrial relations situation

in ITDC continued to be harmonious and cordial. There was no loss of man days in ITDC Headquarters and its units.

#### 10.22 Information Technology Initiatives

The Accounts along with Payroll of all the Units of ITDC have been integrated under central server. The online Human Resource Management System (HRMS) is implemented in the Corporation wherein all employees can access their data in the application. Further, Chhatrapati Shivaji Terminus- Mumbai-Maharashtra 86 developing & implementing new dynamic, responsive & bilingual Website & Mobile App is under process, which will be covering all verticals & will also include payment gateway. AITD initialized the implementation of a new Web-based billing software at Duty Free Shops.





Jantar Mantar, Jaipur, Rajasthan

CHAPTER- 11

## Statistics, Surveys and Studies

**CHAPTER  
11**

## Statistics, Surveys and Studies

### 11.1 Information and Research Activities

Statistical data are indispensable tools for sound evidence-based decision-making, planning, implementation and monitoring of any policies and programmes. Consequently, the level of detail and the reliability of data, as well as of its interpretation and use, have a direct impact on the effectiveness of such policies and programmes. Tourism statistics is one among them. The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of tourism statistics on various aspects of inbound, outbound and domestic tourism in India.

The key statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc. Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertook tourism surveys, economic and statistical research studies like assessing Employment Level and Skill Gap in Hospitality & Allied Sector, Study on MICE market in India, Assessment of Impact of taxation/incentives on accommodation tariffs of hotel industry in India vis-à-vis other countries, Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India, Role of Luxury tourist trains in promoting tourism in India etc.

With an aim to encourage universities for

research in tourism, financial Assistance is provided to Reputed Institutes and Central Universities to organise conferences, seminars, bringing out tourism journals etc. Preparation of Tourism Satellite Account, which measures the contribution of tourism towards country's GDP as well as its employment, is also one of the major tasks of the division.

### 11.2 Foreign Tourist Arrivals (FTAs)

FTAs during 2019 were 10.89 million (Provisional) with a growth of 3.2% over same period of the previous year.

During 2019, a total of 2.93 million foreign tourists arrived on e-Tourist Visa registering a growth of 23.6%.

### 11.3 Arrivals of Non Resident Indians (NRIs)

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 6.87 million arrivals of NRIs in India during 2018.

### 11.4 International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2018, there were 17.42 million ITAs in India.

### 11.5 Foreign Exchange Earnings (FEEs)

FEEs during the period during Jan 2019 - Dec 2019 were Rs.2,10,981 crores (Provisional estimates) with a growth of 8.3% over same period of previous year.

FEEs during the period during 2019 were US\$29.962 billion (Provisional estimates) with



Om Parvat

a growth of 4.8% over same period of previous year.

### 11.6 Indian National Departures

The Numbers of Indian Nationals Departures from India, during 2018 were 26.30 million as compared to 23.94 million, during 2017, registering a growth of 9.8%.

### 11.7 Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 1854.93 million domestic tourist visits all over the country during the year 2018.

### 11.8 Surveys & Studies

The Surveys & Studies commissioned by the Ministry of Tourism are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Government/UT

Administrations for the preparation of Master Plans, Feasibility Studies and conducting statistical survey/studies.

Details of Surveys, Studies, etc. currently ongoing and completed during 2019-20 and financial assistance provided to Institute for conducting research promotion workshops, etc. (as on 31.03.2020) are given at Annexure-V.

### 11.9 Tourism Satellite Account (TSA)

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.

Tourism is a demand based concept defined by its consumption and not by its output. Industries defined in National Accounts,



such as Air transport, Hotel & Restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourists that defines the tourism economy, which is not available in the National Accounts. Therefore, there is need for preparing Tourism Satellite Account for assessing the contribution of tourism in GDP.

Till date, Ministry of Tourism has got prepared, through National Council of Applied Economic Research, three TSAs of India for the reference year 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United Nations World Tourism Organisation. As per the TSA-Recommended Methodological Framework (TSA:RMF) 2008, the TSA of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. Preparing the tables in the standard recommended format and following a standard broad methodology enables international comparisons owing to

the homogeneity among countries.

As per the report of 3rd Tourism Satellite Account for India (TSAI) prepared in 2018 for the reference year 2015-16 (using new base year, 2011-12 figures of CSO) and subsequent estimation using them for the years, viz 2013-14 and 2014-15, the estimates of contribution of tourism to GDP is as given below:

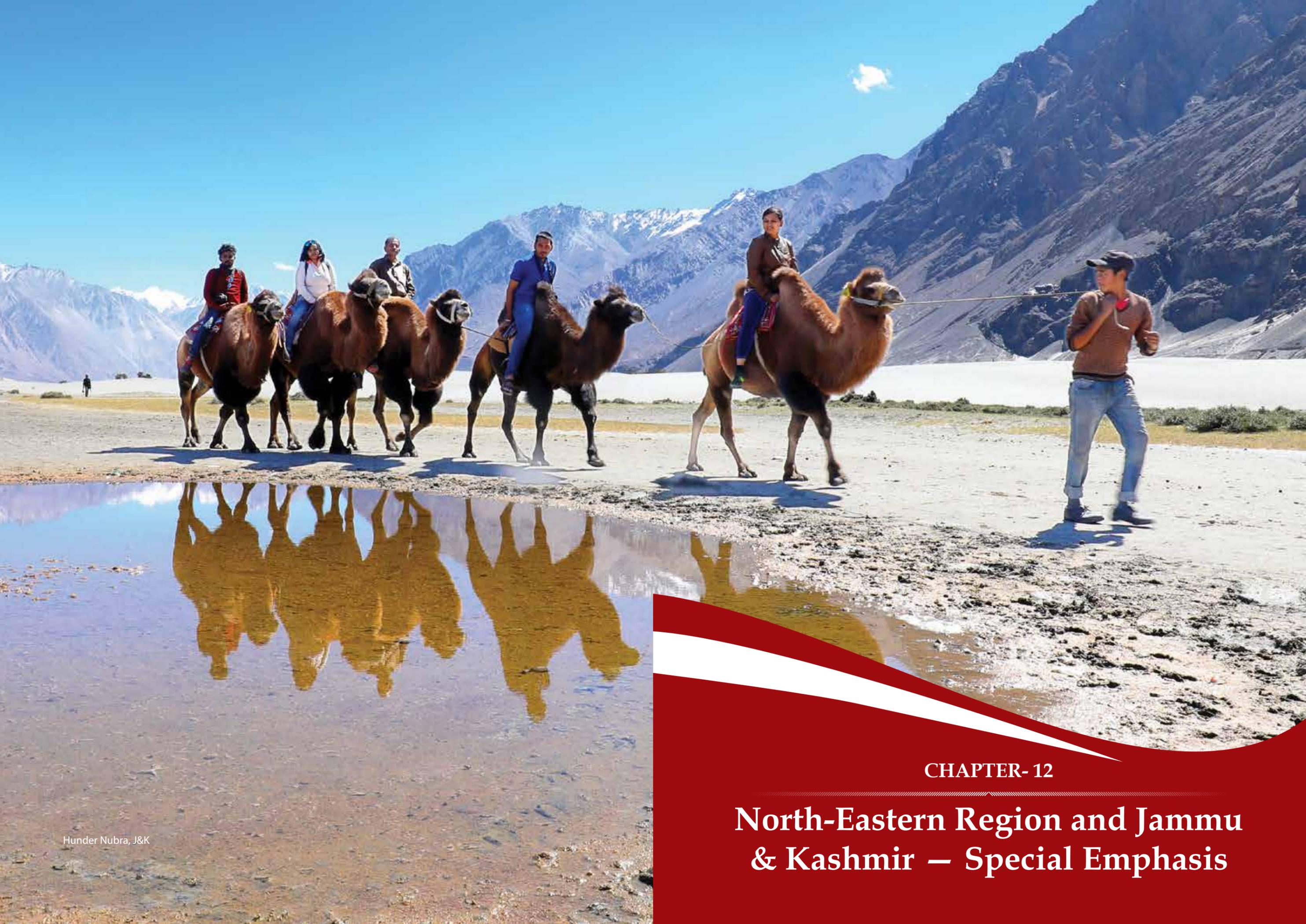
	2013-14	2014-15	2015-16	2016-17
Share in GDP (in %)	5.68	5.81	5.10	5.06
Direct (in %)	3.06	3.14	2.65	2.63
Indirect (in %)	2.62	2.67	2.45	2.43

TSA also provides the direct and indirect contribution of tourism in the employment of the country. According to 3rd TSA, the estimates of employment generated in the economy due to tourism during the year 2013-14, 2014-15, 2015-16, 2016-17 and 2017-18 is provided in the following table:

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Share in Employment (in%)	11.37	12.25	12.38	12.2	12.13	12.75
Direct (in%)	4.96	5.34	5.4	5.32	5.29	5.56
Indirect (in%)	6.41	6.91	6.98	6.88	6.84	7.19
Employment (million)	67.21	69.75	72.26	75.34	80.63	87.50



India Gate, Delhi



Hunder Nubra, J&K

CHAPTER- 12

## North-Eastern Region and Jammu & Kashmir – Special Emphasis

**CHAPTER  
12**

## North-Eastern Region and Jammu & Kashmir – Special Emphasis

### 12.1. 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 North Eastern Region is endowed with diverse tourist attractions and each State has its own distinct features. The Ministry of Tourism provides special emphasis on the development and promotion of tourism for North Eastern States. The initiatives of the Ministry of Tourism include:

- i. Space on complimentary basis is provided to the North Eastern States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these States an opportunity to showcase and promote their tourist products in the international source markets.
- ii. Familiarization (FAM) Tours to the North Eastern Region are arranged for Travel and Media Representatives from Overseas to the States in the regions on a regular basis under the Hospitality Scheme of this Ministry.
- iii. Domestic Campaigns are also launched to promote tourism to the North Eastern Region.
- iv. International Tourism Mart is an annual event organised in the North Eastern region with the objective of highlighting

the tourism potential of the region in the domestic and international markets. It brings together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event is planned and scheduled to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders.

- v. Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist infrastructure, promotion of fairs/ festivals & tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, market research, etc.
- vi. Ministry of Tourism also provides financial assistance to tourism service providers approved by the Ministry of Tourism, 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.



### 12.2 Protected Area Permit (PAP)/ Restricted Area Permit(RAP)

For a better and smooth travel experience of Tourists in the restricted/Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result of this Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands

### 12.3 8th International Tourism Mart at Imphal, Manipur from 23-25 November 2019

The Ministry of Tourism, Government of India, in association with the North Eastern States held the "International Tourism Mart" (ITM) in Imphal, Manipur from 23 November to 25 November, 2019. The first day of the event was held in Hotel Imphal, and was inaugurated on 23th November by His Excellency, Shri N. Biren Singh Chief Minister of Manipur in the presence of Shri Shri Prahlad

Singh Patel MoS Tourism & Culture (IC), Union Secretary Shri Yogendra Tripathi and other dignitaries from North Eastern States.

The 8th International Tourism Mart, put the spotlight on "Sustainable Tourism as Engine of Economic Growth and Employment". Besides deliberations on promotion of tourism in the North East Region in general, the Mart also gave a platform for promoting cultural ties, providing enhanced connectivity to the States of North Eastern Region with other countries in our neighbourhood.

Buyer and Media delegates from around the world and from different regions of the country participated in the Mart and engaged in one-to-one meetings with sellers from the North East Region. It enabled the tourism product suppliers from the region to reach out to international and domestic buyers, with the objective of promoting tourism to the region, a total of 35 foreign Buyer delegates from over 18 countries namely Australia, Cambodia, Canada, Czech/ Germany, UAE, Italy, Japan, Republic of Korea, Malaysia, Myanmar,



Zero Music Festival, Arunachal Pradesh

Singapore, South Africa, Thailand, USA, UK, Vietnam, Kingdom of Saudi Arabia, Oman.

Besides, 32 domestic stakeholders in Tourism sector from other parts of the country and 79 sellers from the North Eastern States participated in the Mart. Representatives of State Tourism Departments of these North East States were also present to showcase their tourism destinations and to interact with the delegates.

The Foreign Delegates participated in the post mart FAM tours organised by all the 8 North Eastern States, it created awareness about the rich and varied tourism products of the North Eastern region and gave them a first-hand experience of the North Eastern destination.

### 12.2 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme

- Domestic tourism plays an important

role in the overall development of the tourism sector in India.

- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.
- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.



Nohkalikai Falls, Cherrapunjee, Meghalaya



Hornbill festival, Nagaland

CHAPTER- 13

Gender Equality



CHAPTER  
13

## Gender Equality

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

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

In compliance with the instructions of Department of Women & Child Development and guidelines issued in implementation of the directives of Hon'ble Supreme Court Judgement dated 13th August, 1997 in the

case of Vishakha and others vs. State of Rajasthan and Others on the subject of sexual harassment of women in the workplace, this Ministry had constituted a Complaint Committee for considering complaints of sexual harassment of women working in the Ministry of Tourism with the approval of the then Secretary(Tourism) in 2003. The composition of the Complaints Committee is revised from time to time subsequent to transfers etc. of the existing Chairperson/ Members.



Ganga Aarti, Varanasi, Uttar Pradesh





## CHAPTER 14

# Welfare Measures

### 14.1 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 mainly acts for compliance of orders issued in respect of reservation policy from time to time.

### 14.2 Reservation for SC, ST and OBC candidates

All recruitment 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.

### 14.3 Reservation for Divyangjan

In Compliance of order of the Hon'ble Supreme Court in the matter of Shri Anuj Goyal vs UOI & Ors. and direction of Department of Empowerment of Persons with Disabilities (Divyangjan) OM No.34-16/2018-DD-III dated 16.08.2019, the Expert Committee of the Ministry of Tourism had identified different level of posts in Group "A", "B" & "C" having an element of Direct Recruitment, as suitable for persons with benchmark disabilities in pursuance of the Rights of Persons with Disabilities Act, 2016. The said information is also available on the Ministry's website <http://tourism.gov.in>.



Kamakhya Temple, Guwahati



Gateway of India, Maharashtra

CHAPTER- 15

Vigilance



CHAPTER  
15

## Vigilance

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

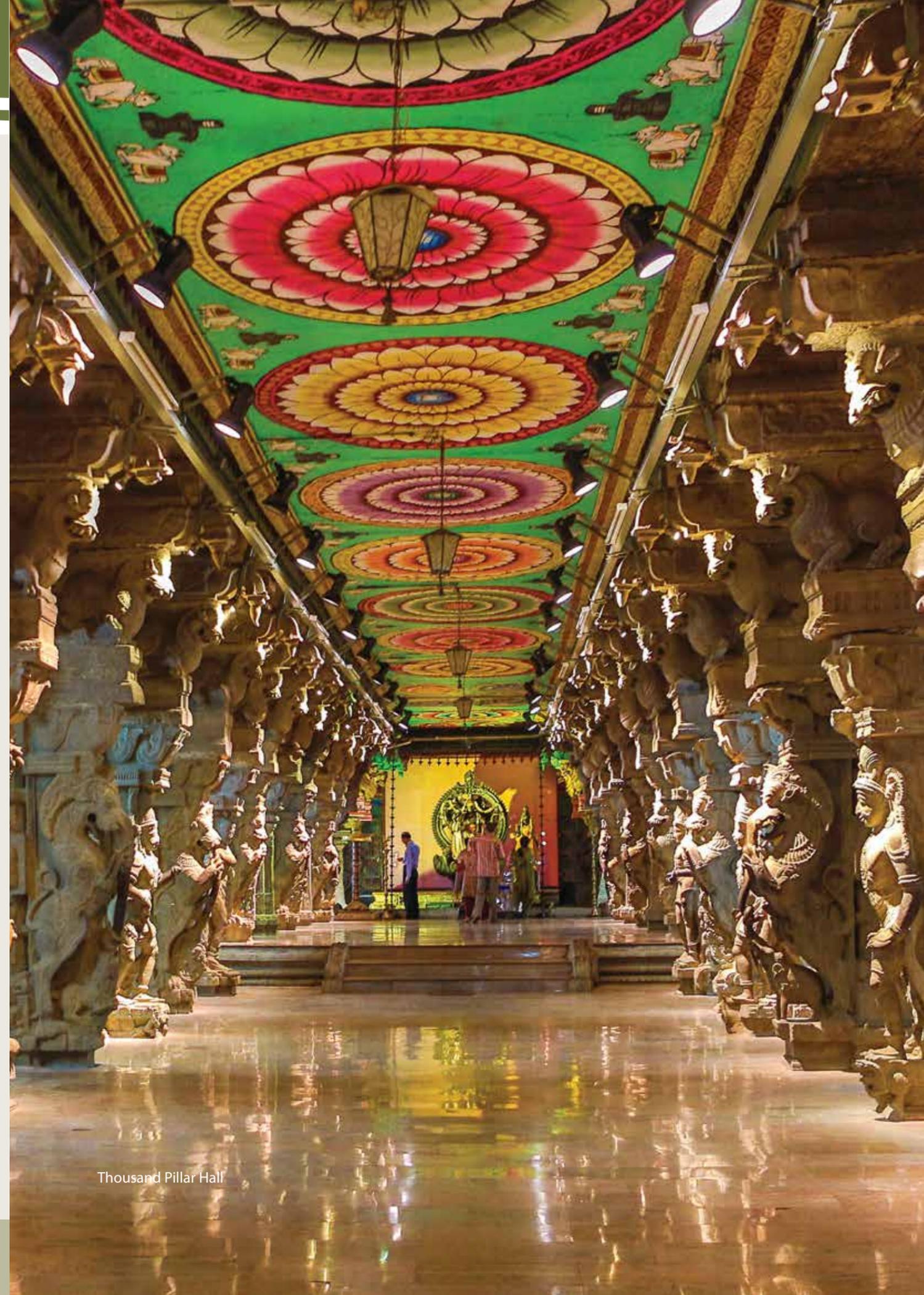
Emphasizing the need of preventive vigilance, especially on public procurement, All the procurement of office related items eg:- stationary, furniture, computer etc. are purchased through GEM portal of the Government.

Rotational transfer of all the staffs with 3 years of continuous service on a particular post has

been strictly implemented and monitored. Updated report being posted on PROBITY portal.

To reduce direct interface between officers and concerned applicants in case of recognition of travel trade service providers and classification of hotels, online approval/ classification systems are in operation and being monitored.

Strict compliance of e-office system is being followed to reduce chances of disclosure of sensitive information at any level.



Thousand Pillar Hall



Living Roots Bridge, Cherrapunjee, Meghalaya

CHAPTER-16

## Court Cases

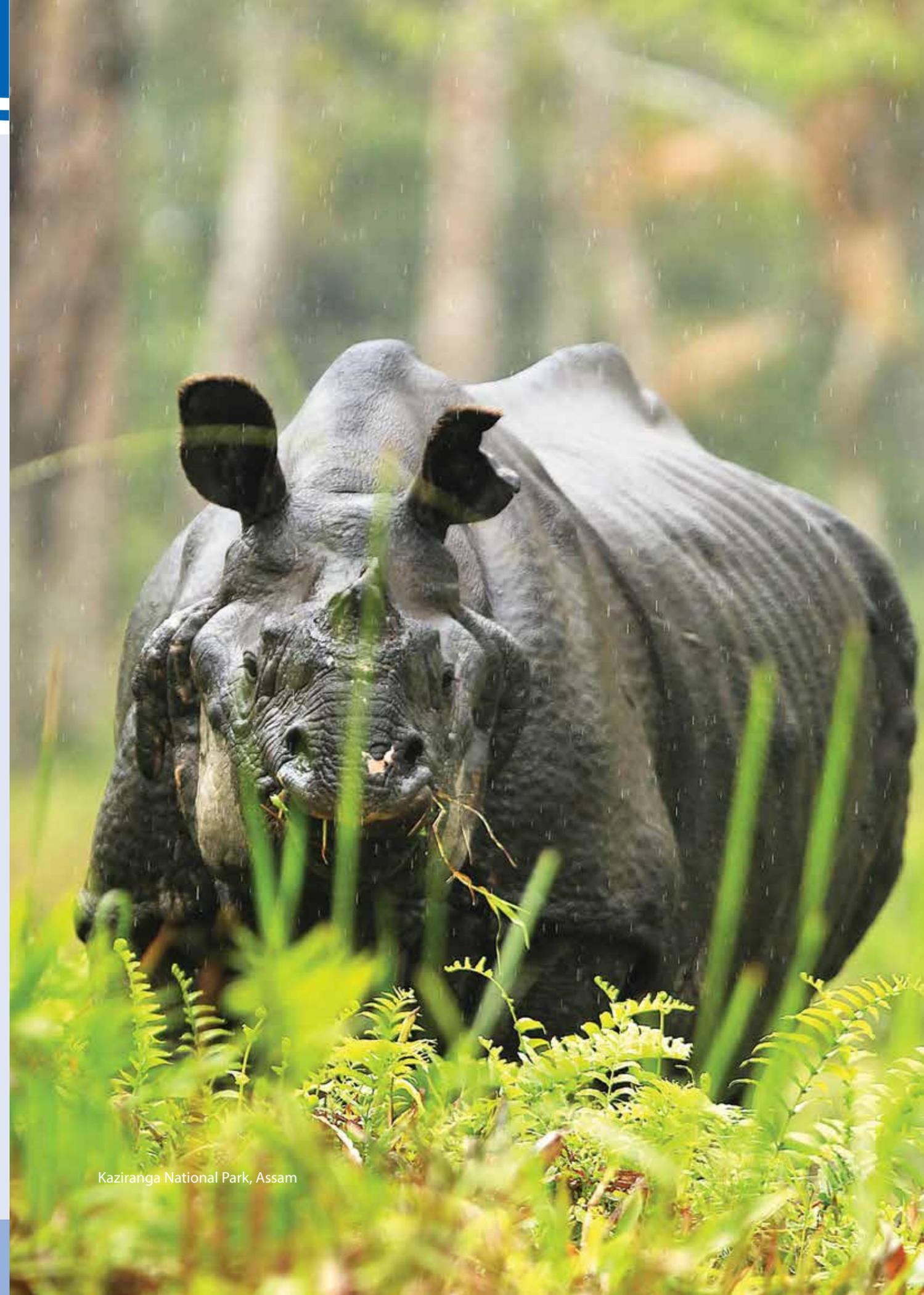


CHAPTER  
16

## Court Cases

The details of Court Cases pending in the in the CAT, New Delhi as on 31.12.2019 are as under :

Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
1	O.A. No. 100/3786/2016	CAT New Delhi	Shri Bal Kishan, Staff Car Driver	Seniority issue for promotion to Special Grade of Staff Car Driver.
2	O.A. No.180/502/2018	CAT Ernakulum Bench	Shri N. Velmurgan, AD	Allegation of taking bribes for hotel classification.
3	O.A.No.1529 of 2018	CAT Chennai	Shri Sanjay Shreevats, RD, ITO, Chennai	Challenged the holding of the written exam and interview for the post of DDG/RD in overseas offices.



Kaziranga National Park, Assam



Neil Island, Natural Bridge Lakshmanpur

CHAPTER- 17

# Departmental Accounting Organisation



CHAPTER  
17

## Departmental Accounting Organisation

**17.1** Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges his functions through and with the assistance of the Additional Secretary & Financial Adviser (AS&FA) and the Chief Financial Controller of the Ministry.

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

Budgetary provision for Ministry of Tourism for the financial year 2019-20 is as under:

Revenue Section	2189.21 Crore
Capital Section	0.01 Crore
Total	2189.22 Crore

The departmentalized accounting organization of Ministry of Tourism

comprises of Principal Accounts Office, one Pay & Accounts Office and

Internal Audit Wing.

### 17.2(1) Pay & Accounts Office

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

- (i) Pre-check of bills submitted by Non-Cheque Drawing & Disbursing Officers of the Ministry.
- (ii) Authorization of funds to domestic and overseas Cheque Drawing & Disbursing Officers through issue

of "Letter of Credit". There are 19 domestic CDDOs and 8 overseas CDDOs located in various countries.

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

### 17.2(2) Principal Accounts Office

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

Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.

Preparation of Monthly and Annual Accounts, submission of Statement of Central Transactions and the materials for the Finance Accounts to

the Controller General of Accounts, Ministry of Finance.

Issue of Inter Departmental Authorisation to various agent Ministries.

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

### 17.2(3) Internal Audit

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

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

Internal audit is conducted by exercising test checks of basic records of different offices of the Ministry for removal of misstatement in financial records to make them more reliable. As such internal audit strengthens the overall accounting management framework.

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

In all there are 58 auditable units in the Ministry of Tourism; out of which 50 units are located in India and 8 units in abroad. 27 Autonomous Bodies and 31 CDDOs/

NCDDOs (05 RDIT, 16 IT Domestic, 08 IT Overseas, 01 PAO (Tourism) and 01 Ministry of Tourism (HQ).

During the year Internal Audit of IHM Shillong, IHM Bangalore, India Tourism Kochi and Scheme Audit of Goa Tourism Development Corporation Ltd were conducted.

The position of outstanding paras of Internal Audit is as under:

No. of Units	Para Outstanding as on date
50	902

### 17.3 Initiatives for e-Governance:

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

#### 17.3(1) Public Financial Management System (formerly CPSMS)

The Public Financial Management System (PFMS) works with the objective of establishing an online Financial Management Information and Decision Support System for tracking funds released under various schemes of Government of India.

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

As per directions of Ministry of Finance the complete roll out of PFMS has been done and the system is fully operational in Ministry of Tourism and as a result the funds are being released through PFMS to all concerned including Grantee Institution/Autonomous Bodies etc. Further action has also been initiated for roll out of EAT module of PFMS by all the stakeholders.





Golden Temple, Amritsar

CHAPTER- 18

**Important Audit  
Observations**



CHAPTER  
**18**

## Important Audit Observations

As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there were no C&AG pending paras against the Ministry of Tourism as on 31<sup>st</sup> March, 2019.

However, six Public Accounts Committee

(PAC) Paras of 132<sup>nd</sup> report of 16<sup>th</sup> Lok Sabha are pending against the Ministry in respect of "Irregularities in Procurement of Goods and Services, Award of Work to Non Existent Firms, Unrealised VAT Refunded and Excess Payment of Departmental Charges".



Qutub Minar, Delhi



Stone Chariot in Hampi, Karnataka

## CHAPTER- 19

# Implementation of Right to Information (RTI) Act, 2005



CHAPTER  
19

## Implementation of Right to Information (RTI) Act, 2005

19.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of section 4 (I) (B) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organization 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](http://www.tourism.gov.in) under a distinct section namely RTIA. It has also been hyperlinked

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

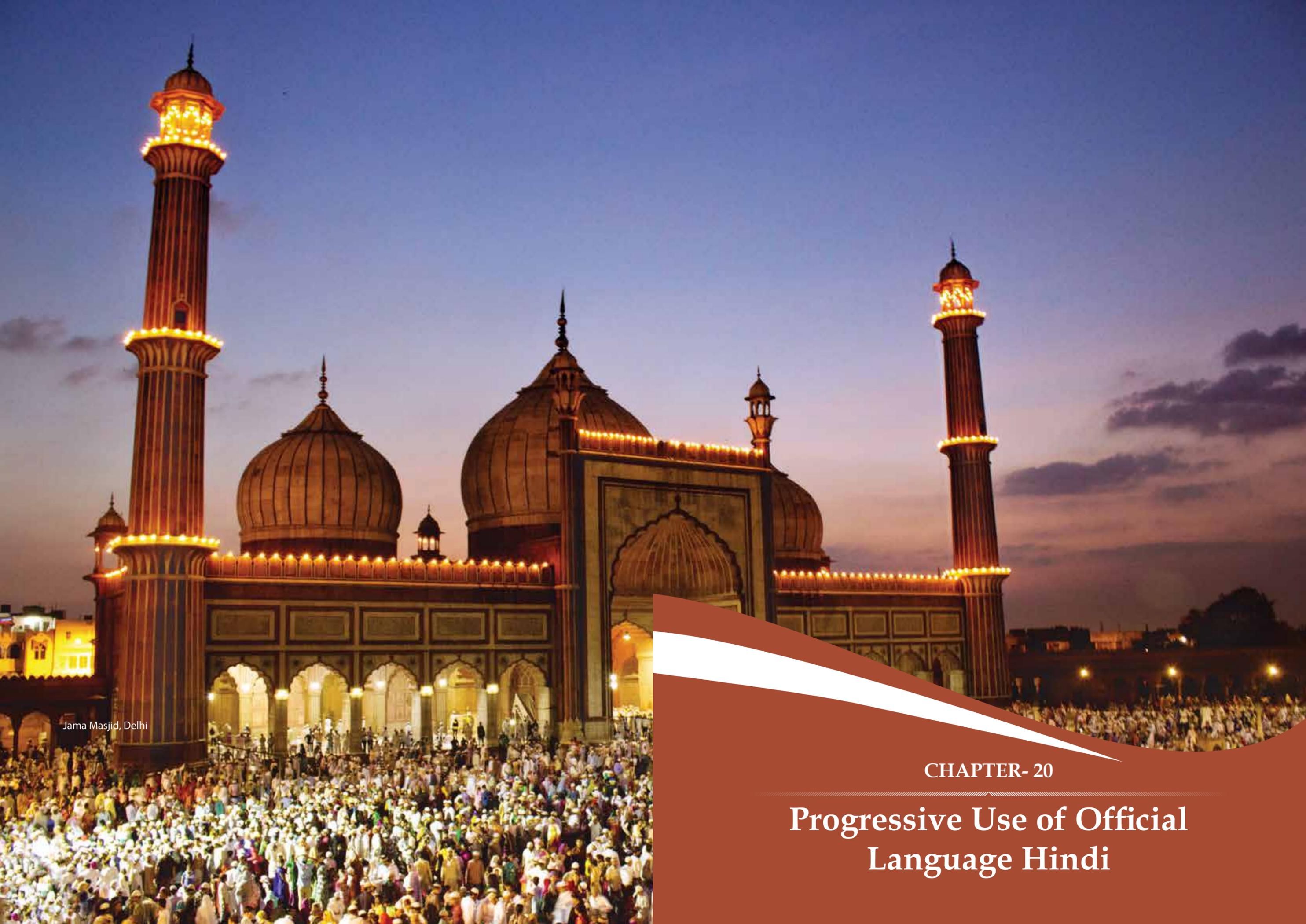
19.3 Information otherwise which are not available at the official web-site may be obtained by Citizens of India on payment of requisite fees as prescribed in the Right to Information Act, 2005.

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

19.5 As per quarterly report submitted of this Ministry of Central Information Commission, New Delhi, a total of 578 RTI applications were received during the period from 1st January, 2019 to 31st December, 2019 and suitable action has been taken in a time bound manner.



Auli, Uttarakhand



Jama Masjid, Delhi

CHAPTER- 20

# Progressive Use of Official Language Hindi

CHAPTER  
20

## Progressive Use of Official Language Hindi

### 20.1 Progressive Use of Official Language Hindi

To ensure compliance of the Official Language Policy of the Union and to take action on orders issued by the Department of Official Language from time to time, the Hindi section of the Ministry of Tourism takes every action to achieve the goals set out in the annual programme issued by the Department of Official Language. And along with this, the Hindi Section deals with the entire translation work related to the Ministry.

### 20.2 Measures to achieve the targets set out in the Annual Program issued by the Department of Official Language:

#### 1. Compliance with Section 3 (3)

As per the directives of the Deptt. of official language compliance of section 3 (3) & rule 5 of Official Language act is ensured in the Ministry and its affiliated and subordinate offices.

#### 2. Committees

i. **Official Language Implementation Committee:** Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly meetings are organized on regular basis. In these meetings, the work done by the sections of the ministry in Hindi is reviewed section-wise.

ii. **Committee of Parliament on Official Language:** During the year to examine the use of Hindi in the Subordinate

Offices of the Ministry the second sub-committee of the Committee of Parliament on Official Language inspected offices of the Ministry. In these inspection meetings, Economic Advisor and officers of Hindi Section were present as representatives of the Ministry. Assurances given to the Committee in inspection meetings are completed within the period of six months or as per the directions of the Committee.

#### 3. Special measures to promote the use of Hindi:

i. **Incentive Scheme and Cash Prize:** Annual Incentive scheme of the Department of Official Language for doing official work in Hindi is applicable in the Ministry for the year 2018-19 and 7 officers/staff of office have got cash prize under the scheme during the year 2017-18.

ii. **Hindi Day and Hindi month:** Hindi month was organized from 01 to 30 September, 2019 in Ministry of Tourism. On the eve of Hindi Day, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister (IC) was released among Officers & Staff of the Ministry. During Hindi Pakhwada competitions were organized on topics related to Hindi noting and drafting, Rajbhasha Hindi and Translation, Quiz on Indian Tourism etc. Officers and staff participated in it with eagerness and



ITDC, Hindi Diwas, 2019

won rewards.

iii. **Hindi Workshop:** Workshops are being organized regularly to remove hesitation and resolve day to day problems of working in Hindi for officers & staff.

iv. **Inspection of offices by Ministry officials:** Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry / Department. Hindi division of the Ministry has carried out inspection of 14 offices out of 59 subordinate offices.

#### 4. Specific functions

i. **Rahul Sankrityayan Tourism Award Scheme:** In this Ministry, a scheme

is being run in the name of "Rahul Sankrityayan Paryatan Award Scheme" since 1989. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi on tourism. Prizes were given to writers of selected books for the year 2017-18.

ii. **Publication of Home Magazine "Atulya Bharat":** In the pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely "Atulya Bharat" is being published on quarterly basis regularly by the Ministry. So far, its 17 editions have been published.





स्वच्छता ही सेवा है  
Swachhata Hi Seva Hai  
स्वच्छता ही सेवा है  
Swachhata Hi Seva Hai

CHAPTER- 21

## Swachh Bharat Mission

**CHAPTER  
21**

## Swachh Bharat Mission



### 21.1 Swachhta Action Plan (SAP)

“Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering the importance of cleanliness & hygiene, Ministry of Tourism has implemented the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior in 34 States/UTs to create awareness among tourists, School / college students and stake-holders at tourist centres. The awareness activity covered 1000 tourists, 500 students and 60 stake-holders at each site involving activities of awareness on cleanliness amongst tourists, school/college students, and stake-holders of tourist centres, pilgrimage centres & famous archaeological monuments. These activities were implemented at 180 sites / places in various States/UTs during the year 2019-20.

### 21.2 Swachhta Pakhwada

Ministry of Tourism had organized Swachhta Pakhwada during 16th – 30th September 2019 by conducting various cleanliness drives within the offices of Ministry, its field offices as well as its educational institutions. Various cleanliness campaigns were organized at important tourist spots all over the country. Nine Awards were also presented for the best maintained India tourism offices / educational institutions during the Swachhta Pakhwada.

The award was presented in the following categories:

- Best Maintained Regional Directors Office
- Best Maintained Domestic Office under RD (North)
- Best Maintained Domestic Office under RD (South)
- Best Maintained Domestic Office under RD (East)
- Best Maintained Domestic Office under RD (West)

Tourist Awareness activity undertaken at Pawapuri Jal Mandir, Nalanda, Bihar on 02 December 2019

Swachhata Pledge



Nukkad Natak



Gift Distribution



Awareness through Pamphlets



- Best Maintained Domestic Office under RD (North-East)
- Best Maintained Educational Institute under MoT – First
- Best Maintained Educational Institute under MoT – Second
- Best Maintained Educational Institute under MoT – Third

### 21.3 Swachhta Hi Seva (SHS)

Ministry of Tourism had organized Swachhta Hi Seva (SHS) during 11<sup>th</sup> September 2019 to 27<sup>th</sup> October 2019 with the theme “Eradication of Single Use Plastic (SUP)” by organizing Major cleanup activities, pledge taking, awareness activities, Nukkad Natak etc.

The programmes were also organized at various tourist/pilgrim places through its Indiatourism offices at about 517 places all over the country with the active participation of educational institutions under Ministry of Tourism, Public and industry associations.

### 21.4 Swachhta Award

In order to recognize the efforts of State/UT Governments to maintain tourist places clean, awards titled “Swachhta Award” and “Best Civic Management of a tourist destination in India Award” has been instituted by the Ministry. The following awards were presented at the National Tourism Award function:

1. Swachhta Award (one Award)		
State	City/Town/Village	Recipient
Madhya Pradesh	Indore	Indore Municipal Corporation.
2. Best Civic Management of a Tourist Destination in India Award (Three Awards under 3 categories)		
i) Category “A” (City)		
State	City/Town/Village	Recipient
Gujarat	Ahmedabad	Ahmedabad Municipal Corporation





Lotus Temple, Delhi

## Annexures



Loktak Lake

### ANNEXURE-I

#### 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



Zaskar Ladakh, J&K

### ANNEXURE - II

#### Indiatourism Offices Abroad

Sl. No.	Regional HQ	Geographical area of operation
i.	Beijing	China, Mongolia, Hong Kong and Macau
ii.	Dubai	Entire Africa including Mauritius and Madagascar and Entire Middle East, Turkey and Cyprus.
iii.	Frankfurt	Austria, France, Switzerland, Germany, Italy, Malta, Portugal, Spain, Israel, Denmark, Finland, Iceland, Norway and Sweden.
iv.	London	Belgium, Ireland, Luxembourg, Netherlands and United Kingdom.
v.	Paris	<b>CIS countries</b> (Armenia, Azerbaijan, Belarus, Kazakhstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan), Georgia, Ukraine, <b>Baltic countries</b> (Estonia, Lithuania, Latvia), <b>Eastern Europe</b> (Albania, Bosnia, Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Macedonia, Montenegro, Poland, Romania, Serbia, Slovak Republic and Slovenia) and Greece.
vi.	New York	Entire U.S.A, Canada, Caribbean Islands, Central & South America.
vii.	Singapore	Singapore and other ASEAN Countries, Australia, New Zealand, Fiji and other island nations in the Pacific.
viii.	Tokyo	Japan, North & South Korea, Taiwan.

#### Indiatourism Offices Domestic

Sr. No.	Domestic Indiatourism Office	Jurisdiction
1.	Delhi	Afghanistan, Pakistan and Nepal
2.	Kolkata	Bhutan and Bangladesh
3.	Chennai	Sri Lanka and Maldives



Corals at Lakshadweep

### Annexure-III

#### SENIOR OFFICERS OF THE MINISTRY

##### Secretary

- Shri Yogendra Tripathi, Secretary to the Government of India

##### Additional Secretary Level Officer

- Shri R.K. Chaturvedi, Special Secretary & Financial Advisor, Govt. of India
- Ms. Meenakshi Sharma, Director General (Tourism)

##### Joint Secretaries and equivalent

- Shri P.C. Cyriac, Additional Director General
- Ms. Rupinder Brar, Additional Director General
- Shri Suman Billa, Joint Secretary (relieved from Ministry of Tourism on 23.11.2019)
- Shri Gyan Bhushan, Economic Advisor
- Ms. Jaya Dubey, JS (In-Situ) (relieved from Ministry of Tourism on 04.11.2019)

### Annexure-IV

#### Details of Amount released under Swadesh Darshan Scheme during 2019

(in Rs. Crore)

S. No.	State/UT	Name of Project	Amount Released
1	Andhra Pradesh	Development of Buddhist Circuit: Shalihundam-Thotlakonda-Bavikonda- Bojjanakonda- Amravati- Anupu in Andhra Pradesh under Buddhist Circuit theme of Swadesh Darshan Scheme.	15.70
2	Assam	Development of Tezpur – Majuli – Sibsagar as Heritage Circuit in Assam under Swadesh Darshan scheme	25.62
3	Bihar	Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia under Rural Circuit theme of Swadesh Darshan Scheme.	68.43
		Development of Buddhist Circuit – Construction of Convention Centre at Bodhgaya, Bihar under Swadesh Darshan scheme	
		Integrated Development of Kanwaria route: Sultanganj – Dharmshala- Deoghar under Spiritual Circuit theme of Swadesh Darshan Scheme	
4	Chhattisgarh	Development of Tribal Tourism Circuit in Jashpur-Kunkuri- Mainpat- Kamleshwarpur- Maheshpur- Kurdar-Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon-Jagdulpur- Chitrakoot- Tirthgarh in Chhattisgarh	5.91
5	Goa	Development of Coastal Circuit II: Rua De Orum Creek - Don Paula -Colva - Benaulim under Swadesh Darshan Scheme	29.81
6	Gujarat	Development of Heritage Circuit in Ahmedabad-Rajkot-Porbandar –Bardoli-Dandi in Gujarat under Swadesh Darshan scheme	27.94
		Development of Buddhist circuit: Junagadh- Gir-Somnath-Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana in Gujarat under Swadesh Darshan scheme.	
7	Haryana	Development of Tourism Infrastructure at Places related to Mahabharat in Kurukshetra, Haryana	7.28
8	Jammu & Kashmir	Integrated Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara- Leh under Himalayan Circuit of Swadesh Darshan Scheme.	91.22
		Integrated Development of Tourism Infrastructure projects in the State of Jammu & Kashmir under Himalayan Circuit of Swadesh Darshan Scheme.	
		Integrated Development of Tourist facilities at Mantalai-Sudhmahadev- Patnitop under Himalayan Circuit	
		Integrated Development of Tourist facilities at Anantnag-Kishwar-Pahalgam-Daksum-Ranjit Sagar Dam Circuit in J&K	



S. No.	State/UT	Name of Project	Amount Released
9	Kerala	Development of Sree Padmanabaswamy Temple- Aranmula-Sabarimala as a Spiritual Circuit in Kerala under Swadesh Darshan Scheme	1.35
10	Madhya Pradesh	Development of Buddhist Circuit in Sanchi-Satna-Rewa-Mandsaur-Dhar in Madhya Pradesh under Swadesh Darshan scheme	53.11
		Development of Heritage Circuit (Gwalior - Orchha - Khajuraho - Chanderi - Bhimbetka - Mandu) under Swadesh Darshan Scheme	
		Development of Gandhisagar Dam- Mandleshwar Dam-Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River under Eco circuit	
11	Maharashtra	Development of Coastal circuit: Vijaydurg, Devgad, Mithbav, Tarkarli, Tondavali, Nivati Fort, Shiroda, Sagarshwar and Mochamad in Sindhudurg, Maharashtra	3.64
12	Manipur	Development of Spiritual Circuit in Manipur- Shri Govindajee Temple	2.90
13	Odisha	Development of Coastal Circuit Gopalpur, Barkul, Satapada and Tampara in Odisha.	22.31
14	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (Coastal Circuit).	50.76
		Development of Heritage Circuit in Puducherry	
		Development of Spiritual Circuit in Puducherry.	
15	Rajasthan	Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit	28.74
		Development of Spiritual Circuit- Churu (Salasar Balaji)- Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) - Mehandipur Balaji- Chittorgarh (Sanwaliyaji) in Rajasthan under Swadesh Darshan scheme.	
16	Sikkim	Development of Tourist Circuit Linking - Singtam - Makha - Temi - Bermoik Tokal - Phongla - Namchi - Jorethang - Okharey - Sombaria - Daramdin - Jorethang - Melli (exit) in Sikkim under North East India Circuit	28.60
17	Tamil Nadu	Revised sanction for the project 'Development of Coastal Circuit (Chennai- Mamamallapuram- Rameshwaram- Kulasekaranpattinam- Kanyakumari) in Tamil Nadu under Swadesh Darshan Scheme'	9.70
18	Telangana	Integrated Development of Mulugu-Laknavaram-Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls as Tribal Circuit in Telangana	29.79
		Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb in Telangana.	

S. No.	State/UT	Name of Project	Amount Released
19	Tripura	Development of North East Circuit: Agartala - Sipahijala - Melaghar -Udaipur - Amarpur - Tirthamukh - Mandirghat - Dumboor- NarikelKunja - Gandachara - Ambassa in Tripura	29.88
20	Uttar Pradesh	Development of Chitrakoot and Shringverpur under Ramayana Circuit Theme of Swadesh Darshan Scheme.	109.16
		Development of Spiritual Circuit (Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh-Kausambi-Mirzapur-Gorakhpur-Domariyaganj-Basti-Barabanki-Azamgarh-Kairana-Baghpat-Shahjahanpur) in Uttar Pradesh under Swadesh Darshan Scheme.	
		Development of Buddhist Circuit - Srawasti, Kushinagar, & Kapilvastu in Uttar Pradesh under Buddhist thematic circuit of Swadesh Darshan Scheme	
21	Uttarakhand	Development of Heritage Circuit (Kalinjar Fort(Banda)-Maghar Dham(Sant Kabir Nagar)-Chauri Chaura, Shaheed Sthal (Fatehpur)-Mavahar Sthal (Ghosi)-Shaheed Smarak(Meerut) in Uttar Pradesh under Swadesh Darshan Scheme'.	22.33
		Integrated Development of Heritage Circuit in Kumaon Region - Katarmal -Jogeshwar-Bajjnath-Devidhura in Uttarakhand under Swadesh Darshan scheme	
22	Wayside Amenities	Wayside Amenities	5.38
23	West Bengal	Development of Coastal Circuit: Udaipur-Digha-Shankarpur-Tajpur- Mandarmani- Fraserganj-Bakkhlai- Henry Island in West Bengal.	6.35
<b>Total</b>			<b>675.89</b>

**Details of Amount released under PRASHAD Scheme during 2019**

(in Rs. Crore)

S.No.	Name of Project	Amount
1	Srisailam	4.16
2	Trimbakshewar	8.49
3	<b>Development of kamakhya</b>	5.03
4	Somnath-I	3.44
5	Somnath II	5.53
6	Remaining part of Somnath Promenade 1st Inst.	7.84
7	Development of Cruise Tourism in Varanasi	3.00
8	Development of Guruvayur	14.93
9	Vellankanni	1.89
10	Varanasi II	8.25
11	Omkareshwar	1.58
12	Kanchipuram	4.94
13	Omkareshwar	7.99



S.No.	Name of Project	Amount
14	Nagaland	7.53
15	Promenade Somnath	10.12
16	Ajmer Pushkar	6.70
17	Deighar	11.58
18	Dwarka	3.62
19	Hazratbal File Submitted	4.98
20	Govardhan File Submitted	7.78
21	TFC Mathurs File submitted	1.99
22	Professional Service for KPMG - Part of Sept - Nov. 2018+Dec. 2018 + Jan. 2019	0.48
23	Consultancy payment by AAH	0.79
24	Profession Service KPMG for PRASHAD (Feb. 2019 - Part)	0.05
25	Professional Service for KPMG - Remaining Part of Feb. 2019	0.09
26	Vouchers settlements of ATT	0.06
27	KPMG Consultancy payment March 2019	0.13
28	KPMG by AAH	0.30
29	KPMG by AAH	0.35
30	KPMG by AAH	0.35
31	KPMG by PRASHAD April May 2019	0.26
32	KPMG by PRASHAD for June 2019	0.10
33	KPMG by PRASHAD July & Aug. 2019	0.26
	<b>Total</b>	<b>134.59</b>

**Details of Amount released under Central Agencies Scheme in the year 2019**

(Rs. in Crore)

S.No.	Name of projects	Implementing Agency	Amount released
1	CFA for Development & renovation of selected facilities of National Museum	National Council of Science Museums (NCSM)	21.86
2	CFA for Illumination of Building of National Gallery of Modern Art-2019-20.	National Council of Science Museums (NCSM)	1.90
3	CFA for Development of Additional infrastructure in the new Cochin Port Trust Terminal	Cochin Port Trust	5.14
4	CFA for Development of Jetties at nine (09) main points of embarkation/ disembarkation of River Cruise on National Water ways No.1&2	IWAI	7.00
5	CFA for Additional work to be taken at Jallianwala Bagh National Memorial at Amritsar Punjab by ASI	ASI	10.93
	<b>Total</b>		<b>46.83</b>

**Details of Amount released under Fairs & Festival of DPPH Scheme in the year 2019**

(in Rs. Crore)

S.No.	Name of state	Name of Festivals	Amount released
1	Haryana	CFA for organizing Mango Mela from 6 <sup>th</sup> to 7 <sup>th</sup> July, 2019, Haryana & Heritage festival	0.50
2	Tripura	CFA for Organizing of Fairs and Festivals in the State of Tripura in the 2019-20. (i) Kharchi Mela held at Old Agartala, Khayerpur- 12 <sup>th</sup> to 18 <sup>th</sup> July, 2019-Rs.25.00 lakh (ii) Neermahal Festival held at Melaghar, Seapahijala, Tripura- 24 <sup>th</sup> to 27 <sup>th</sup> August, 2019 for Rs.2.00 lakh(iii) Diwali Mela held at Matabari, Udaipur-28 <sup>th</sup> to 29 <sup>th</sup> October, 2019 for Rs.15.00	0.42
3	Mizoram	organizing Anthurium Festival in September, 2019 in the State of Mizoram in 2019-20 & Winter Festival	0.50
4	Himachal Pradesh	International Kullu Dussehra Festival from 8 <sup>th</sup> October, 2019 to 14 <sup>th</sup> October, 2019 in the State of Himachal Pradesh	0.25
5	Kerala	Nehru Trophy Boat Race	0.25
6		CFA for Organizing Home Stay and Rural Tourism Travel Meet 2019 by Kerala Home Stay and Tourism Society on 27 <sup>th</sup> - 29 <sup>th</sup> 2019 Sept. in the State of Kerala in 2019-20.	0.10
7		9 <sup>th</sup> Sargalaya International Arts and Crafts Festival,2019	0.15
8	Sikkim	CFA for Organizing World Tourism Day, Gangtok- 27 <sup>th</sup> September, 2019 & Red Panda Winter Festival - December, 2019 in the State of Sikkim in the 2019-20.	0.50
9	Arunachal Pradaesh	CFA for organizing River Tribe's Angling Festival-2019 & Butterfly Meet at MIAO-2019 in the State of Arunachal Pradesh in 2019-20	0.50
10	Chandigarh	CFA for organizing (i) World Tourism Day- 27 <sup>th</sup> September, 2019 (ii) Chandigarh Carnival - Month of November, 2019 & (iii) Rose Festival- Month of February, 2020 in the State of Chandigarh in 2019-20	0.30
11	Telangana	CFA for organizing Bathukamma Festival- 28 <sup>th</sup> September to 6 <sup>th</sup> October, 2019 in the State of Telangana in 2019-20	0.25
12	Nagaland	CFA organizing Thuwu-Ni Festival, Hornbill Festival & Sukhrunye Festival- 2019 in the State of Nagaland in 2019-20	0.50
13	Punjab	CFA for Sufi festival, Punjab	0.25
14	Manipur	(i)Sangai Festival- Rs.25.00 lakh(ii)Youth Adventure & Water Sports festival-Rs.25.00	0.50
15	Meghalaya	(i)Wangala Dance- Rs.50.00(ii)Nongkrem Dance Festival-Rs.25.00 lakh	0.50
16	Uttar Pradesh	(i)Ganga Mahotsav-15.00 lakh(ii)Deepotsav-25.00 lakh(iii) Taj Mahotsav-10.00 lakh	0.50



S.No.	Name of state	Name of Festivals	Amount released
17	Madhya Pradesh	(i) Pachmarhi Utsav, Pachmarhi(ii) Jal Mahotsav, Hanuwantia (iii) Khajuraho Dance Festival	0.50
18	Tamil Nadu	Indian Dance Festival- December 2019 to January- 2020 Kumari Festival- December- 2019 Tourism Cultural Festival- -December 2019- January-2020	0.50
19	Uttarakhand	International Yoga Festival	0.25
20	Karnataka	Hampi Utsav	0.25
		<b>Total</b>	<b>7.47</b>

### Annexure-V

#### A. Completed Surveys/Studies of Ministry of Tourism Completed during January 19- December 2019

- i. A Study "to assess Employment level and Skill gap in Hospitality and Allied Sector"
- ii. Study on analysis & development of action plan based on world economic forum ranking system for Travel and Tourism competitiveness for India
- iii. 3rd Tourism Satellite Account of India
- iv. Regional Tourism Satellite Accounts of States/UTs
- v. Study on MICE Market in India and the role of ICPB in promoting MICE Tourism products

#### B. Ongoing Surveys/Studies of Ministry of Tourism 2019-20

- i. Study on Evaluation of the scheme of Market Research Professional Services
- ii. Study on 'Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India
- iii. Study on "Role of Luxury Tourist train in Promoting tourism in India
- iv. Study on "Assessing Impact of taxation/incentives on accommodation tariffs of hotel industry in India visa-vis other countries
- v. Study on Culinary Heritage of Indian Himalayan Region
- vi. Domestic Tourism Survey



सत्यमेव जयते

**C. Central Financial Assistance (CFA) Sanctioned to Central Universities, Institutes of Hotel Managements under MoT, Indian Institutes of Travel and Tourism Management etc. during 2019-20 for Meetings /Conferences/ Seminars / Workshops/ etc. organized for the purpose of getting inputs from Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism:**

- i. CFA to Aligarh Muslim University for organizing One Week National workshop on “Skill Trends and Skill Needs in Tourism Sector in India” during 23-28 September, 2019.
- ii. CFA to North Eastern Hill University for conducting International conference on ‘Global Hospitality and Tourism Conference on Experiential Management and Marketing’ during 18-20 March 2020.
- iii. CFA to IHM Bhubaneswar Central Financial Assistance CFA to IHM Bhubaneswar for organizing a two days’ National conference on “Entrepreneurship in Hospitality

& Tourism Industry: Emerging Trends & Challenges” during 14-15 Feb,2020.

- iv. CFA to Pondicherry University CFA for organizing a three days’ International conference on “Responsible Tourism Practices in India: Issues and Challenges” during 07 - 09 December, 2019.
- v. CFA to VisvaBharati, Shantiniketan CFA for organizing a three days’ International conference on “Road Map for the development of Rural Tourism in and around Birbhum” during 16-18 November, 2019.
- vi. CFA to IHM Lucknow CFA for organizing three days’ workshop on “Digital Marketing: Hoteliers & Restaurateurs Perspective” during 15-17, October, 2019.
- vii. CFA to School of Management, NIT Warangal for organize three days International Conference titled “Paradigm Shift in Service Industry with Special focus on Tourism and Hospitality” during 5th to 7th March, 2020.

