

Study to Evaluate the Plan Scheme of 'Computerization and IT'

Ministry of Tourism
Government of India



By

**Final
Report**

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Executive Summary

The scheme for Central Financial Assistance for IT and Computerization has a three-pronged approach to improve efficiency of tourist offices in Government of India tourist offices, improve tourist information and to improve tourist facilitation through tourism marketing and promotion using advanced technologies. The scheme funds software and hardware up gradation in state tourism offices.

The present study was assigned to Nielsen India to evaluate the efficiency in tourism offices, extent of CFA availed, constraints and challenges in implementation of projects. During the 11th Plan period the scheme has funded projects in the states of Himachal Pradesh, Andhra Pradesh, Kerala, Sikkim and Odisha. Funds from CFA have been utilized to introduce computer hardware and software in tourism offices in the states. Almost sixty percent of the projects are in operation presently. Implementation of projects has been hassle free. Most of the projects have been implemented from funds under CFA. However, it was observed that implementation of projects faced hurdles in procurement/installation of advanced technology in some of the projects. The projects have enhanced and increased efficiency of staff through with the use of technology. The scope and coverage of the scheme is good.

The project implementation in most of the projects has been hassle free. However, adoption and adaptation to technology and its take off has been poor in most cases. The scheme needs to be revisited in terms of up gradation of software and hardware in order to keep up with the advancements in technology with the present times. There is need to create awareness among the target groups mainly staff on the need and possibilities of introduction of advanced technologies. Timely monitoring, up gradation of technology are essential features that need to be stressed upon. The scheme should also set up guidelines for benchmarking of websites, hardware and software to bring about parity and standardization of use in the various states.

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Chapter One

ABOUT THE STUDY

Tourism in today's times is the most competitive sectors with 155 countries around the world bracing up to welcome tourists. The UNWTO estimated 4% growth in 2011 to 982 million tourists worldwide, generating US\$1,030 billion in export earnings. India ranks 38 in world tourist arrivals¹. As per the Tourism Satellite Account for India (2002-03), the contribution of tourism in the Gross Domestic Product (GDP) and employment of the country, in 2007-08, has been estimated to be 5.92% and 9.24% respectively. There has been a concerted effort by the government of India to consolidate and encourage tourism industry in India through projects involving infrastructure development, mass publicity and awareness generation campaigns. The benefits of tourism to various stakeholder's in generating revenue as well as improved lifestyles is reiterated with the Planning Commission estimating 78 jobs per million rupees of investment in tourism related activities. The Planning Commission highlights the need to adopt "pro-poor tourism" for increasing net benefits to the poor².

Technology is the modern day panacea to attract and influence tourist choice and opinion of a particular destination. Social media, applications and web based information give ample scope for publicity and destination development within a short period of time. Tourism growth is directly proportional to the extent and type of infrastructure available to tourist. Towards this end, the government of India in the Eleventh Plan period emphasized on schemes to develop and enhance tourist facilities and amenities while improving quality of service providers in the sector. Some of the major schemes run by the government included

- i) Product Infrastructure Development for Destination and Circuits (PIDDC)
- ii) Overseas Promotion and Publicity Including Market Development Assistance
- iii) Assistance to IHMs / FCI / IITTM / NIWS / NIAS / NCHMCT and Capacity Building for Service Providers
- iv) Domestic Promotion and Publicity
- v) Assistance to Large Revenue Generating Projects
- vi) Incentives to Accommodation Infrastructure
- vii) Creation of Land Banks
- viii) Assistance to Central Agencies
- ix) Market Research including Twenty Years Perspective Plan.

¹ UNWTO Tourism Highlights, 2012 Edition, Pg -2

² Report of the Working Group on Tourism, 12th Five Year Plan

- x) Computerization and Information Technology
- xi) Others (Externally Aided Projects and Construction of Building for IISM)

The present study evaluates the scheme for '**Central Financial Assistance for IT and Computerization**' of tourism departments in the states.

1.1 IT GUIDELINES FOR CENTRAL FINANCIAL ASSISTANCE

The Ministry of Tourism, Government of India has in the recent past taken major initiatives in the field of Information Technology with a view to benefit the tourist. The aim of these initiatives is as follow: -

- a) Improved efficiency at Govt. of India tourist Offices and the Ministry Headquarters
- b) Improved Tourist information to tourists
- c) Improved Tourist facilitation

To encourage the State Tourism Departments to take major IT initiatives for improved touristic information and facilitation as well as marketing and publicizing their tourist products. To achieve this, a Central Financial Assistance for It was formulated to extend assistance to the State/UT Governments to enable them to adopt wide spread use of Information Technology in their tourism products and services comprising publicity, promotion and marketing etc. Under this scheme, assistance up to 50% of the IT project (States/UTs) is given to the State/UT Governments subject to the following conditions:

- 1.The CFA will be restricted to an annual ceiling for each State/UT which would be 90% of the total cost of the projects or Rs.50.00 lakh whichever is lower.
- 2.The State/UT Governments should submit their IT proposals for Central Financial Assistance by 30th of September for consideration during the financial year
- 3.State/UT Governments should give a write up on the scope and benefits of the project duly supported by a project/feasibility report preferably prepared by a professional agency/organization. The report should be certified by an officer not below the rank of Director Tourism.
- 4.The project should be supported in revised Form 'P' with full details of the Hardware/Software to be produced/developed and terms and conditions of the procurement and how it's going to benefit the state. The State/UT Government

- should clearly mention the cost of the project with state share, schedule of implementation, implementing agency, date of completion and method of funding.
5. The State/UT Government will bear all expenses for the operation and maintenance including recurring charges of the project and an undertaking to this effect should be sent along with the proposal.
 - 6.6. The State/UT Governments should ensure that the details of the hardware/software components submitted with the project should remain the same at the time of actual procurement. If there are any changes in the procurement prior approval of the Ministry of Tourism has to be obtained before procurement of hardware/software.
 7. Central Financial Assistance up to 90% of the share of the Ministry of Tourism will be released to the State/UT Government as an advance for placement of order for procurement/development of Hardware/Software. The balance amount of the Central Financial Assistance in full will be released to the State/UT Governments on production of proof of codal formalities followed, copy of placement order, completion certificate and production of proof of utilization of funds for the purpose for which it was released.
 8. Special assistance (100%) to new states and north eastern states on case to case basis with approval of Secretary (Tourism).
 9. Details of Hardware and Software to be considered for Central Financial Assistance is as follows: -

Hardware:

- Desktop Computer
- Laptop Computer
- Scanner
- Printer (Dot Matrix, Inkjet & LaserJet)
- LCD Projector
- Visualizer
- Portable Screen
- Upgradation of existing Hardware
- Networking
- Interactive/virtual walkthrough CD ROMs on destination
- CDs/VCDs on culture, traditional art forms
- Launching of dynamic tourism portals
- Major revamping of the existing sites
- Remote Sensing Equipment at monuments
- Handy Audio Research Kit (HARK) at monuments
- IVRS facility for dissemination of tourism information
- Tourism information Kiosks

Software:

- Operating software Windows all versions
- Application software all versions
- Software for Networking & VPN
- Software for MIS
- Software for Online Payment Gateway
- Software for GIS & Multimedia
- CD ROMs (Thematic, Walkthrough, Virtual Reality and Photo CD)
- Specialised Software like Photoshop, Corel Draw, Oracle, Linux,
- AutoCAD, etc.
- Website Development

1.2 Scope of the Study

C. Computerization and IT

1. To evaluate the extent to which the scheme has contributed in improving the efficiency of Ministry of Tourism headquarters office and regional / domestic offices of India Tourism.
2. To evaluate the extent of Central Financial Assistance availed by States/UTs under the scheme and the impact of resultant IT facilities/infrastructure in promoting tourism in respective States/UTs.
3. To make recommendations, based on the findings of the evaluation, for bringing about improvements/modifications in the scheme, inter-alia for
 - a) Further increasing the efficiency of the Ministry's Offices,
 - b) Promoting e-governance, particularly in comparison with other leading Ministries/Departments of Government of India in this respect;
 - c) Encouraging States/UTs to use IT for promoting tourism and enhancing their tourism potential.

Coverage:-

- i) All projects sanctioned at the Ministry of Tourism headquarters office and regional India Tourism Offices have to be covered.
- ii) All projects sanctioned in the States of Andhra Pradesh, Himachal Pradesh, Kerala, Sikkim and West Bengal; during the 11th Five Year Plan (FYP), under the scheme have to be covered.

1.3 Research Approach and Methodology

The study is a pan India study covering various projects sanctioned by the Ministry of Tourism for development of infrastructure facilities at the destinations. The research methodology included secondary as well as primary research. Secondary research was conducted prior to collection of data from respondents. Primary research was carried across the various field sites using interview and focused group discussions to collect information. In order to collect comprehensive information a structured questionnaire was designed to capture qualitative and quantitative inputs. Face to face personal interviews and FGDs were conducted by AC Nielsen ORG MARG executives among various stakeholders as per the questionnaire. The data collected was scrutinized and validated to ensure the quality of the data collected.

1.4 Operational Methodology

AC Nielsen ORG MARG carried out personal interviews and FGDs among various stakeholders, policymakers, policy implementers and experts to get qualitative inputs. This enabled the acquisition of firsthand accounts of problems experiences and opinions of stakeholders and beneficiaries and the performances of services delivered at the destination. It helped in highlighting the specific shortcomings, problem issues and policy/governance related recommendations.

SURVEY FINDINGS

CENTRAL FINANCIAL ASSISTANCE FOR COMPUTERIZATION AND IT

The scheme for Central Financial Assistance for Computerization and IT during the Eleventh Plan period has funded projects in five states of Himachal Pradesh, Sikkim, Andhra Pradesh, Kerala and Odisha. The information collected and assessment conducted for the rest of the four states is given as follows:

S. No	STATE	IMPLEMENTING AGENCY	DETAILS	FACILITIES PLANNED	STATUS
1	Himachal Pradesh	HP State Electronics Development Corp.	Providing Online Booking facilities to Tourists	§ Online booking § Tourism information § Information on access to tourist facilities in HP.	Procurement done. Installation in process
2		HPTDC	Revamping HPTDC Website	Tourist information	Completed
3		HPTDC	Installation of Information Kiosks	Information Kiosks	Procurement done. Installation in process
4		HP State Electronics Development Corp.	Computerization and production of CD-ROMs and VCDs on tourist attractions	Installation of IT & computers in Tourism and Civil Aviation Department	Project completed
5	Sikkim	Gorkhaland Territorial Administration Area	Innovative Information Technology	Tourist Information and Improved online	Project expected to be completed by Oct' 2012

			Project	access to tourists	
6		Department of Tourism, Govt. of Sikkim	Promotion of Sikkim Tourism	Networking and Software applications for networking	To be completed by Oct' 2013
7		Sikkim Tourism Development Corporation	VDN & Procurement of equipment for Sikkim Tourism	Software Development, Setting up of VDN and Trial run of applications	Project Completed
8	Andhra Pradesh	M/s Indi Eye Travel Companies Pvt. Ltd. & APTDC	Setting up of Mobile Multimedia sets at Golconda Fort	Mobile phone sets with audio-visual documentary on the Golconda Fort	Completed and in Operation
9		M/s Nita Solutions Pvt. Ltd. & APTDC	3D LED Information Display Board at Shamshabad Airport	3D LED at Shamshabad Airport	Project Delayed due to delay in procurement. The space for installation is not yet approved
10	Kerala	KELTRON & CDIT	Developing of IT Promotional Tools	Installation of Scanners, Printers and LCD projectors	Completed
11		KELTRON	Developing IT based Tourism Project	Installation of Computers, Laptops and Application software	Completed

12		KELTRON	Developing IT based Marketing Tools	Installation of Scanners, LCD Projectors, Networking, Up-gradation of Hardware and Software for Networking and VPN	Completed
13		KELTRON & CDIT	Developing Mobile Based Service and IT based project	CDs/ VCDs on culture and traditional art forms, Tourism information Kiosks and CD ROMs on tourism Visualiser, Interactive CD-ROMs on destination and Website development	To be completed in March 2013.
14	Odisha	Odisha Tourism Development Corporation (OTDC)	Odisha Tourism Portal "visitodisha.org"	Desktop, Networking, Server, UPS	Completed in 2009

2.1 Assessment of the Project

The scheme was designed to improve the IT and communication systems in the states. The scheme targets the tourism departments and the tourism development corporations in the state.

- The scheme is being effectively utilized by the states in developing IT and computerized systems
- The scheme has effectively increased efficiency and disposal of official duties in the respective tourism departments
- The activities planned by each of the states adhere to the central aim of providing access, information and better travel experience to the tourists
- As in the case of Kerala the implementation of the project has increased availability of tourism related information.

The implementation of the project in the various states has been hassle free in terms of acquiring approvals and disbursement of funds. Some of the constraints faced by states in implementation are as follows:

- There is lack of technical expertise of staff in implementation. In some cases, dearth of technical staff in providing technical assistance in day to day functioning and implementation has led to delays.
- It has been observed in some cases the implementing organizations face hurdles with respect to availability of technology for implementation as in the case of APTDC for Shamshabad Airport and in Himachal Pradesh.
- In the case of Mobile sets with multimedia features at Golconda fort, tourists are unaware and its success is under question.

2.2 Project Evaluation:

A. Himachal Pradesh (Four Projects)

Himachal Pradesh is one of the prime tourist destinations of the country. Well connected with the national capital the state is a tourist's paradise for domestic and international tourists. The state tourism department in order to meet the technological advances as well increase tourist traffic through better access, has implemented four projects under the "Central Financial Assistance for Computerization and IT" scheme of the Central government during the Eleventh Plan period.

The projects are as follows:

1. Providing facilities for internet, online reservation to tourists on HPTDC Website
2. Revamping of HPTDC website
3. Installation of Information Kiosks
4. Computerization and production of CD-ROMs and VCDs on the tourist attractions of H.P

An overview on project implementation and a detailed assessment on project implementation are given below.

• **Projects Overview:**

Attribute	Views of the Respondent
Scope & Coverage of the Scheme	Good
Time taken for approval	Average
Limit of Financial Assistance	Average
Amount of Paper Work Required	Average
Is the scheme hassle free	Yes
Merits /Demerits of the scheme	Good

1. Providing facilities for Internet, Online reservation to tourists on HPTDC website

• **Project Cost and Financing:**

The total cost of the project is Rs. 25.78 lacs. The state component of the total cost was Rs. 12.29 lacs.

Hardware / Software	No. Procured	Amount (in INR)
Desktop computer	57	16,87,335
Laptop computer	2	105520
Scanner	58	2,07,100
Printer (Dot Matrix, Inkjet & LaserJet)	24	1,99,600
LCD projector	1	75,101
Visualizer		10,750
Portable screen	1	
CDs/VCDs on culture, traditional art forms Pen drives	18	6750

IVRS facility for dissemination of tourism information	18	19,000
Tourism Information Kiosks		
Hosts Software	1	96,600
Total		24,07,756/-

• Project Details & Status:

The project was scheduled for completion in March 2012. There was a delay in completion of the project, since there was delay in delivering of hardware by the HP State Electronics Development Corporation due to which the tender to the corporation was cancelled. The project targets for providing convenient travel facilities to tourists. The main activities are:

- Providing facilities for internet online booking
- Tourism related information to tourists
- Additional information to tourists on access to tourist facilities in HP.

The procurement for the project is completed but their installation is in process presently. The activities are not in process of implementation. The hardware and software as per the project mentioned have been procured and complete installation is yet to be done. The project shall be fully functional by March 2013.

2. Revamping of HPTDC Website

• Project Cost and Financing:

The total cost of production was Rs. 10 lacs. HPTDC is carrying out implementation of the project with its in-house resources.

• Project Details:

Revamping the HPTDC website was completed in December, 2011. The revamped website bears an improved and attractive look with complete details of tourism locations and related information with new images, flash movies, etc. The website is fully functional and gives an overview of the various tourist destinations to a tourist.

• **Project Impact:**

The website bears an improved look and better access to tourist information in the state. The website is expected to increase tourist traffic to the state with better tourist experience. There were no constraints or issues in acquiring approvals and releasing of funds for the project. However, there were constraints in completion of the project due to shortage of manpower within the department for implementation. It has been suggested that the government allocate funds up to two years to upgrade the systems and incorporate latest technologies available in the market.

3. Installation of Information Kiosks in Himachal Pradesh:

• **Project Cost and Financing:**

The total cost of the project was Rs. 15.40 lacs, the state component was Rs. 8.55 lacs.

• **Project Details and Status:**

A total number of 28 information kiosks have been completed in Himachal Pradesh. The aim of the project has been to provide tourists information through internet. The hardware for installation has been procured but the installations are not yet complete. There has been a delay in project implementation due to unavailability of suitable sites for setting up the kiosks. The project is targeted to be completed by March 2013.

The project has immense scope to improve access to tourists through internet facilities that shall be available with the installations.

4. Computerization and production of CD-ROMs and VCDs on the tourist attractions of H.P

• **Project Cost and Financing:**

The total project cost was Rs. 50 lacs with hundred percent central funding under the scheme.

Hardware	No. Procured	Amount (in INR)
Desktop computer	40	13,68,365
Laptop computer	9	4,87,777

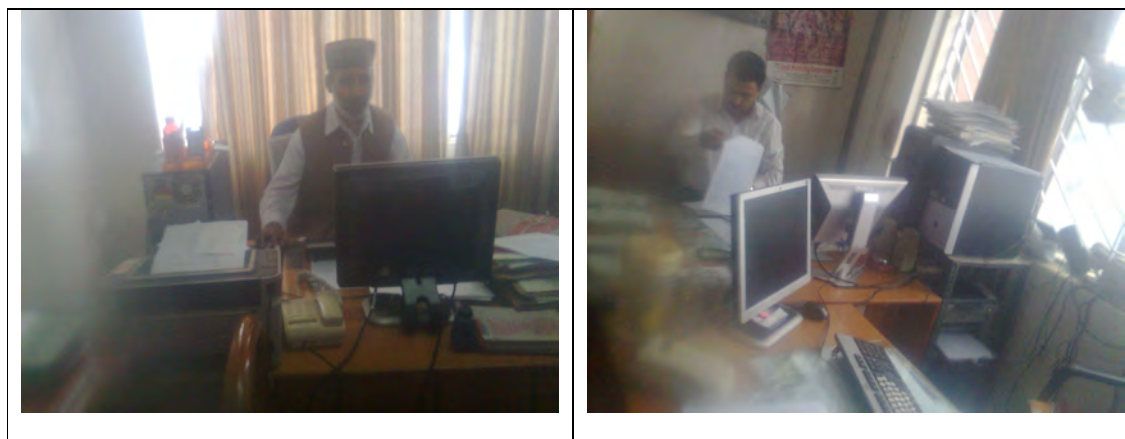
Scanner / Photocopies / Fax Machines	2+6+1	3,22,655
Printer (Dot Matrix, Inkjet & LaserJet)	29	1,44,550
LCD projector	5	7,06,630
Portable screen	5	-
Up-gradation of Hardware		2,78,131
UPS	21	3,01,915
CDs/VCDs on culture, traditional art forms / Pen Drive & Repairs		2,90,492
Operating software Windows all versions	3	67,430
Application software all versions	10	2,79,365
Software for Networking & VPN	-	7,52,690
Grand Total		50,00,000/-

• Project Details and Status:

The project has been completed in December 2008 and is full operation presently. In the event of establishing computerized systems the official works improved and the disposal of official works is being done in a speedy manner.

Initially there were problems in adapting staff to the daily functioning, but after getting the staff trained the performance got better.

IT installations in Himachal Pradesh Tourism Offices



B. Sikkim (Three Projects)

The tourism department in Sikkim has implemented three projects under the scheme which are as follows:

1. Innovative Information Technology Project
2. Promotion of Sikkim Tourism
3. VDN & Procurement of equipment for Sikkim Tourism

• *Projects Overview:*

Attribute	Views of the Respondent
Scope & Coverage of the Scheme	Good
Time taken for approval	Average
Limit of Financial Assistance	Average
Amount of Paper Work Required	Average
Is the scheme hassle free	Yes
Merits /Demerits of the scheme	Good

1. Innovative Information Technology Project:

• *Cost of Project and Financing:*

The total cost of the project was Rs. 100 lakhs; the state government has borne 50% of the costs, while the rest 50% of the costs were funded through the scheme by the central government. The project is implemented by the Gorkhaland Territorial Administration (GTA). The project is still under progress. The project is expected to be completed by October 2012.

• *Project Details:*

The project activities aim at giving information to visiting tourists as well as to know about tourism under Gorkhaland Territorial Administration area. The activities are designed to improve access to the various tourist destinations in the Gorkhaland Territorial zone. It is also aimed at improving efficiency in disbursement of official duties by tourist officials.

- The scope and coverage of the scheme is good which is expected to have positive effects in tourism development of the region.
- It took 9 months for approval of the scheme, while the processing was hassle free.

The implementation of the project so far has been hassle free. Since the project is in the process of implementation the impacts of the activities cannot be assessed at this stage.

2. Promotion of Sikkim Tourism

• *Project Cost and Financing:*

The total cost of the project is Rs. 45 lacs which are fully funded under the CFA scheme.

• *Project Details:*

The activities planned under the project are:

Hardware & Software	No. Procured	Amount (in lacs)
Networking		12
Application Software all versions		
Software for Networking	2007 (05) .net	25
Total		37

The project is being implemented by the Department of Tourism, Government of Sikkim. The proposed date for completion of the project is October 2013, but the actual date for completion of the project is 2014.

- The present project was recommended by Permit and Admin cells in Tourism Department, to reduce work load. The project has made the processes efficient and made record keeping easier.
- The project implementation has been hassle free so far, with only two months taken for approvals and processing of papers for the project. There have been no constraints in implementing the scheme.

3. VDN & Procurement of equipment for Sikkim Tourism

• *Project Cost and Financing:*

The total cost of the project is Rs. 50 lacs, funded by the Ministry of Tourism, in a phased manner. The project is being implemented by the Sikkim Tourism Development Corporation. The state component is Rs. 5 lacs in the total cost of the project.

• *Project Details:*

The project activities planned were:

Hardware & Software	No. Procured	Amount (in lacs)
Desktop computer	4@35,000/-	1,40,000/-
Printer (Dot Matrix, Inkjet & LaserJet)	4@12,000/-	48,000/-
Networking (VDN)		6,84,000/-
Operating Software Windows all versions (XP, MS Office)	4@25,000/-	1,00,000/-
Application software all versions		22,35,000/-
Software for Networking & VPN		
Total		32,07,000/-

The project was conceived in 2006 and sanctioned in 2008. The technology got obsolete with introduction of new technology during that period. The project tried to network the central units of STDC to keep them connected.

• *Project Impact:*

The main activities include Software Development, VDN Set up and Trial run which have been completed. The impact of the project has not been very high.

- The three activities mentioned above are completed but, the viability of the project is under question as the internet connectivity which is the basis of the efficient functioning of the introduced systems is poor.

- An important reason cited was the new technologies available, which has not been carried out for the project. The maintenance of the networks and systems has also been poor.

It has been recommended by Tourism officials

- For speedy approvals and sanctioning of budgets in case of IT expansion
- In order to improve connectivity and uninterrupted access the state should be connected by fiber optic cables in various parts.

C. Andhra Pradesh (Two projects)

1. Setting up of Mobile phone multimedia sets at Golconda Fort

Golconda fort in Hyderabad is an ASI manned land mark monument in India. The fort was built by the Outub Shahi dynasty which ruled Andhra Pradesh for more than a century. The fort is located 11kms west of Hyderabad. The fort is huge with a 10km long outer wall with eight gateways and four draw bridges, containing four distinct forts inside. The fort has some unique architectural qualities such as the perfectly designed acoustical system which makes the sounds made at the main gate, audible at the top of the citadel.

The present project activity proposed setting up of mobile phone based multimedia kits with GPS facility. The mobile phone contains a detailed documentary on the fort and the various facets of architecture and the history behind the fort.

• Project Cost and Financing:

The total cost of the project was Rs. 25,98,250 lacs. The state component of the cost amounted to Rs. 10 lacs, central funding under the scheme amounted to Rs. 10 lacs and the implementing agency M/S My Indi Eye Pvt. Ltd. Contributed Rs. 5,98,250/- for the project.

• Project Details:

The project was implemented by M/S My Indi Eye Travel Companies Pvt. Ltd. The project was completed in August 2011. The project is presently being implemented in the fort by the private partner who takes care of the day to day availability of the mobile sets. The implementation of the project was hassle free and there were no issues in disbursal of

funds or sourcing the mobile sets. However, the project take off has been poor and the turn up of visitors for the facility is limited.

• Impact of the Project:

The number of tourists availing the project is very few in number. Some of the features of the project are:

- The company charges Rs. 500/- for each tour and a refundable security deposit of Rs. 2000/-, while a tourist guide at the fort costs Rs. 200-300/- on a normal day. The difference in costs is a big impediment for the popularization of the available facility.
- The counter for the mobile phone display by the company is inside the fort and not at the entrance of the fort. Thus, tourists get to know of the service only after they have hired a tourist guide or brochures for sightseeing.
- There is no publicity on the facility available either outside the fort or at the entrance. Very few tourists are aware of the available facility.

GOLCONDA FORT





2.3D LED Information Display Board at Shamshabad Airport

The Rajiv Gandhi International Airport at Hyderabad is popularly known as the Shamshabad airport. The airport was opened for commercial operation in March 2008. For 2010-11 it ranked the sixth busiest airport in India for domestic and international traffic in the country. It also ranked fifth in the world in terms of Airport Service Quality passenger survey in 2010. The airport was to be completed in three phases and is still under construction and expansion mode.

The present scheme proposed to install 3D LED Information Display Board at the airport for the convenience of the travelers. The project was proposed by the Andhra Pradesh Tourism Development Corporation (APTDC).

• **Project Cost and Financing:**

The total cost of the project is estimated at Rs. 19,80,000 lacs. The state component of the costs was Rs. 9,90,000 lacs and the rest borne under the scheme.

• **Project Details:**

The project was implemented by a private firm partner M/s Nitya Solutions Pvt. Ltd. under the supervision of the APTDC. The project activities were:

Hardware & Software	No. Procured	Amount
47" Auto-Stereoscopic 3D LCD display	1	Rs. 6,00,000/-
CPU for the above	1	Rs. 55,000/-

H/W, O/S 3D Player software, Stabilizer, Cabling, Labor Handling and Transportation charges	1	Rs. 12,00,000/-
3D Content		Rs. 1,25,000/-
Total		Rs. 19,80,000/-

• Project Status:

The project has been delayed from its proposed target date of August 2012 due to

- The display zone has not been allotted by the Airports Authority to set up the LED board. APTDC had identified a place but the same is yet to approved and allotted by the authority. The paper work is in progress.
- Secondly, the 3D technology identified is not available in India. There are few vendors in which deal in 3D software and thus the vendor for the same was identified from a Singapore based German company. The procurement for the technology hit a dead end when the vendor could not supply the material due to some internal company issues. Thus, the order was cancelled and the APTDC has presently given the order to another vendor and the procurement is in process.

The project will be presently set up and completed by September 2012. The project financing is routed through the state government which often creates delays and bureaucratic hassles. The APTDC suggests direct money transfers to the supervisory state authority, in this case APTDC, through online RTG transfers. This would save time as well as maintain transparency in the process and transactions.

D. Kerala (Four Projects)

The government of Kerala in order to upgrade its IT systems as well as improve access to tourism information of the state has implemented five projects as follows:

1. Developing of IT Promotional Tools
2. Developing IT based Tourism Project
3. Developing IT based Marketing Tools
4. Developing Mobile Based Service and IT based project

Projects Overview:

Attribute	Views of the Respondent
Scope & Coverage of the Scheme	Good
Time taken for approval	Average
Limit of Financial Assistance	Average
Amount of Paper Work Required	Average
Is the scheme hassle free	Yes
Merits /Demerits of the scheme	Good

1. Development of IT promotional tools

• Project Cost and Financing:

The total cost of the project is Rs. 40.50 lacs which was 100% funded under the CFA under the scheme. The project funds were disbursed through the state government in three phases of 20%, 45% and 35%. The project was implemented by KELTRON and CDIT. The expense details are given below:

Hardware & Software	No. Procured	Amount (in lacs)
Scanner	60	12
Printers (Dot Matrix, Inkjet & LaserJet)	40	4.5
LCD Projector	100	14
Total		Rs. 20.50

• Project Details:

The project was sanctioned in July 2008, and was completed in January 2010. The installation has been completed since January 2010. The instruments have been in effective use since. There are no issues in implementation of the project as well as the

procedures and approvals were hassle here. It has immensely improved the efficiency of performance of overall duties of staff as reported from the department. Thus, it has been welcomed by the staff.

The concern raised has been the lack of technical expertise of staff in operating the instruments. The staff thus, had to be trained on operating of the systems after installation.

2. Developing IT based Tourism Project

• *Project Cost and Financing:*

The total cost of the project is Rs. 27 lacs. The project is completely centrally funded under the scheme. Funds were released by the state in three installments.

Hardware & Software	No. Procured	Amount (in lacs)
Desktop Computer	70	20
Laptop computers	20	6
Application Software	20	1
Total		27.5

• *Project Details & Status:*

The schedule for completion of the project was during the year 2008-09, but the project was completed in March 2010. The implementing agency for the project was KELTRON.

The implementation of the project has been hassle free and there are no issues with respect to implementation of the project. Installation of computers has helped staff in completing their jobs on time. It has been useful increasing the productivity of staff in completing routine office work.

3. Developing IT Based Marketing Tools:

• *Project Cost and Financing:*

The total cost of the project is Rs. 49.7 Lacs completely funded under the scheme. The funds were disbursed by the state government in three installments.;

Hardware & Software	No. Procured	Amount (in lacs)
Scanner	80	10
LCD Projector	60	13
Up gradation of Hardware	25	16
Networking	31	5
Software for Networking and VPN	100	5.7
Total		Rs. 49.70

• *Project Details & Status:*

The project was sanctioned in May 2010 and was scheduled for completion in August 2011. The hardware and software were installed at Tourism department offices. This has helped in connectivity and efficiency in completion of official duties.

As per inputs from the tourism departments the installations have helped in acquiring information easy. It has also increased the scope for tourists since they can avail information easily from the official website. There was a delay in implementation of the project as the department needed technical assistance in getting information on the best brands that were also available within the available budget.

In order to improve implementation of the project it has been suggested:

- The paper work involved in applying and getting approvals for the scheme should be reduced.
- Projects of this scale should take into account requirements of different offices and accordingly file budget for such schemes.

4. Developing Mobile-based service and IT based Projects

• *Project Cost and Financing:*

The total cost of the project is Rs. 94 lacs. The state component of the project is Rs. 48 lacs, while the CFA was Rs. 46 lacs. The expense details are as follows:

Hardware & Software	No. Procured	Amount (in lacs)
CDs/VCDs on culture and Traditional Art forms	2500	25
Tourism Information Kiosks	5	15
CD ROMs (Thematic, Walkthrough, Virtual Reality & Photo CD)	100	5
Visualizer	100	5
Interactive Walkthrough CD-ROMs on destination	55	10
Website development	65	15
Total		75

• *Project Details & Status:*

The project was sanctioned in the financial year March 2011. The target for completion of the project is scheduled for March 2013. Project is being implemented by KELTRON and CDIT.

The project is presently in the implementation phase. The project implementation helped in disbursement of official work at places. The implementation is on schedule as of present. Presently, the documentary is being prepared to be put in the CD-ROMs for promotional purpose which is scheduled for completion by October 2012. The scheme has been lauded to be efficient by staff and implementing organization. However, it has been recommended that the funds should be fully utilized for IT development in the different offices. The funds thus, should be sanctioned and availed for overall overhaul of IT systems in the tourism departments in various parts of the state.

The final payment for the project is yet to come through.

It has been suggested:

- The amount should be utilized for overall development and up-gradation of IT infrastructure in the state.
-

E. Odisha (One Project)

Odisha has implemented one scheme under the Centrally Sponsored scheme to upgrade IT systems. The project has been implemented by the Odisha Tourism Development Corporation to upgrade the "Odisha Tourism Portal 'visitodisha.org'".

Attribute	Views of the Respondent
Scope & Coverage of the Scheme	Good
Time taken for approval	Good
Limit of Financial Assistance	Average
Amount of Paper Work Required	Less
Is the scheme hassle free	Yes
Merits /Demerits of the scheme	Good

• **Project Cost and Financing:**

The total cost of the project was Rs. 98.45 lakh. The state share for the project was Rs. 55.95 Lakhs and the Center sanctioned an amount of Rs. 42.50. The amount released for the project was Rs. 38.25 lakhs. The software costs were funded by DFID through PWC.

Hardware & Software	No. Procured	Amount (in lacs)
Desktop Computer	5	
Networking	6	
Online 2KVA	2	
UPS 600 VA	5	
IBM Server		

Total	98,89,637
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• ***Project Details & Status:***

Portal was installed and operational in 2009. A server room for supervision and maintenance has been set up at the Fortune Towers, Bhubaneswar. The project was completed within the stipulated time period. The portal gives a one stop solution for information to tourists visiting the state. The portal is an interactive setting with payment gateway and online registration of hotels and tourist facilities available to visitors.

The scheme was implemented smoothly through this project. The implementing organization and staff have mentioned that there were no issues or problems faced in implementation of the scheme. The financial assistance under the scheme was received timely. However, the final installment has not been reimbursed to the implementing organization as of date.

Project implementation has been very useful in promoting Odisha tourism and making it convenient to access information for tourists. Some of the suggestions provided by the staff

- The scope of the scheme should be enlarged having a provision for technology up gradation at regular intervals.
- The Financial assistance should be increased and broad-based so that multiple activities can be made such as kiosks at key tourist places, replacement of obsolete technology simultaneously.

2.3 Conclusion – Overview of the Scheme

1. Coverage of the Scheme:

The projects sanctioned under the scheme meet the objectives and specifications given in the guidelines. The government officials in state tourism departments in the four implemented states pointed out the increase in efficiency after computerized systems were introduced in the offices.

2. Project Implementation:

The projects have been undertaken in Himachal Pradesh, Andhra Pradesh, Kerala, Odisha and Sikkim. The projects implemented in the different states are focused on

- All the five states are focusing on marketing through efficient information dissemination and increasing accessibility of tourism products through the projects.
- The Hardware and software being procured should be up to date w.r.t present technological advancements such as the internet connections should use fibre optic cables to increase efficiency and reduce connectivity issues.
- Installation of hardware such as computers, networking & VPN, printers, scanners, etc., and for software development such as CDs and CD-ROMs for promotion of tourism by the respective states.
- Kerala in its activities focuses on marketing and upgrading its hardware in its tourism offices around the state.
- The projects have been mostly implemented by the state tourism departments except in the case of Andhra Pradesh where the two projects have been developed under the PPP model, developed and managed by the private partner under the supervision of the state Nodal agency Andhra Pradesh Tourism Development Corporation.
- Eight (57%) out of the 14 projects sanctioned have been implemented and in operation presently. The rest of the projects are in the implementation stage.
- The projects in some cases have been delayed due to delay in procurement of hardware as in Himachal Pradesh (two projects), Sikkim (two projects), Andhra Pradesh (installation of 3D LED at Shamshabad airport), etc.
- There are constraints in implementation as the staff and officials at the tourism offices are not trained in operation of the installed hardware and software.

3. Financial Limits:

The project funding has been in some cases, six out of 14 projects have been partially funded by the state governments to meet the costs of implementation. There have been no issues in disbursement of funds to the implementing agencies. The implementing agencies recommended financial inputs for maintenance and upgrading up to two-three years included in the funds disbursed under the scheme. It was suggested to increase the scope of the project to include overall operations of tourism offices to bring about contiguity in functioning.

4. Procedural Aspects:

The study points out to issues in maintenance and up-gradation of installed systems due to paucity of staff in general and unavailability of technical personnel for the same. The respective tourism departments should carry out appraisal of the implementation of the projects. There were no issues reported in processing and disbursement of funds to implementing organizations in the various states. There have been delays in implementation due to issues in procurement and installation of equipment.

2.4 Recommendations for “Central Financial Assistance for Computerization and IT”

Tourism is inevitably influenced by business process re-engineering experienced due to the technological revolution. Information is the core principle in the travel industry, thus, effective use of IT is highly necessary. The present scheme in its overall approach states ample scope to develop / restructure the information technology and communications systems in the states to strengthen, promote and enhance tourism communication.

1. The scheme needs to be reviewed to update its components to include the latest technology for implementation keeping stride with the advancement in technology in hardware/software products.
2. The components of the scheme should be reviewed to integrate the various components in a cohesive and holistic manner for technology up gradation in the states; while publicity and marketing be clubbed with the respective campaign strategies in place for the international and domestic markets. As observed across other ministries the allocation for purchase of peripherals, computers etc is from the Non-Plan scheme budget.
3. The fund allocation for the scheme should be reviewed at regular intervals to include the escalating budgetary costs for acquiring up to date technology as well as meet needs for up gradation. The projects should aim to enhance the coverage of the scheme to include all sections of the tourism offices in the state.
4. The scheme should place guidelines for benchmarking of websites, hardware and software to bring about parity and standardize the computerization of tourism offices in the different states.
5. The scheme has been successful in effectively increasing the performance but lacks in providing technical assistance to staff and expertise for successful operations. An important constraint that has come up during the study has been the issue of trained technical staff for operating and upgrading the systems at regular intervals. The project at initiation should cover the training and technical assistance aspects for successful implementation.

6. Since, technology is a dynamic and fast changing sphere, staff and officials operating and maintaining these systems including the websites, software and hardware need to be trained on the same at regular intervals. The scheme should include training of staff and maintenance of systems for a period of three to five years. It has been observed that the state tourism websites do not update information on accommodation, tour operators, etc. Up-gradation and updating should be included as an integral part of website development.
7. Procedural delays as well as delays in acquiring approvals have also been reasons for delays in implementation and timely operations. Thus, there is a need to monitor the implementation of the scheme at regular intervals by a technical team appointed by Ministry in coordination with respective state tourism bodies.
8. The market viability of projects is an important aspect for success of a project. An effective methodology should be identified in the screen process to identify projects that have a broad based socio-economic impact through implementation.
9. The schemes should focus on promoting new age software such as knowledge based software, which automatically finds information for customers and also narrows down the choices to let customers find the best deals.
10. The scheme should broaden its list of activities to include software development on the lines of video chats, online blogs for tourists, tourist interaction pages on the websites
11. The scheme should be expanded to fund a project to link up the state tourism websites on a single platform so as to give wider scope and information to tourists. The developed websites can also be linked to the Incredible India campaign, besides giving information on destinations in different parts of the country. The said project could be taken up under the supervision of the Ministry of Tourism, implemented by a private party on contract that can be renewed with in a period of two years.

Annexure I – Questionnaire

CENTRAL FINANCIAL ASSISTANCE FOR COMPUTERIZATION & IT

1. Title of the Project :

2. Please give a detailed description of the Project:

➤ Cost of the Project:

➤ State share out of the total cost of Project: _____

➤ Schedule of Implementation: _____

➤ Implementing Agency (Agencies):

➤ Date of completion of project: _____

➤ Mode of funding of project:

3. Please give details of number of procurement and cost estimates of the following:

Hardware	No. Procured	Amount (in INR)
Desktop computer		
Laptop computer		
Scanner		
Printer (Dot Matrix, Inkjet & LaserJet)		
LCD projector		
Visualizer		

Portable screen		
Upgradation of Hardware		
Networking		
Interactive/Virtual walkthrough CD ROMs on destination		
CDs/VCDs on culture, traditional art forms		
Launching of dynamic tourism portals		
Major revamping of existing sites		
Remote Sensing Equipment at monuments		
Handy Auto Research Kit (HARK) at monuments		
IVRS facility for dissemination of tourism information		
Tourism Information Kiosks		

Software	No. Procured	Amount (in INR)
Operating software Windows all versions		
Application software all versions		
Software for Networking & VPN		
Software for MIS		
Software for Online Payment Gateway		
Software for GIS & Multimedia		
CD ROMs (Thematic, Walkthrough, Virtual Reality & Photo CD)		
Specialized software like Photoshop, Corel Draw, Oracle, Linux, AutoCAD, etc.		

Website Development		
Launching of Tourist Portals		

4. Please give details of implementation:

Sl. No.	Activity Name	Target Date/ Expected Date (For ongoing)	Actual Date Completion	Reason for Delay
1				
2				
3				
4				
5				
6				
7				
8				

5. How would you describe the Impact of this project, in general? Please give reasons.

6. Did you face any problem in any the following categories, while implementing the project/ scheme?

Category	Faced Problem (Yes/No)	Exact Problem Faced	Suggested Solution
Assistance on the Scheme			

Completion of Formalities			
Meeting conditions of the scheme			
Receiving Financial assistance			
Assistance on technical aspects			
Receiving critical inputs			
Getting required equipments			
Adequate Financial Limits			
Any Other (Please specify)			

7. How efficient has the office become due to the introduction of this scheme?

8. How efficient has Tourism Promotion of your State/ Region become by the usage of IT and computerization in tourism?

9. What is your opinion on this Scheme?

Attribute	Views of the Respondent
Scope & Coverage of the Scheme	
Time taken for approval	

Limit of Financial Assistance	
Amount of Paper Work Required	
Is the scheme hassle free	
Merits /Demerits of the scheme	
Any other	

10. Please suggest changes or modification in this scheme to make it better (in regards to scope, eligibility, financial assistance, implementation procedure, etc.). Please provide your reasons for the suggestions.
