

Ministry Of Tourism

Market Research Division

Government of India

Evaluation of the Scheme of Market Research and Professional Services (Eleventh Plan)

Final Report



Submitted by:

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TABLE OF CONTENT

EXECUTIVE SUMMARY	vii
CHAPTER-1: Introduction of the Evaluation Study	1
1.1 Objectives of the Market Research-Professional Services Scheme:.....	1
1.2 Coverage of the Scheme:	1
1.3 Objectives of the Evaluation:	2
1.4 Background of the Evaluation:	3
1.5 Methodology:.....	3
1.6 Sampling Plan:	5
1.7 Field work and Control of Field Operations	8
CHAPTER-2: Coverage of the Market Research scheme during the Eleventh Plan Period	11
CHAPTER-3: Awareness of Market Research Scheme & Feedback on the Survey/Studies	23
3.1 Awareness of Market Research Scheme	23
3.2 Feedback on Market Research Scheme	24
3.3 Feedback on the Survey/Studies conducted during the Eleventh Plan period	31
CHAPTER-4: Evaluation of the Survey/Studies Conducted under Market Research Scheme during the Eleventh Plan Period.....	41
CHAPTER-5: Study Finding, Suggestions and Recommendations	86
5.1 Study Finding:.....	86
5.1.1 The effectiveness of the methodologies used in various studies.....	86
5.1.2 The extent to which the MOT and various State Governments / UT Administrations have made use of the schemes to promote market research activities in the field of tourism.....	87
5.1.3 The extent of the use of the studies in policy intervention by Ministry of Tourism and the States... ..	88
5.1.4 Other Findings	88
5.2 Suggestions and Recommendations:.....	90
5.2.1 Coverage of the Scheme	90
5.2.2 Implementation of the Scheme	92
5.2.3 Financial Limits	93
5.2.4 Procedural Aspects of the Scheme.....	95
5.2.5 Respondent's Recommendations and Suggestions:	96
5.2.6 Other Recommendations and Suggestions.....	96
Appendix I	100
Appendix II	105



Questionnaire of Head of the Tourism Department (State Govt./ UT Administrations)	105
Questionnaire for Head of the Division (Ministry of Tourism).....	112
Appendix III Projects under Different Categories and Sub-Categories for Eleventh Plan Period.....	117
Appendix IV Projects under Different Categories as per Sponsorship (MOT/State Govt.) under Eleventh Plan Period.....	125
Appendix V Projects per Year during Eleventh Plan Period	134
Appendix VI Master List of all the Projects under Eleventh Plan Period.....	143
Appendix VII State Govt./UT Administration projects for Category A & B under Eleventh Plan period	153
Appendix XI Sample selected for the State Govt./UT Administration projects for Category A & B	158
Appendix X: All the MOT sponsored projects categories for the project Category A & B	160
Appendix XI: All the projects sponsored by the MOT and by the various State Governments / UT Administrations categories for the project Category C.....	165
Appendix XII List of Projects and associated MOT divisions	167
Appendix XII: State Wise list Contacted Persons for the survey and their designation	181





LIST OF TABLES

Table 1 Sample selection for State Governments / UT Administrations under Category A & B:.....	7
Table 2 Number of Projects in different categories implemented under the Market Research- Professional Services Scheme in the XI Plan period	11
Table 3 Number of projects under different categories and type of sponsorship	14
Table 4 Year-wise Projects sanctioned during Eleventh Plan Period for Category A, B & C.....	15
Table 5 Year and Sponsorship Type Details of Projects sanctioned during Eleventh Plan Period	15
Table 6 Number of Projects associated with different divisions of MOT	17
Table 7 Details of Project Category associated with different divisions of MOT	17
Table 8 Plan Period Wise Budget Provision and Utilization	19
Table 9 Plan Year Wise Budget Provision and Utilization (Eleventh Plan Period)	20



LIST OF FIGURES

Figure 1 Percentage of studies sponsored by MOT and State Govt./UT Administration	12
Figure 2 Percentage of projects under different categories executed under the Market Research Scheme during the XI Plan Period	12
Figure 3 Percentage of projects under different sub categories executed under the Market Research Scheme during the XI Plan Period	13
Figure 4 Number of projects under different categories and type of sponsorship	14
Figure 5 Year-wise Projects sanctioned under the Market Research Scheme during the XI Plan Period for Category A, B & C	16
Figure 6 Year-wise Projects sanctioned during Eleventh Plan period for Category A, B & C (in %) .	16
Figure 7 Plan Period Wise Budget Provision.....	19
Figure 8 Plan Period Wise Budget Utilization(in %).....	19
Figure 9 Plan Year Wise Budget Provision (Eleventh Plan Period).....	20
Figure 10 Plan Year Wise Budget Utilization during the Eleventh Plan Period (in %)	20
Figure 11 Awareness of Market Research schemes in the different State(s)/UT(s) (In %).....	23
Figure 12 Source of awareness for the Market Research schemes in the different State(s)/UT(s) (In %)	24
Figure 13 The Market Research scheme run by the MOT is in consideration of present and future prospect of Tourism in India (Response In %)	24
Figure 14 The Market Research Scheme covers all important aspect of the Tourism in India (Response In %).....	25
Figure 15 Generally approval of the Survey/Studies requires long sanction time under the Market Research scheme (Response In %)	26
Figure 16 Extensive paper work is required for approval of the project under the scheme (Response In %).....	26
Figure 17 Range of Certifications & approvals are required for the approval of the project under the MR Scheme (Response In %)	27
Figure 18 Sufficient financial assistance is given under the MR scheme (Response In %)	28
Figure 19 Additional financial assistance is offered as per request under the MR scheme (Response In %).....	28
Figure 20 Overall the process of the getting Survey/Studies sanctioned under the MR scheme is hassle free (Response In %).....	29
Figure 21 Respondent's feedback on the Market Research scheme implemented by the Ministry of Tourism.....	30
Figure 22 Coverage of stated objectives in the project implemented (Response In %).....	31
Figure 23 Effectiveness of the methodologies used in the report (Response In %).....	32
Figure 24 Reliability of the data presented in the report (Response In %)	33
Figure 25 Sufficiency of the data presented in the reports/studies (Response In %).....	33
Figure 26 Uses of survey/studies (Response In %).....	35
Figure 27 Use of survey/study finding and suggestions for future prospect (Response In %)	36
Figure 28 Feasibility of the recommendation made in the report (Response In %).....	36
Figure 29 Completion of Formalities (Response In %)	37
Figure 30 Meeting the conditions of the project (Response In %)	38
Figure 31 Meeting the conditions of the project (Response In %)	38




EXECUTIVE SUMMARY

The Ministry of Tourism has been implementing the scheme of "Market Research-Professional Services" (MRS) for providing necessary statistical and decision-support inputs for objective decision making in the context of policy formulation and planning for tourism development in the country. Datamation has been commissioned by the Ministry of Tourism, Government of India, to conduct an evaluation of the Plan Scheme of Market Research and Professional Services for the Eleventh Five Year Plan Period. The study apart from evaluating the implementation of the scheme also intends to provide recommendations based on major findings for improving the effectiveness of the Market Research Scheme implementation during the Twelfth Five Year Plan Period.

The main objectives envisioned for the evaluation study is to examine the effectiveness of the methodologies used in various studies; to assess the extent to which the MOT and various State Governments/UT Administrations have made use of the scheme to promote market research activities in the field of tourism; to assess the extent of the use of the studies in policy intervention by the Ministry of Tourism-Govt. of India & the State Govt; and to make recommendation, based on the findings of the study for possible modifications / improvements required in the scheme to make it more effective in the future. .

A combination of desk review of the Surveys and Studies sanctioned under the Market Research Scheme during the Eleventh plan period as well as perusal of other documents; and rigorous field work was done towards undertaking a comprehensive execution of the evaluation study. The Evaluation study was initiated simultaneously in all states of India as per sampling plan approved by the Ministry of Tourism. Required data was collected from both primary and secondary sources. A set of structured questionnaires for the evaluation study were prepared with the guidance from the Ministry of Tourism for the conduct of the evaluation study.




An effective marketing strategy in any scenario can only be formulated by using reliable and up-to-date market research. Statistical data on tourists is an important tool for the Tourism planners and policy makers, not only for planning/policy formulation but also for monitoring the progress of the schemes and evaluating their impact. Furthermore, deep understanding of tourism products including the knowledge of what the products are, where they are located, how good they are and what new product developments are required for the formulation of effective marketing scheme are constantly needed in order to executive an effective Tourism marketing strategy. Consequently an in-depth evaluation of the market research activities is very necessary in order to ensure that the knowledge and informational resources were used effectively and efficiently for accomplishing stated goals.

Major Findings:

The effectiveness of the methodologies used in various studies

- Nearly three fourth (73%) of the Survey/Study implemented during the eleventh plan period adopted effective methodology as per respondent's feedback. Whereas, only 27% of the Survey/Study were conducted with partially effective methodology. There were no projects assessed by the respondents that appear to have adopted ineffective methodology.
- Majority (87%) of the Survey/Study implemented during the eleventh plan period covered all stated objectives laid out in the scheme, whereas only 13% of the Survey/Study covered some of the stated objectives. However none of the projects could covered all of the stated objectives laid out in the scheme for which reasons articulated by the respondents from the State Govt./UT Administration ranged from the competency of the agency/consultant, insufficient funding etc.
- Highly reliable data was presented in majority (70%) of the reports submitted during the Eleventh Plan Period. Whereas, only 30% of the reports submitted




during the Eleventh Plan Period had moderately reliable of data and facts. As per respondents from various States/U.Ts none of the reports submitted during the plan period had unreliable data. The respondents concluded that in most (70%) of the reports sufficient data was presented for arriving at reliable conclusions and/or recommendations, and 28% study/survey reports submitted rendered partially reliable data and facts. There were only 2% study/survey reports in which insufficient data was presented in the plan period.

- The study finding reveal that as per respondents 70% of the Surveys/Studies were submitted with feasible recommendations, including 30% Surveys/Studies with partially feasible recommendations. There were no Studies/Surveys presented with unfeasible and impractical recommendations.

The extent to which the MOT and various State Governments / UT Administrations have made use of the schemes to promote market research activities in the field of tourism

- In total, 95% of the report's findings and suggestions were used for different purposes viz. raising the awareness on issues related to the Indian tourism sector; sound base for policy formulation; future projections of the domestic & international tourists and planning; designing the marketing strategy and campaign; identifying the gaps in tourism related infrastructure; indentifying the potential tourist destinations; identifying multiple uses of the Survey/Study; identifying the circuit and destination for development; in projecting the magnitude of tourism demand; assessing the impact of tourism related activities on wildlife and eco system; analyzing the employment generation from marketing activities; analyzing the economic linkages; developing the Indian tourism brand in the international market; understanding the trends in the industry; identifying the projects seeking central financial assistance; analyzing tourism statistics, approval of associated projects; implementation/monitoring of the associated projects; understanding of deliverables for the project; obtaining sanction of funds



from the financial institutions etc. There were 5% reports/studies which were not used in any manner during the Eleventh Plan Period.

The extent of the use of the studies in policy intervention by Ministry of Tourism and the States


- The study findings reveals for 88% of the Surveys/Studies the State Govt./UT Administration plan to use the findings and/or suggestions in the near future for final implementation of the project(s); working plan development for different tourist center; policy formulation; developing the guidelines for prohibition and regulation of the activities; analyzing the expectations of the domestic and international tourists; gap identification; drawing the expectation and satisfaction matrix; forecasting of the tourists etc. whereas there were only 12% of the Surveys/Studies for which State Govt./UT administrations had no plans to use them in the near future.

- The study finding suggests that 85% respondents had not faced any problem in the completion of the formalities during the implementation of the projects/studies.

- The study finding acknowledges that 98% of the State Govt./UT Administrations did not face any difficulties in meeting the conditions of the Surveys/Studies during the implementation of the same. However there were 2% Surveys/Studies in which State Govt./UT Administrations faced problems in meeting the conditions of the Surveys/Studies during the actual implementation of the same.

Other Major Findings

- Overall, percentage budget utilization under the Market Research scheme for the Eleventh Plan Period was 99.4%. During the plan years 2010-2011 and 2011-2012 percentage of budget utilization was 100%. Whereas, during the plan year 2007-



2008 and 2009-2010 percentage of budget utilization was 99.9% however during the plan year 2008-2009 percentage of budget utilization was decreased to 97%.

- The study finding reveals that the awareness of the Market Research Scheme in the States/UTs was 89%. Majority of the States Govt./UT Administrations were utilizing effectively the facilities provided under the scheme, to develop and promote tourism in their respective States/ UTs.

- Major source of awareness for the Market Research scheme in the different States/UTs of the country were official circulars and letters from MOT, as affirmed by 78.9% respondents. Other informational sources of awareness for the Market Research scheme in the state(s)/UT(s) were MOT's website (26.3%), Newspaper Advertisements (10.5%), Agencies/Beneficiaries (15.8%) and others (9.9%).


- Majority (94.8%) respondents positively rated that the MRS implemented by MOT was in consonance and synchronized with the present and future prospects of tourism in India. 79% respondents positively rated that Market Research schemes covered all the important aspect of the tourism in India during the eleventh plan period. 47.4% respondents reported that generally approval of the Survey/Study requires long gestation period and long sanction period; whereas 47.3% respondents rated that extensive paper work was required for obtaining approval of Survey/Study under the scheme. Furthermore, 47.4% reported that a whole range of certifications and approvals were required for the approval of the Survey/Study under the Market Research scheme. In addition, nearly half (47.3%) respondents accepted that sufficient financial assistance was given under the Market Research scheme. In total, 57.9% of the respondents accepted that overall the process of obtaining sanctions for the Surveys and Studies under the MRS was hassle free during the Eleventh Plan Period.



Suggestions and Recommendations:

Coverage of the Scheme


- Based on our rigorous and in-depth evaluation of the MRPS scheme, it is evident that the Market Research Division (MRD) of the Ministry of Tourism, Govt. of India was able to achieve all of the stated objectives under the MRPS by using Professional Services from the consultants/agencies during the Eleventh Plan Period. A range of market research activities were conducted during the Eleventh Plan period such as Evaluation Studies, Plans, Tourism Related Surveys for providing available relevant data/information/report/inputs to the Ministry for policy making and planning purposes. Numbers of Feasibility Studies and Detailed Project Reports (DPR) for different tourism destination development were undertaken in the plan period. In total, 124 projects were implemented during the Eleventh Plan Period, including 15 Industry Specific Studies, 18 Evaluation Studies, 2 Assessment Studies, 2 Master Plans/Action Plans, 2 Feasibility Studies, 2 Concept Plans, 33 Detailed Project Reports, 24 Tourist Surveys and rest 26 projects were related to the Meetings, Print orders, Advertisements. Therefore, it is suggested that other than these studies other tourism related survey/studies might be considered under the scheme for state-by-state and sector-by-sector during the Twelfth Plan Period such as Policy Related Studies, Human Resource Requirement studies etc. for wider coverage of each and every component of market research under the tourism sector.
- The Market Research Division, Ministry of Tourism also publishes brings out an Annual Publication titled “India Tourism Statistics” every year for providing the details of international and domestic tourism statistics, including details on the classified hotels etc. In addition, a brochure titled “Tourism Statistics at a Glance” is also published, for providing updated and latest key statistical data. In addition,



an estimated month wise Foreign Tourist Arrivals (FTAs) figures and Foreign Exchange Earnings (FEE) from tourism are also published by the MRD, Ministry of Tourism, Govt. of India. The findings of the certain Survey/Studies conducted during the eleventh plan period were not used in any manner. As the State Govt./UT administrations were not able to take the benefit of those reports due to their limited technical understanding and unavailability of the Survey/Studies reports. Therefore it is suggested that under the scheme, Market Research Division, Ministry of Tourism, need to assist State Govt./UT Administrations in utilization of the project findings and suggestions for the development and promotion of the tourism in their respective States/UTs. Furthermore, MOT need to make sure that the copies of the Surveys/Studies reports were shared with State Govt./UT administration in the form of both soft and hard copies. The follow up mechanism between the MRD, MOT and the State Govt./UT.s has improved significantly with enormous efforts of MRD; yet the State Govt./UTs also have to be forthcoming and more responsive in their approach and attitude.

- Under the guideline of Market Research – Professional Services, Ministry of Tourism, Govt. of India there were no provision of sanctioning the funds for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. However, Ministry of Tourism considers sanctioning of Surveys for determining the requirement of hotel accommodation etc. in the country under the guideline of Market Research – Professional Services. Therefore, it suggested that Ministry of Tourism, Govt. of India might consider the sanctioning the funds for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. under the scheme of Market Research – Professional Services for ensured development of world class, state of the art infrastructure for the domestic as well as foreign tourists.


- In total 9 studies/Surveys were conducted by Institute of Tourism and Travel Management (IITTM) and 5 studies/Surveys were conducted by Institute of Hotel Management during the Eleventh Plan Period. Due to special expertise for tourism sector, these institutes done a commendable work, hence other private and govt. institutes of such expertise can also be included under the scheme for Twelfth



Plan Period under the scheme for the conduction of different Survey/Studies. Experts from these institutes can also be included in meetings/seminars/conferences to gather some relevant views from them regarding the survey and studies. This step will also help in strengthening of strategic hand of ministry of tourism. Furthermore, studies/surveys can be directly awarded to these institutions from the Ministry of Tourism/State Govt. under the Market Research scheme during the Twelfth Plan Period to reinforce, encourage and promote these private and govt. institutes such as IHMs, FCI, IITTM, NIWS, NIAS, NCHMCT etc.

Implementation of the Scheme

- The Ministry of Tourism maintained different subject specific Panels of “Consultants” for getting professional services for the purpose of Surveys/Studies. The Panels prepared through an open advertisement in the leading national dailies with the approval of Secretary, Ministry of Tourism and concurrence of Financial Adviser and their validity remains for normally 2 years. Furthermore, Ministry of Tourism, Govt. of India invited the proposals from the empanelled Consultants. However, wherever felt necessary, and where the estimated cost of Survey/ Study/ Report is likely to exceed Rs.25.00 lakh, the Ministry would invites Expression of Interest/ Open Tenders through advertisement in leading National dailies, with the approval of Secretary, Ministry of Tourism. In addition, the selection of experts for obtaining inputs on DPRs/surveys/studies etc. was done from Govt. organizations/ PSUs/ Central & State Universities/Colleges and academic institutions of repute. For this purpose, the organizations were selected on nomination basis with the approval of Secretary on case to case basis. The individual expert(s) for specific assignments were nominated by the selected organization(s). Still, the research findings reveals that in some of the Survey/Study conducted during the eleventh plan period under the Market Research Scheme were not able to achieve stated objectives, due to certain reasons such as competency of the commissioned consultant/agency. Therefore it is suggested that MOT needs to assist State Govt./UT Administrations not only in the technical side of the Survey/Study but also in the selection process



of the consultant/agencies for the award of the Survey/Study, So that MOT can not only follow-up the progress of the projects but also assist the assigned consultancy/agency in case of any technical difficulty. Furthermore the intervention of the MOT can also help State Govt./UT Administrations in selecting best qualified agency/consultant for the specific project according to technical issues related to the Survey/Study/preparation of DPR for which the MRD commissioned panel of Consultant can also be offered to the State Govt./UTs.

Financial Limits

- In view of the fact that some of the Survey/Studies were not able to achieve stated objectives due to limited financial assistance offered, affecting the quality of certain Survey/Study conducted during the Eleventh Plan Period. It is very difficult in the current socio-economic scenario to conduct the Survey/Study under the scheme in the current offered financial assistance. Due to inflation in the economy, the value of money is decreasing over a period of time and requiring more money to conduct the same Survey/Study. As the time passes, there might be requirement of more funds in real terms to improve the overall level of quality from the present level of quality of survey/studies. Technological up-gradation demands more money and to enjoy the fruits of better technology and to save the running cost of different studies/surveys, the financial limits for the different components of the study/survey may be increase as suggested in the following table. Furthermore, as a result of decreasing real purchasing power of the money and increasing inflationary trends, Ministry of Tourism needs to revise its current financial limits with increase financial assistance under the Market Research Scheme during the Twelfth Plan Period, not only to improve the quality of existing tourism statistics but also to improve the quality of reports for destination and circuit development including the quality of the evolution studies by maintain the same purchasing parity during the Twelfth Plan Period. The cost of consultancy, labour charges and other related charges are increasing, therefore it is


proposed to slightly enhance this financial assistance and improve the financial limit provided under the scheme as follows;

Current Financial Assistance	Proposed Financial Assistance
(i) For preparation of DPRs/ Feasibility Studies etc. for projects under the scheme of Product/ Infrastructure Development for Destination and Circuits, a maximum assistance of Rs. 10.00 lakh will be provided.	(i) Due to increased consultancy charges and other related charges, the existing financial limits may be increased to Rs. 12.50 lakh during the Twelfth Plan Period, for preparation of DPRs/ Feasibility Studies etc.
(ii) For the preparation of DPRs/ Feasibility Reports for projects falling under the other Schemes like LRGP, the financial limits as prescribed in the respective Scheme	(ii) Same as per the scheme guidelines.
(iii) For Master Plan/ Concept Plan/ Statistical Survey etc. for the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to 90% of the total cost subject to a ceiling of Rs. 25.00 lakh.	(iii) Same as per the scheme guidelines.
(iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to Rs. 10.00 lakh.	(iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt the existing financial limits may be increased to Rs. 12.50 lakh, during the Twelfth Plan Period due to increased consultancy charges and other related charges.
(v) Payments to experts including architects	
(a) The payment will be released to the organization or the expert nominated by the organization, as per the recommendation of the organization.	(a) Same as per the scheme guidelines.
(b) Payment of a fee of Rs.1.00 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.1.50 lakh for a DPR having a ceiling of CFA of Rs.8 crore, including the fee for field visits. DA/DA will be paid at the Institution's rates as per entitlement of the experts.	(b) The existing fee component may be increased to Rs.1.250 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.2.00 lakh for a DPR having a ceiling of CFA of Rs.8 crore, during the Twelfth Plan Period, due to increased consultancy charges and other related items.
(c) An honorarium of Rs.10,000/- per day to the Senior level (Professor and above), and Rs.5,000/- per day for junior level (Asstt./Associate Professor or lower) and admissible TA/DA for specific on-site inspection of tourism projects.	(c) The existing honorarium may be increased to Rs.12,500/- per day to the Senior level (Professor and above), and Rs.7,000/- per day for junior level (Asstt./Associate Professor or lower) during the Twelfth Plan Period.
(d) An amount of Rs.2,000/- plus local conveyance for attending meetings,	(d) The existing fee structure may be increased to Rs.2,500/- during the Twelfth

<p>irrespective of duration of the meeting. In addition, TA/DA, as admissible will be paid for out station meetings. Experts / Consultants attending meetings from outside Delhi would be paid TA/DA as per entitlement at the time of retirement (in the case of retired Government officers) or as per entitlement of Class I officers (in the case of others). Furthermore, in times of internet which greatly facilitates speedy communication, an amount of Rs. 2000/- per day will be payable for days when the Consultant / Expert has undertaken work at his / her place of residence / work, on documents referred to him/ her by e-mail / fax by the Ministry, subject to verification by the concerned Division.</p>	<p>Plan Period for attending meetings. Other charges and TA/DA entitlement may be kept same as per the existing scheme guidelines.</p>
<p>(vi) The financial assistance to University/ Research Institutes in the field of tourism will be provided for conducting surveys/ studies on tourism related topics through IITTM Gwalior. Every year IITTM Gwalior in consultation with MR Division, will finalize the list of projects to be funded to the Universities/ Research Institutes. The projects to be funded will be identified as per the guidelines formulated by IITTM Gwalior and approved by MOT. The total cost of all such recommended projects, subject to the maximum of Rs.20 lakh, will be released to IITTM Gwalior for onward release to the Universities/ Research Institutes.</p>	<p>(vi) Same as per the scheme guidelines.</p>

Procedural Aspects of the Scheme

- For the projects taken up by the Ministry of Tourism, release of consultancy fee was in appropriate installments. In such cases, an advance payment was also released before start of work, on signing of work agreement and on submission of Bank Guarantee by the Consultant. Furthermore, in the case of DPRs/feasibility studies/surveys, etc. taken up by the States/UTs with Central Financial Assistance (CFA). In view of fact that some of the Survey/Study were not able to achieve stated objectives due to shortage of the funds allocated for the project, it is



suggested that based on a close monitoring of the projects in event of any shortage of the funds there should be provision of additional financial assistance for the State Govt./UT Administrations for completing the Survey/Studies. A contingency fund may also be created under the Market Research – Professional Services scheme in order to meet any budgetary shortfall such as difficult areas of north eastern regions. Furthermore, the maximum advance payments before start of work for specific studies/surveys which require extensive fieldwork/investment need to be increased to the limit of 40% from current maximum limit of 30% to ensure quality of the assigned work, on signing of work agreement and on submission of Bank Guarantee by the Consultant. The rest of the installments of payments might be 40% on submission of Interim report and 20% on submission of Final report and acceptance of the same by the State Govt./UT Administration.

Respondent’s Recommendations and Suggestions:

- Respondents also recommended/proposed certain Surveys/Studies to be adopted under the scheme during the Twelfth Plan period viz. promotion of tourism destinations; study for development of International Convention Center for the tourists; Survey/Study related to the ecotourism; Survey at different national parks with the help of local State Govt./UT Administrations; Survey/Study on Adventure Tourism; studies to analyze sustainability and economic impact on the tourists in different states; studies related to the development of spiritual tourism and promotion of religious apart from cultural tourism; impact of the campaign “Clean-India” in all tourist spots with help of local stakeholders; studies related to the development of food and craft institutions etc.

Other Recommendations and Suggestions


- The study findings reveals that while best attempts were made to utilize the funds under the Market Research Scheme during the Eleventh Plan period, however the MRD, Ministry of Tourism was not able achieve 100% utilization of the funds




under the Market Research Scheme. Therefore it is suggested that Market Research Division needs to relook at its funds utilization strategy as well as strengthen its efforts for utilizing the funds in different Tourism related Surveys, Studies, Plans, Market Research etc. by offering its services not only to different States/UTs of the country but also consolidate its relationship with the international tourism marketers and international tourism decision makers and implementers drawn from the bi-lateral and multi-lateral funding agencies, international academia as well as socio-cultural-religious international organizations of repute for developing appropriate projects in the area of Studies, Surveys and Detailed Project Reports (DPR) etc. for specific tourism projects during the Twelfth Plan Period targeted towards specific markets.

- Implementation of this strategy by making available relevant data/information/report/inputs to above listed institutions for policy making and planning purposes shall further enhance the reputation and work of the MRD.

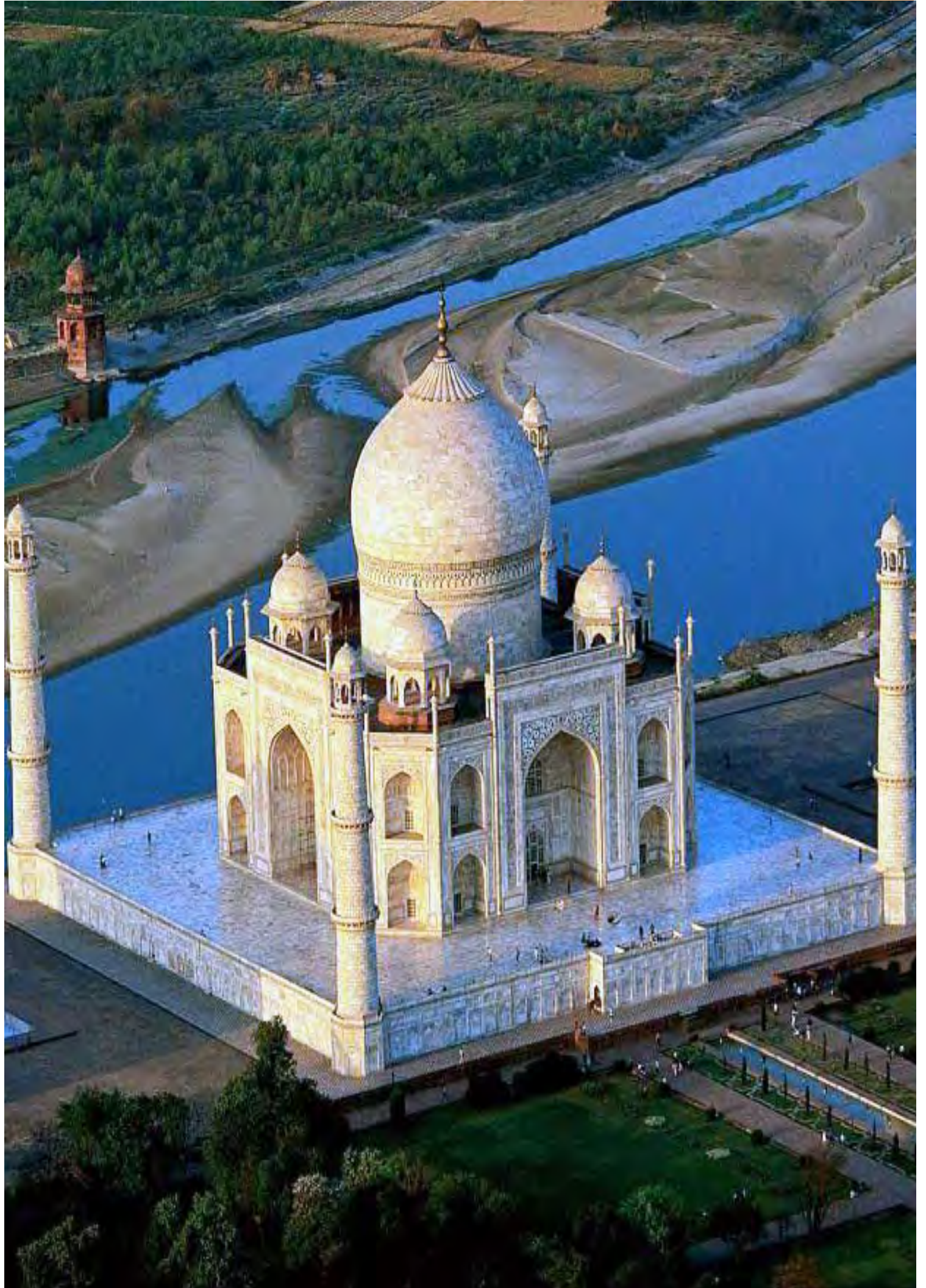
- The study finding suggests while awareness for the Market Research Scheme in the States Govt./UT Administrations was generally found satisfactory. However there were certain States/UTs which were not fully aware of the Market Research Scheme, initiated by the Ministry of Tourism, Govt. of India and were not able to avail the facilities provided under the Scheme. Therefore, effective educational and capacity building steps need to be implemented for enhancing the awareness of the MRPS in all States/UTs of the country so that the State Govt./UT Administrations can positively utilize the scheme for developing and promoting tourism in their respective States/UTs. Besides lack of sufficient awareness in the Travel Trade and Hospitality sector as well as in the international arena necessitates implementation of effective additional educational and awareness creation in the Private sector both within the country and overseas as well as amongst the Travel Trade stakeholders.

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- The study finding reveals that the major sources of awareness for the Market Research Scheme in the states/UTs were official circulars and letters; and MOT website's contribution in generation of the awareness amongst the staffs of State Government/UT Administrations was found negligible. Therefore a multi-modal, multi-pronged scheme awareness campaign may be implemented in the Twelfth plan period so that the benefits of the scheme further reach the States/UTs. A focused electronic and print publicity campaign highlighting the scheme features may be launched. One-day Regional level and Central level multi-stakeholder consultations and conference may be hosted towards this end.
 - Since the study finding reveal that the components of the Market Research Schemes was not only affect the present and future prospects of tourism in India; apart from touching every facet of integrated tourism development in the country most significantly being providing all-round data, informational and strategic inputs for all-round tourism development in the country. However obtaining sanctions and approvals of the Survey/Study requires extensive paper works, apart from a host of certifications & approvals were getting the projects off the ground. In order to facilitate and streamline this process; we recommend undertaking a thorough mapping and review of the process of obtaining Survey/Study sanctioned. A business process re-engineering (BPR) for the sanction process may be implemented by the MRD with the help of Tourism, Management and IT experts. We recommend design and deployment of a MRS e-sanction and monitoring system that shall implement the whole process of surveys/studies identification, drawing out of their proposal and approvals/sanction in an online mode. With this application; the BPR must be implemented in order to simplify the process of getting Survey/Studies sanctioned under the scheme.

To Sum up, the overall initiatives taken during the Eleventh Plan Period by Market Research Division, Ministry of Tourism in planning, policy formulation and effective monitoring and evaluation of various schemes, market research including collection of statistical information was found to be very good. As a result of these efforts made by Market Research Division,



Ministry of Tourism, the quality of database on various aspects of tourism has improved significantly. But still there are some data gaps in tourism sector and these gaps need to be bridged during the Twelfth Plan Period by improving the quality of existing tourism statistics. There is intense competition among various countries to attract foreign visitors; therefore India has to prepare with suitable marketing strategy as well as publicity campaigns to attract foreign visitors including increase the volume of domestic tourists. This requires a rigorous detailed study of important source markets for India for detailed mapping of the tourists from those countries, impact of the publicity campaign on their decisions to visit India, the perception of the foreign and domestic tourists about the various facilities at tourist destinations, etc. However, tourism sector contributes significantly to the GDP of the country as well as job creation; therefore data base on different sectors of tourism needs to be improved. Furthermore, to create proper awareness about the importance of tourism sector in the economic development of the country, job creation, foreign exchange earnings, benefits to different segments of the society etc., accurate and timely conduction of various types of surveys/studies on tourism statistics are necessary. It has been observed from the practice that such types of studies/surveys require long and sustained effort to create much needed change amongst different sectors of tourism of the country. It is therefore strongly recommended to continue with the Market Research Scheme with more intensity and effectiveness.





CHAPTER-1: Introduction of the Evaluation Study

The Ministry of Tourism has been implementing the scheme of "Market Research-Professional Services" to provide the necessary statistical inputs for objective decision making in the context of policy formulation and planning for tourism development in the country. Datamation has been assigned by the Ministry of Tourism, Government of India, to conduct the evaluation of the Plan Scheme of Market Research and Professional Services for the Eleventh Plan Period (2007-2012).

1.1 Objectives of the Market Research-Professional Services Scheme:


To undertake the following by using professional Services from Consultants/ Agencies:

- Tourism related Surveys, Studies, Plans, Market Research etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purposes; and
- Feasibility Studies and Detailed Project Reports (DPR) etc. for specific tourism Survey/Studies

1.2 Coverage of the Scheme:

The scheme mainly covers the following:

- The Ministry of Tourism Government of India's own requirements or for the State Government/Stake Holders/ Tourism Industry.


- 
- Project specific DPRs/ Feasibility Studies etc. for Circuit/ Destination Development for State Governments/ UT Administrations, through professional consultants to be considered under the Scheme of Product Infrastructure Development for Destination and Circuits, pertaining to the States of North East, Sikkim and J&K. Similar requests from other States are also considered under the scheme on need basis;
 - Collection, compilation, analysis and publication of statistical data;
 - Meetings /Conferences etc. organized for the purpose of getting inputs from the Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism;
 - Surveys/ Studies on the tourism related topics by the Universities/Research Institutes through Indian Institute of Tourism and Travel Management (IITTM) Gwalior.
 - Preparation of DPR/Feasibility Report for Hotels, Tourists Resorts are precluded from the scheme, however the Ministry of Tourism may considerer sanctioning of surveys for determining the requirement of hotel accommodation etc. in the country.
 - Engagement of experts including architects, for obtaining inputs on DPRs/Surveys/Studies. etc.

The detailed guidelines of the scheme provided by the Ministry are given in the **Appendix I**.

1.3 Objectives of the Evaluation:

The main objectives envisioned for the evaluation study are as follows;

- To examine the effectiveness of the methodologies used in various studies.
- To assess the extent to which the MOT and various State Governments/UT Administrations have made use of the schemes to promote market research activities in the field of tourism.
- To assess the extent of the use of the studies in policy intervention buy Ministry of Tourism and the States.

- 
- To make recommendation, based on the findings of the study for possible modifications / improvements required in the scheme to make it more effective.

1.4 Background of the Evaluation:

Since the scheme is expected to contribute towards the overall development of the tourism infrastructure in the state apart from ensuring efficiency in the project implementation due to improvement in the technology network; the evaluation study covered these stated objectives in respect to the sampling plan of the sanctioned Survey/Studies under the scheme during the eleventh plan period. The study is intended to provide recommendations based on major findings to improve the effectiveness and usefulness of the Market Research Scheme during the eleventh plan period.

1.5 Methodology:

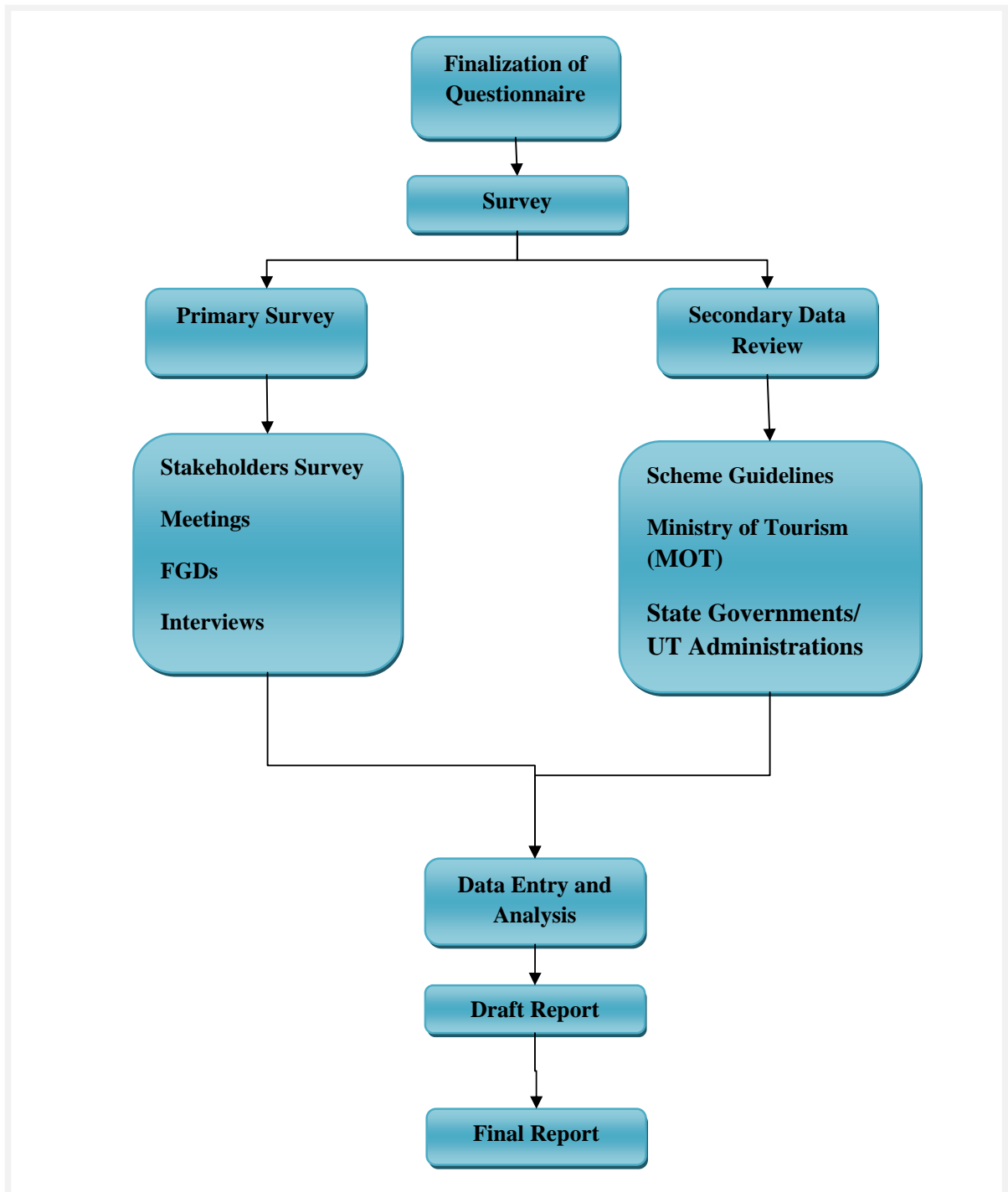
A combination of desk review of the Survey/Studies sanctioned under the Market Research Scheme during the eleventh plan period as well as other documents; and field work were done towards a comprehensive execution of the evaluation study. The Evaluation study was initiated simultaneously in all states of India as per sampling plan. Required data were collected from both sources, primary and secondary. A set of structured questionnaires for the evaluation study were prepared with the guidance from the Ministry of Tourism. The questionnaires covered all essential points of the ToR. For primary data collection, a high level nation-wide survey was conducted, apart from that Focus Group Discussion and Interviews with relevant stakeholders were also conducted. The questionnaires were finalized based on pilot testing as well as incorporation of several revisions.

The evaluation study was conducted with the help of Datamation's Senior Professional team members. One-day training & orientation session was conducted for the entire team deployed for the field survey. During the training, key objectives of the survey were explained to them in detail followed by a one-day practical training (pre- testing) in the field. Difficulties encountered by the surveyors/enumerators in the field were then sorted out

in the wrap-up session with the field teams. After pre-testing, necessary changes were made in the study instruments and thereafter the surveyors commenced the data collection work.

The questionnaires designed for the study are presented in the **Appendix II**


Chart 1: Diagrammatic Representation of Methodology





1.6 Sampling Plan:

The study covered projects of both MOT as well as of various State Governments/ UT Administrations in each of the following category:


- 
- Category A**
 - Assessment Studies
 - Industry specific studies
 - Evaluation studies

 - Category B**
 - Area specific potential surveys
 - Master Plans
 - Feasibility studies
 - Concept plans
 - Detailed Project Reports

 - Category C**
 - Tourist Surveys

Sample selected for the Study:

All the MOT sponsored projects for the Category A & B:



List of the Survey/Studies selected for the MOT sponsored projects categories for the project **Category A & B** is presented in the **Appendix X**

50% project sample for State Govt./UT Administration sponsored projects categories for the project Category A & B:

Survey/Studies sponsored by State Govt./UT Administration under **Category A & B** can be define in sub category such as 1 project of Assessment Studies, 1 project of Industry Specific Study, 1 project of Master Plan/Action Plan and 23 Detailed Project Reports (DPRs) (**Table 1**). List of all the projects categories for this category is placed at **Appendix VII**. In total, 26 projects are under **Category A & B**. Sample size of 50% (13 projects) projects out of 26 projects shall be drawn for the purpose of the study. To fulfill the purpose of the **Evaluation of the Plan Scheme Market Research & Professional Services**, it was essential to include different sub categories for the study, therefore three projects under sub category; ‘Assessment Studies’, ‘Industry Specific Study’ and ‘Master Plan/Action Plan’ were to be selected on the basis of biased sampling.

Rest 10 projects were selected from 23 DPRs, by using Clustered Sampling. These DPRs were distributed in two different geographical clusters; 9 DPRs in North Zone and 14 DPRs in East Zone. These 9 DPRs in North Zone are distributed in 5 different states; 3 in Uttarakhand, 1 in Chhattisgarh, 1 in Jammu & Kashmir, 3 in Punjab and 1 in Haryana (**Table 1**). To meet the purpose of the study, it was essential to cover maximum number of states in North Zone, therefore DPRs of Chhattisgarh, Jammu & Kashmir and Haryana were selected on the basis of biased sampling. 50% sample selection of the DPRs for Uttarakhand and Punjab were selected based the on Simple Random Sampling Method.

In East Zone, 14 DPRs were distributed in 5 different states; 5 in Tripura, 1 in Arunachal Pradesh, 2 in Manipur, 5 in Mizoram and 1 in Assam (**Table 1**). Again, to fulfill the purpose of the study, it was essential to cover maximum number of states in the East Zone, therefore DPRs of Arunachal Pradesh and Assam were select on biased sampling


basis. 50% sample selection of the DPRs for Tripura, Manipur and Mizoram were based on Simple Random Sampling Method.

In total, 18 projects were selected from the State Govt./UT Administration sponsored projects categories for the project **Category A & B**. List of the projects selected for the State Govt./UT Administration sponsored projects categories for the project **Category A & B** is placed in the **Appendix XI**

Table 1 Sample selection for State Governments / UT Administrations under Category A & B:

Zone	States	Number of DPRs	Number of Master Plans/ Action plan	Number of Industry Specific Study	Total Projects	Sample for the Study
North Zone	Uttarakhand	3	0	0	3	2
	Chhattisgarh	1	0	0	1	1
	Jammu & Kashmir	1	0	0	1	1
	Punjab	3	0	0	3	2
	Haryana	1	0	0	1	1
	Himachal Pradesh	0	1	0	1	1
Total		9	1	0	10	8
East Zone	Tripura	5	0	0	5	3
	Arunachal Pradesh	1	0	0	1	1
	Manipur	2	0	0	2	1
	Mizoram	5	0	0	5	3
	Assam	1	0	0	1	1
	Orrisa	0	0	1	1	1
Total		14	0	1	15	10

All the projects sponsored by the MOT and by the various State Governments / UT Administrations categories for the project Category C



List of the projects selected for the MOT and State Govt./ UT Administrations sponsored projects, categories for the project **Category C** is presented in the **Appendix XI**

1.7 Field work and Control of Field Operations

Project monitoring is a continuous assessment of project implementation. It is an extremely crucial step to assess progress of the project. Detailed lists of monitoring indicators were drawn for every individual category of informants from the State Govt./U.Ts in consultation with the Ministry of Tourism.

Monitoring of the project was taken place at several levels. For field monitoring we divided the geographical area in four different zones, east zone, west zone, north zone and south zone. We also deployed senior staffs for every zone for field activity monitoring.

General Monitoring: - Regular Monitoring by Our Senior Staffs

Strategic Monitoring: - Phase Wise Survey through Our Survey Team

- To monitor their action
- To evaluate their action
- To recommend new specific strategy-- according to place and situation





Incredible India



CHAPTER-2: Coverage of the Market Research scheme during the Eleventh Plan Period

Detailed list of all the Market Research & Professional Services related projects undertaken during the Eleventh Plan period is placed in **Appendix VI**. In total, 124 projects were implemented during the Eleventh Plan Period, including 98 can be categories for the project category A, B & C and 26 projects can be categorized in 'Other' category and these 26 projects are related to the Meetings, Print orders, Advertisements etc.

Number of projects under different category and sub category are given in the **Table 2**, list of projects under each category and sub category are presented in the **Appendix III**. In total, 35 projects are from **Category A**, including 15 Industry Specific Studies and 18 Evaluation Studies and 2 Assessment Studies (**Table 2**). Furthermore, 39 projects are categorized under **Category B**, including 2 Master Plans/Action Plan, 2 Feasibility Studies, 2 Concept Plans and 33 Detailed Project Reports (DPRs) (**Table 2**). In addition, 24 Projects are categorized under Category C, as Tourist Surveys (**Table 2**).

Table 2 Number of Projects in different categories implemented under the Market Research-Professional Services Scheme in the XI Plan period

Project Type		Number of studies sponsored by MOT	Number of studies Sponsored by State Govt./UT Administration	Total Number of Project
Category A				
1	Assessment Studies	1	1	2
2	Industry specific studies	14	1	15
3	Evaluation studies	18	0	18
Category B				
1	Area specific potential surveys	0	0	0
2	Master Plans/Action Plan	1	1	2
3	Feasibility studies	2	0	2
4	Concept plans	2	0	2
5	Detailed Project Reports	10	23	33
Category C				

1	Tourist Surveys	16	8	24
	Total	64	34	98

In total, two third projects undertaken during the Eleventh Plan Period were sponsored by the Ministry of Tourism and one third were sponsored by State Govt./UT Administrations (**Figure 1**). 37% projects are from project Category A, 39% projects are from project Category B and 24% projects are from project Category C (**Figure 2**). Furthermore, for project sub categories, majority of the projects (32%) during the Eleventh Plan Period are under the Detailed Project Report category, followed by 24% Tourist Survey, 20% Evaluation Studies, 15% Industry specific studies (**Figure 3**).

Figure 1 Percentage of studies sponsored by MOT and State Govt./UT Administration

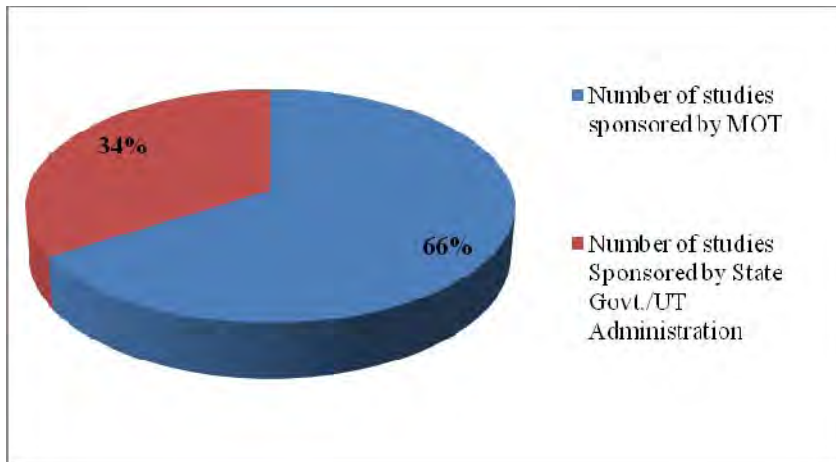


Figure 2 Percentage of projects under different categories executed under the Market Research Scheme during the XI Plan Period

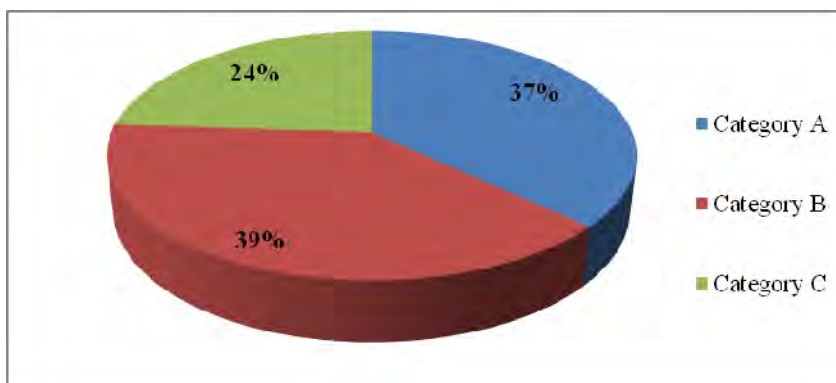
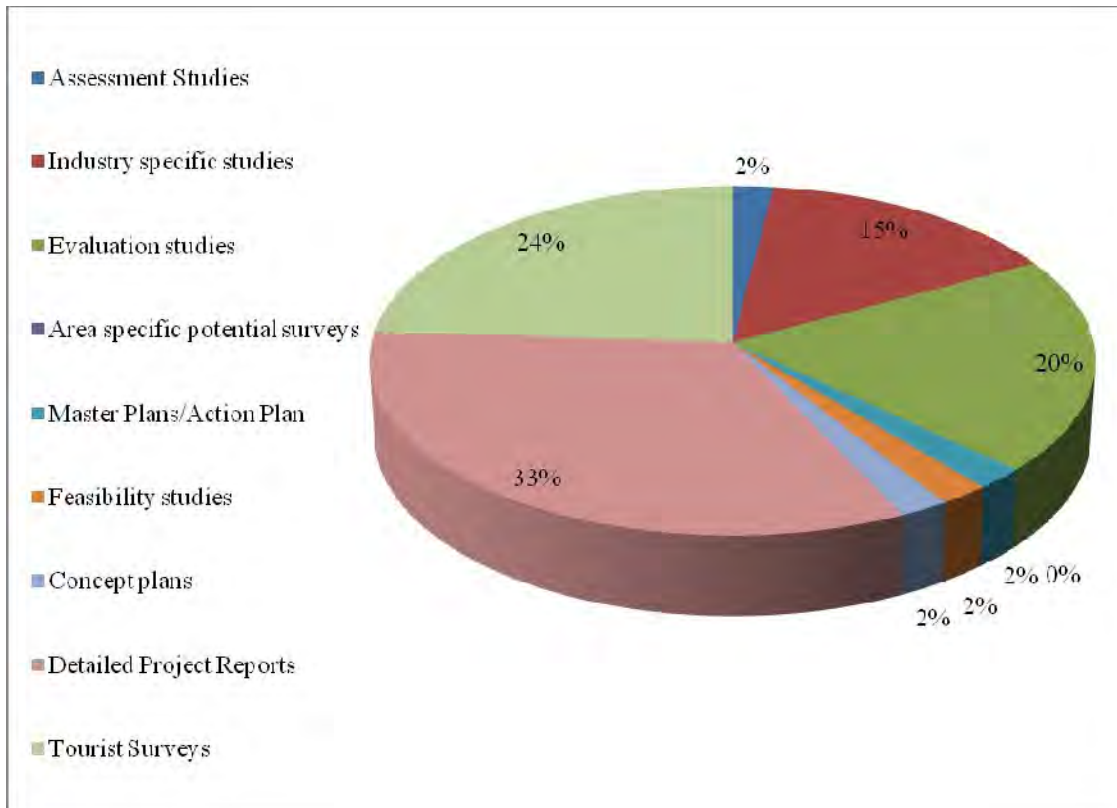


Figure 3 Percentage of projects under different sub categories executed under the Market Research Scheme during the XI Plan Period

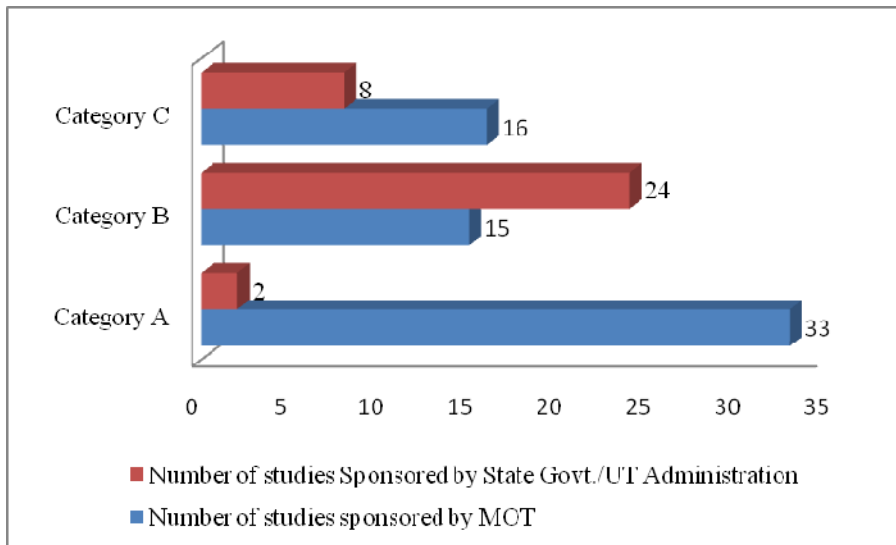


In total, two third, 64 projects out of 98 projects under the **Category A, B & C** were Ministry of Tourism-Govt. of India sponsored projects and rest one third, 34 projects were sponsored by the State Governments/ UT Administrations (**Table 3**). List of projects under different category as per their sponsorship is given in the **Appendix IV**. **Category A** covers in total 35 projects, including 33 MOT sponsored Projects and 2 State Govt./ UT Administration sponsored project . **Category B** covers 39 projects, including 15 projects sponsored by MOT and 24 projects sponsored by State Governments/ UT Administrations. **Category C** covers 24 projects including 16 projects sponsored by MOT and 8 projects sponsored by State Governments/ UT Administrations. 26 projects are under ‘Other’ category such as Meetings, Print orders, Advertisements etc. and all these projects were sponsored by MOT (**Table 3 & Figure 4**).

Table 3 Number of projects under different categories and type of sponsorship

Category	Number of studies sponsored by MOT	Number of studies Sponsored by State Govt./UT Administration	Total
Category A	33	2	35
Category B	15	24	39
Category C	16	8	24
Total	64	34	98

Figure 4 Number of projects under different categories and type of sponsorship



List of projects categories for different projects year under the Eleventh Plan Period are given in the **Appendix V** and also sub-categories for **Category A, B & C**. **Table 3 & Figure 5** illustrates the year wise total number of projects implemented during the Eleventh Plan Period and **Figure 6** represents the percentage of projects for each year of the Eleventh Plan Period for project **Category A, B & C**. In the year 2007-2008 maximum number (28) projects were conducted for **Category A, B & C**, followed by 23 numbers of projects in the year of 2011-2012, 21 numbers of projects conducted during the year 2010-2011, 15 numbers of projects were implemented during the year 2008-2009 and minimum numbers of projects (11) were implemented during the year 2009-2010.

Table 4. Year-wise Projects sanctioned during Eleventh Plan Period for Category A, B & C

Plan Year	Number of studies sponsored by MOT	Number of studies Sponsored by State Govt./UT Administration	Total
2007-2008	21	7	28
2008-2009	13	2	15
2009-2010	7	4	11
2010-2011	13	8	21
2011-2012	10	13	23
Total	64	34	98

Table 5 Year and Sponsorship Type Details of Projects sanctioned during Eleventh Plan Period

Projects during 2007-2008 Plan Year	28
MOT Sponsored Projects	21
Detailed Project Reports	3
Evaluation Study	12
Industry specific study	2
Master Plans/action plan	1
Tourist Surveys	3
State Govt./UT Administration Sponsored Projects	7
Detailed Project Reports	7
Projects during 2008-2009 Plan Year	15
MOT Sponsored Projects	13
Concept plans	1
Detailed Project Reports	3
Evaluation Study	1
Industry specific study	2
Tourist Surveys	6
State Govt./UT Administration Sponsored Projects	2
Detailed Project Reports	2
Projects during 2009-2010 Plan Year	11
MOT Sponsored Projects	7
Feasibility studies	1
Assessment Study	1
Concept plans	1
Detailed Project Reports	2
Industry specific study	2
State Govt./UT Administration Sponsored Projects	4
Detailed Project Reports	3
Master Plans/action plan	1
Projects during 2010-2011 Plan Year	21
MOT Sponsored Projects	13
Detailed Project Reports	1
Evaluation Study	3
Industry specific study	2

Tourist Surveys	7
State Govt./UT Administration Sponsored Projects	8
Assessment Study	1
Detailed Project Reports	6
Industry specific study	1
Projects during 2011-2012 Plan Year	23
MOT Sponsored Projects	10
Feasibility studies	1
Detailed Project Reports	1
Evaluation Study	2
Industry specific study	6
State Govt./UT Administration Sponsored Projects	13
Detailed Project Reports	5
Tourist Surveys	8
Grand Total	98

Figure 5 Year-wise Projects sanctioned under the Market Research Scheme during the XI Plan Period for Category A, B & C

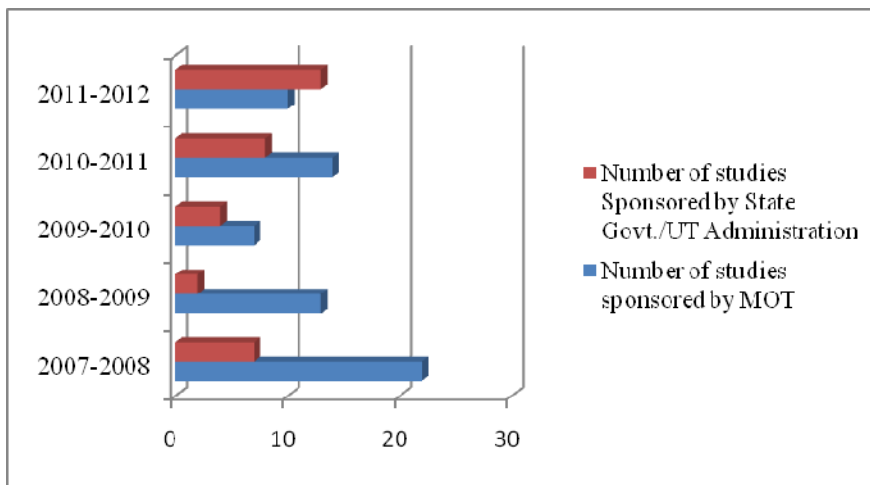
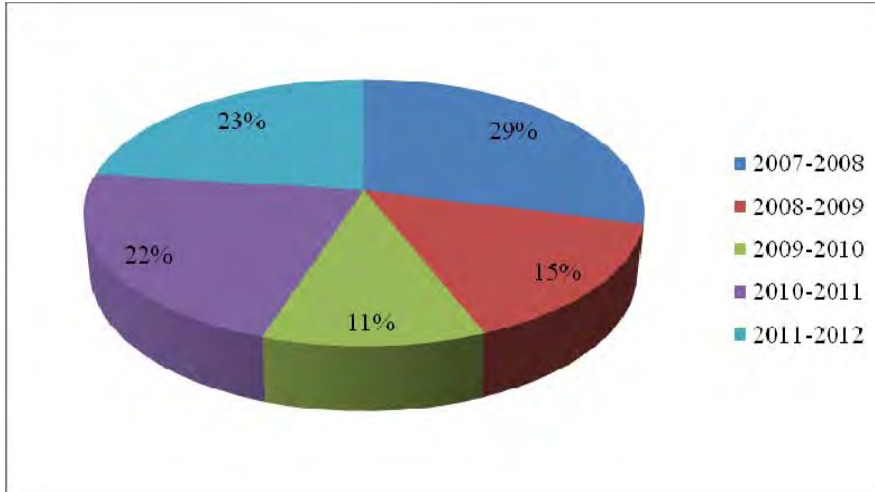


Figure 6 Year-wise Projects sanctioned during Eleventh Plan period for Category A, B & C (in %)



Details of project type and related MOT divisions are presented in the **Table 6, 7** and **Appendix XII**. Out of 98 projects, 67 projects were associated with Market Research Division, 9 projects were associated with Hotels & Restaurants Division, 7 projects were associated with Rural Tourism Division, 4 projects were associated with Human Resource Development Division, 4 projects were associated with Planning & Coordination Division, 2 projects were associated with Publicity, Events and Information Technology Division, 2 projects were associated with Niche Tourism Division, 2 projects are associated with Overseas Marketing Division, 1 project was associated with International Cooperation Division.

Table 6 Number of Projects associated with different divisions of MOT

Name of the Divisions	Number of Projects associated with different Divisions
Hotels & Restaurants Division	9
Human Resource Development	4
International Cooperation Division	1
Market Research Division	67
Niche Tourism	2
Overseas Marketing Division	2
Planning & Coordination	4
Publicity, Events and Information Technology	2
Rural Tourism	7
Grand Total	98

Table 7 Details of Project Category associated with different divisions of MOT

MOT Divisions and Project Categories	Number of Projects
Hotels & Restaurants Division	9
Assessment Study	1
Evaluation Study	3
Industry specific study	2
Tourist Surveys	3
Human Resource Development	4
Evaluation Study	2
Industry specific study	2
International Cooperation Division	1
Feasibility studies	1
Market Research Division	67
Assessment Study	1
Concept plans	2
Detailed Project Reports	31
Evaluation Study	5
Industry specific study	7
Master Plans/action plan	1
Tourist Surveys	20
Niche Tourism	2
Industry specific study	2
Overseas Marketing Division	2
Evaluation Study	1
Industry specific study	1
Planning & Coordination	4
Evaluation Study	1
Detailed Project Reports	1
Evaluation Study	1
Master Plans/action plan	1
Publicity, Events and Information Technology	2
Evaluation Study	2
Rural Tourism	7
Feasibility studies	1
Detailed Project Reports	1
Evaluation Study	3
Industry specific study	1
Tourist Surveys	1
Grand Total	98

Year Wise Budget Provision and Utilization

The Plan Period budget for the Market Research has been increased from Rs. 15.5 crores during the Tenth Plan Period to Rs. 16.1 crores during Eleventh Plan Period. Whereas,

during the Tenth Plan period expenditure was Rs. 16.7 crores and during the Eleventh Plan period expenditure was Rs. 16.0 crores. The percentage of the utilization of funds for the Market research was over 107% during the Tenth Plan period and this declined during the eleventh plan period as the percentage of the utilization of funds for the Market research was over 99% during this Plan period.

Table 8 Plan Period Wise Budget Provision and Utilization

Plan Period	Budget Provision (Rs. In Crores)	Expenditure (Rs. In Crores)	Utilization (%)
Tenth Plan Period	15.5	16.7	107.7
Eleventh Plan Period	16.1	16.0	99.4

Figure 7 Plan Period Wise Budget Provision

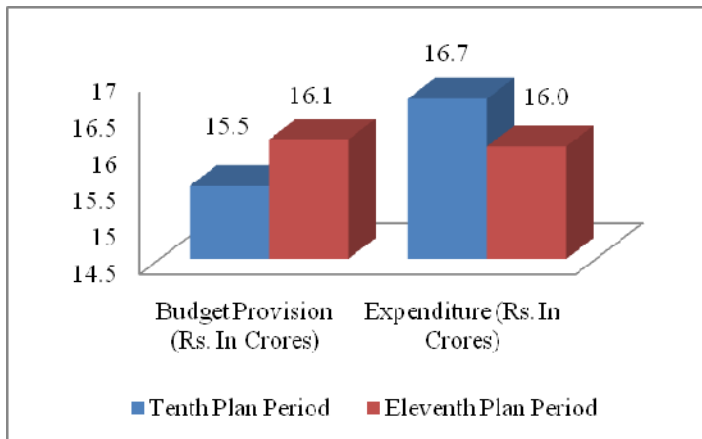
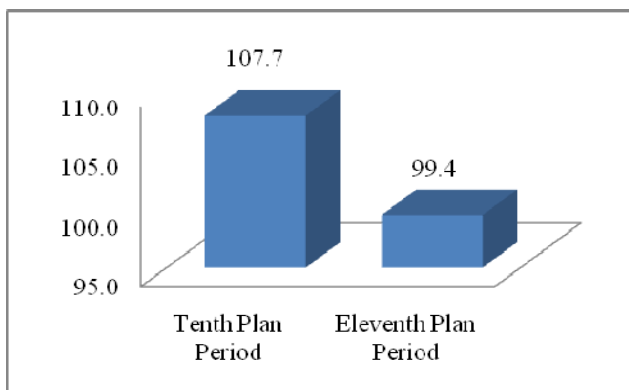


Figure 8 Plan Period Wise Budget Utilization(in %)



The budget sanctioned for the Market Research has been increasing over the years. It increased from Rs. 2.5 crores in 2007-2008 to Rs. 5.1 crores in 2011-2012 during each of the year except 2009-2010. In the plan year 2010-2011 and 2011-2012 percentage of budget utilization was 100%. Whereas, in the plan year 2007-2008 and 2009-2010 percentage of budget utilization was 99.9% but in the plan year 2008-2009 percentage of budget utilization decreased to 97%. Overall, percentage of budget utilization for the Eleventh Plan Period was 99.4%.

Table 9 Plan Year Wise Budget Provision and Utilization (Eleventh Plan Period)

Plan Year	Budget Provision (Rs. In Crores)	Expenditure (Rs. In Crores)	Utilization (%)
2007-2008	2.5	2.5	99.9
2008-2009	3	2.9	97.0
2009-2010	2.5	2.5	99.9
2010-2011	3	3	100.0
2011-2012	5.1	5.1	100.0
Total	16.1	16.0	99.4

Figure 9 Plan Year Wise Budget Provision (Eleventh Plan Period)

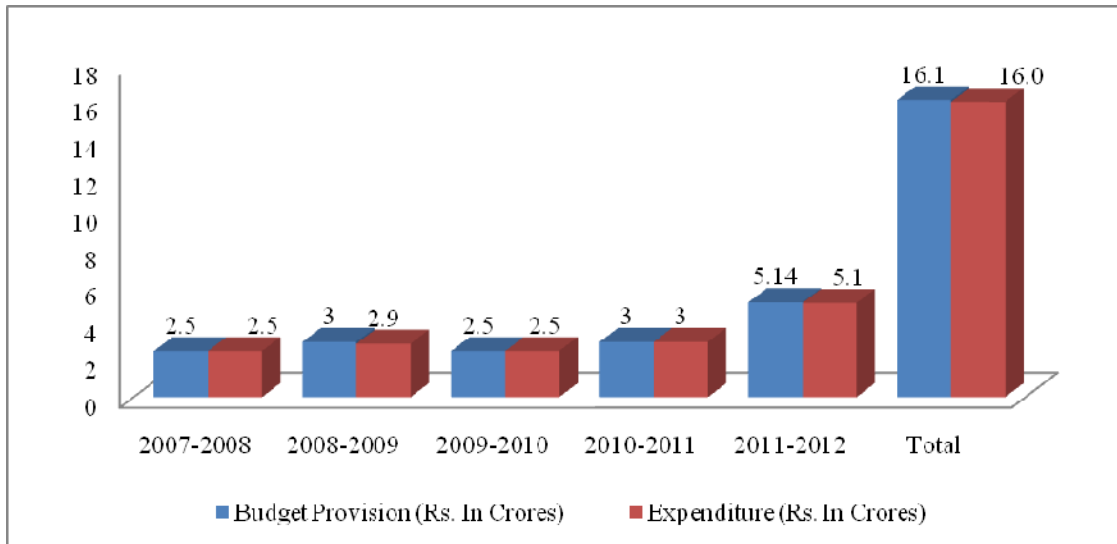
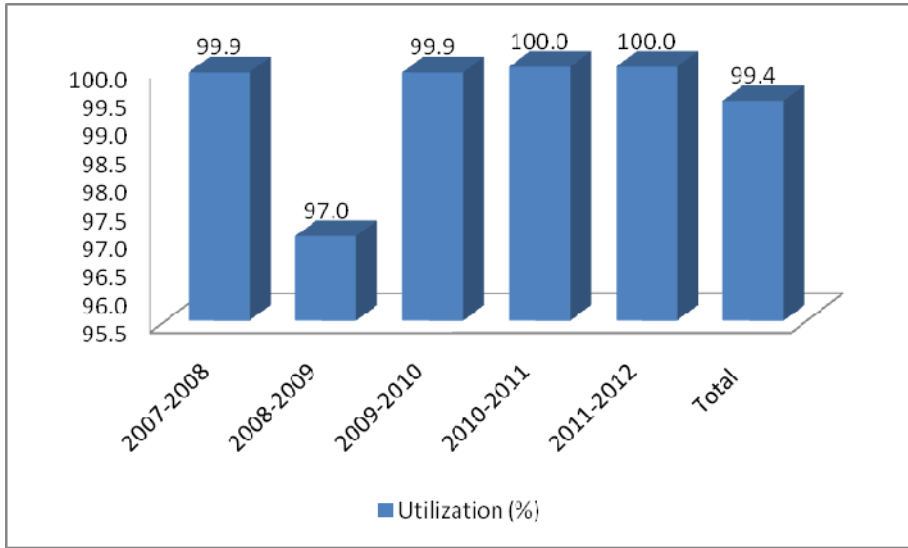


Figure 10 Plan Year Wise Budget Utilization during the Eleventh Plan Period (in %)



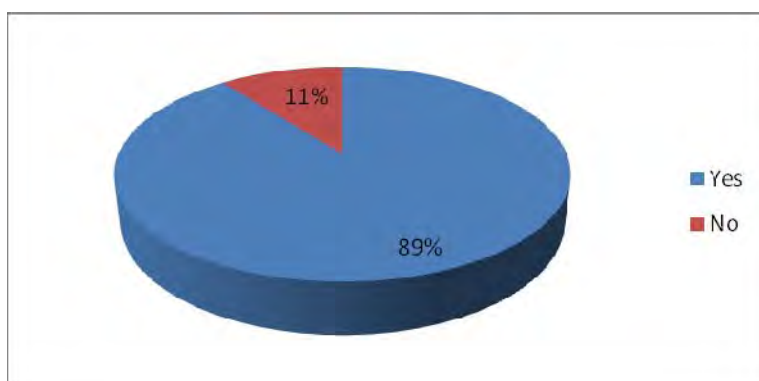


CHAPTER-3: Awareness of Market Research Scheme & Feedback on the Survey/Studies

3.1 Awareness of Market Research Scheme

The study finding reveals that awareness of the Market Research scheme in the state(s)/UT(s) was found 89%. Only 11% respondents reported that they were not aware of Market Research scheme implemented by Ministry of Tourism (Figure 11).

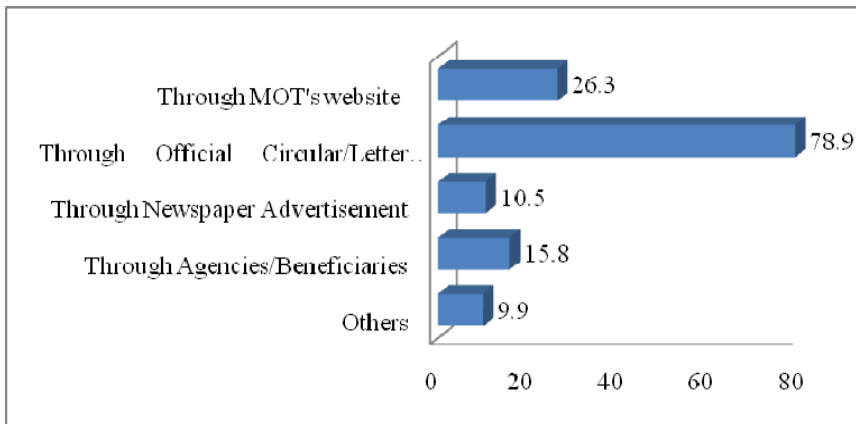
Figure 11 Awareness of Market Research schemes in the different State(s)/UT(s) (In %)



The study finding suggests that major source of awareness for the Market Research scheme in the different state(s)/UT(s) of the country were official circulars and letters from MOT, as 78.9% respondents reported for the same. Other sources of awareness for the Market Research scheme in the state(s)/UT(s) were MOT's website (26.3%), Newspaper Advertisements (10.5%), Agencies/Beneficiaries (15.8%) and others (9.9%) (Figure 12).



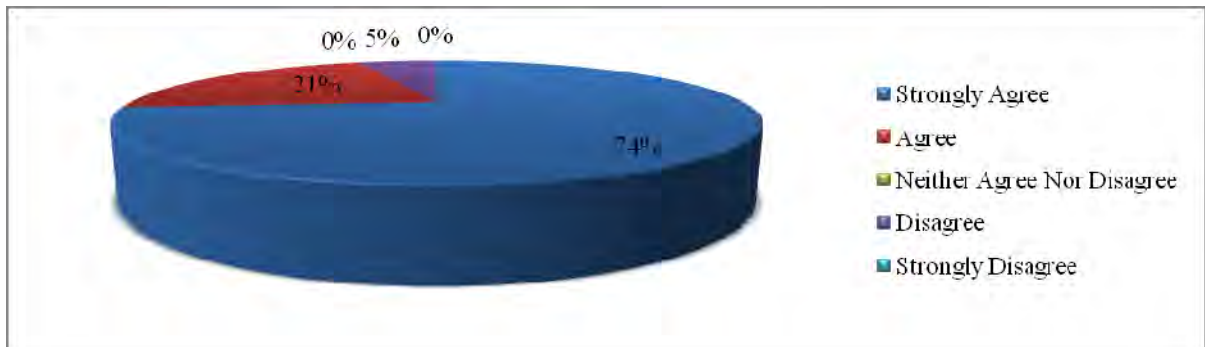
Figure 12 Source of awareness for the Market Research schemes in the different State(s)/UT(s) (In %)



3.2 Feedback on Market Research Scheme

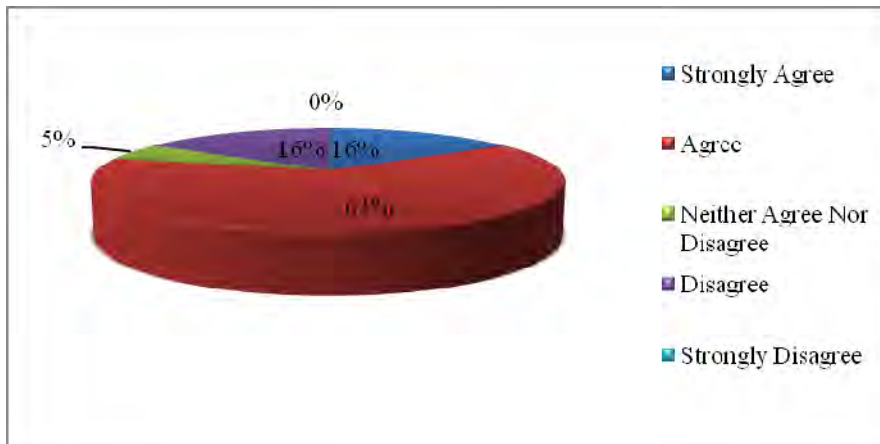
The respondents were asked to give the feedback on the Market Research scheme implemented by Ministry of Tourism. Majority (74%) of the respondents strongly endorsed that the Market Research scheme implemented by the MOT is in consonance of the present and future prospects of Tourism in India, including 21% respondents have also affirmed their feedback on the Market Research scheme is in consideration of present and future prospect of Tourism in India. Just, only 5% respondents expressed their disagreement. (Figure 13).

Figure 13 The Market Research scheme run by the MOT is in consideration of present and future prospect of Tourism in India (Response In %)



Majority (63%) respondents endorsed that the Market Research Scheme covers all important aspect of the Tourism in India, including 16% of the respondents strongly endorsed that the Market Research Scheme covers all important aspects of the Tourism in India. 5% respondents were neutral and 16% respondents did not agree that the Market Research Scheme covered all important aspect of the Tourism in India (Figure 14).

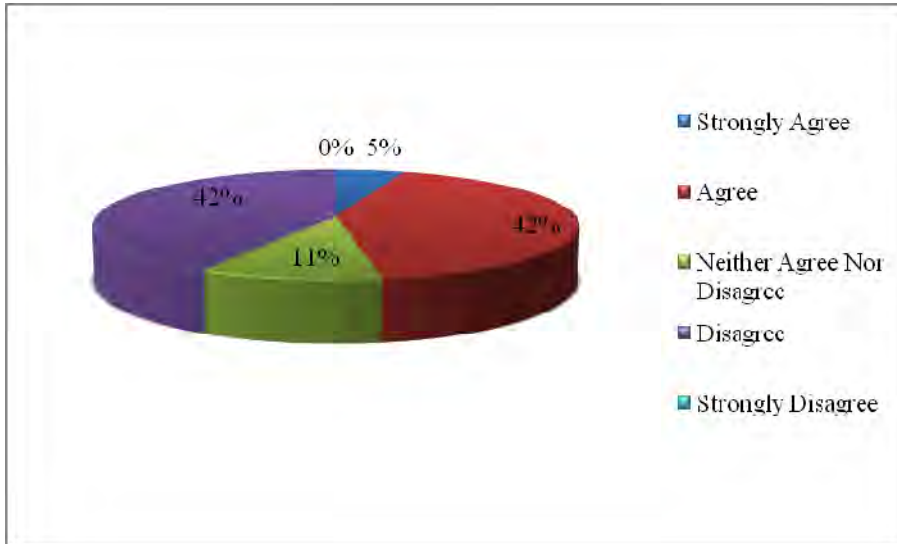
Figure 14 The Market Research Scheme covers all important aspect of the Tourism in India (Response In %)



42% of the respondents expressed that generally approval of the Survey/Studies requires long sanction time under the Market Research scheme. On the other hand, 42% of the respondents expressed their disagreement that the approval of the Survey/Studies requires long gestation period and sanction time under the Market Research scheme. Furthermore, only 5% respondents expressed their strong agreement with the syndrome that generally the approval of the Survey/Studies requires long sanction time under the Market Research scheme. 11% respondents were neutral on the delays in the approval process. (Figure 15).

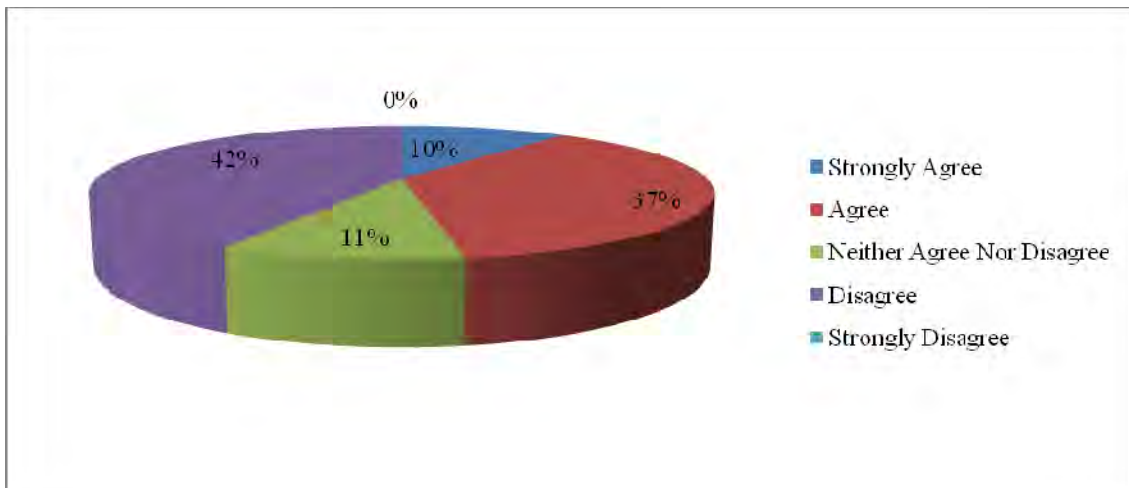


Figure 15 Generally approval of the Survey/Studies requires long sanction time under the Market Research scheme (Response In %)



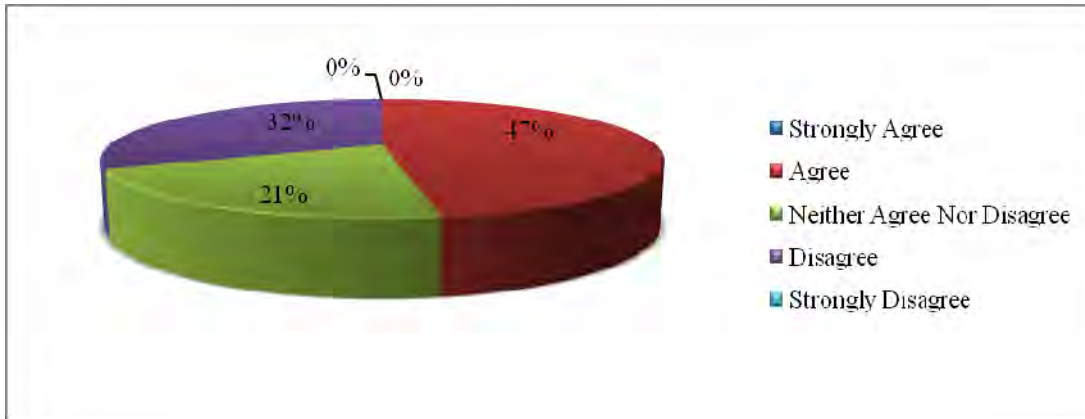
Majority (42%) respondents expressed disagreement that extensive paper work was required for approval of the projects under the scheme; and while 37% and 10% respondents shown their agreement and strong agreement respectively that extensive paper work was required for obtaining approvals of the project under the scheme. 11% of the respondents were those who were neutral for the sentence that extensive paper works were requires for approval of the project under the scheme (Figure 16).

Figure 16 Extensive paper work is required for approval of the project under the scheme (Response In %)



Nearly half (47%) of the respondents endorsed that a range of certifications & approvals were required for the approval of the project under the Market Research scheme. Nearly one third (32%) of the respondents expressed their disagreement with range of certifications & approvals required for the approval of the project under the Market Research scheme. 21% respondents expressed their neutral response that range of certifications & approvals were required for the approval of the project under the Market Research scheme (Figure 17).

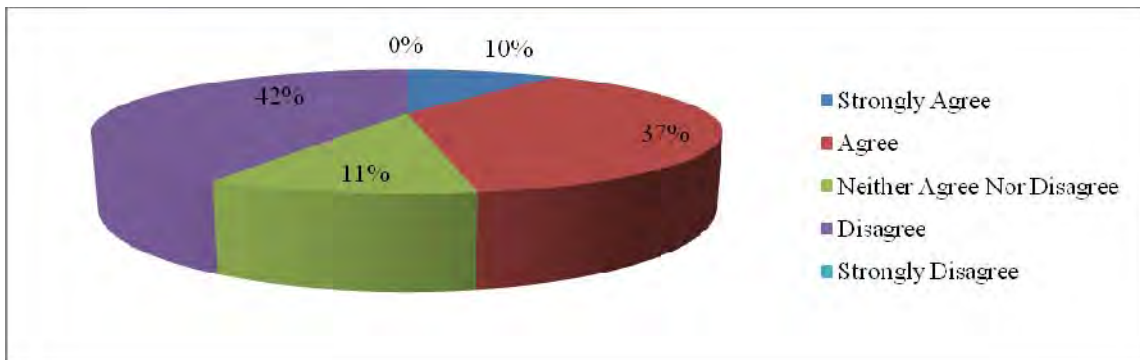
Figure 17 Range of Certifications & approvals are required for the approval of the project under the MR Scheme (Response In %)



42% of the respondents expressed their disagreement with sufficient financial assistance was given under the Market Research scheme. 37% and 10% respondents expressed their agreement and strong agreement that sufficient financial assistance was given under the Market Research scheme. Only 11% respondents have expressed their neutral response that sufficient financial assistance was given under the Market Research scheme (Figure 18).

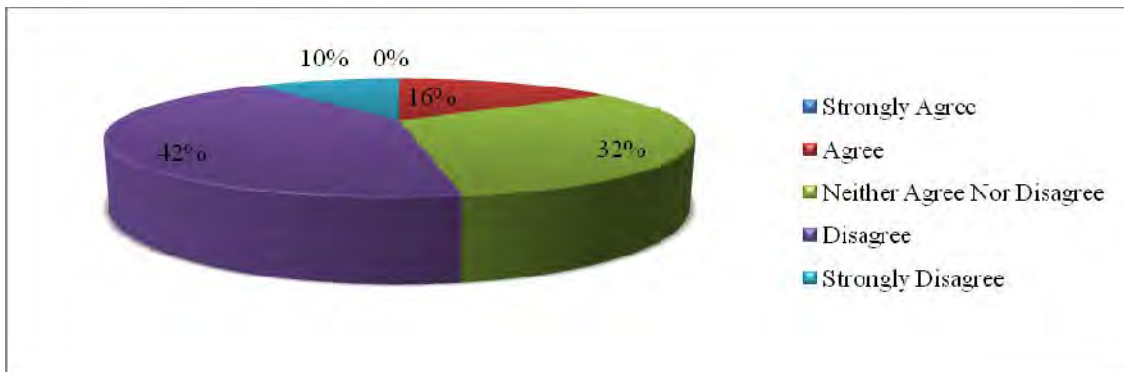


Figure 18 Sufficient financial assistance is given under the MR scheme (Response In %)



Furthermore, 42% and 10% respondents expressed their disagreement and strong disagreement that additional financial assistance is required under the Market Research scheme. Only 16% respondents expressed their agreement that additional financial assistance component is required under the Market Research scheme. Whereas, 32% of the respondents were neutral with respect to the additional financial assistance required under the Market Research scheme (Figure 19).

Figure 19 Whether Additional financial assistance component is required under the MR scheme (Response In %)

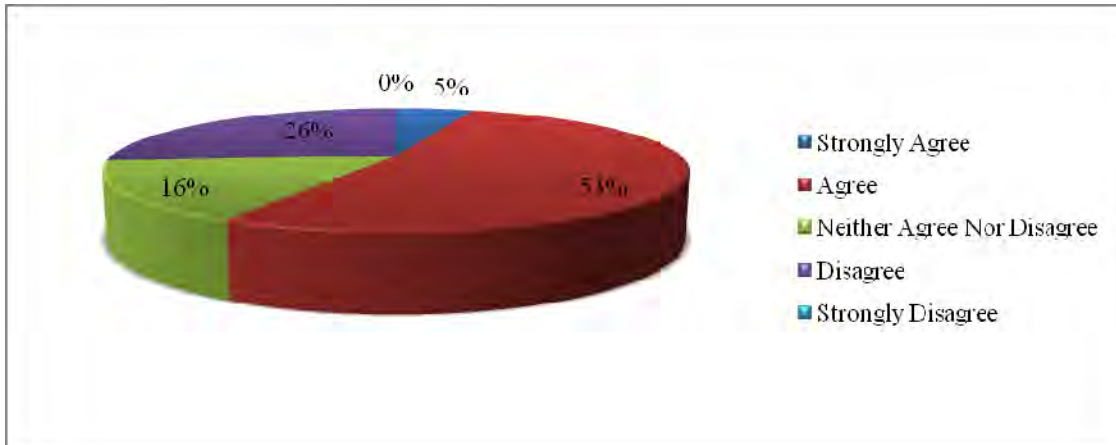


More than half (53%) of the respondents expressed their agreement and 5% their strong agreement with the overall process of the getting Survey/Studies sanctioned under the Market Research scheme is hassle free. Only 26 respondents expressed their disagreement



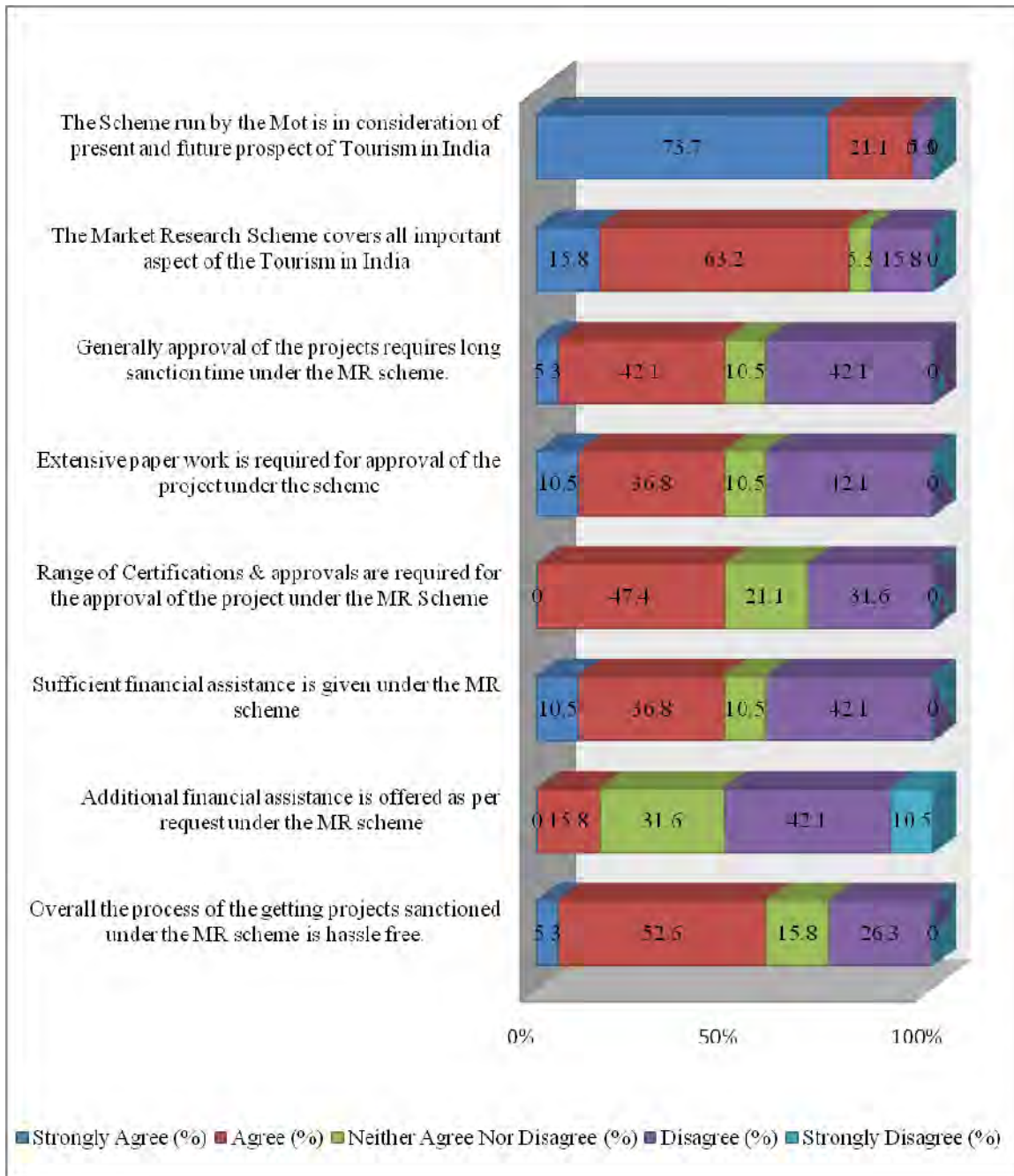
with this fact. 16% respondents were neutral and non-committal with the overall process of the getting Survey/Studies sanctioned under the Market Research scheme. (Figure 20).

Figure 20 Overall the process of the getting Survey/Studies sanctioned under the MR scheme is hassle free (Response In %)



In conclusion, on one hand, majority (94.8%) respondents positively rated that schemes run by MOT in consideration of present and future prospect of tourism in India and 79% respondents positively rated that Market Research schemes covered all important aspect of the tourism in India. On the other hand, 47.4% respondents positively reported that generally approval of the Survey/Studies requires long sanction time under the Market Research scheme and 47.3% respondents positively rated that extensive paper work was required for obtaining approval of the Survey/Studies under the scheme. Furthermore, 47.4% reported that the range of certifications & approvals required for the approval of the Survey/Studies under the Market Research scheme is very cumbersome. Nearly half (47.3%) of the respondents accepted that sufficient financial assistance is given under the Market Research scheme, and only 15.8% accepted that additional financial assistance was offered as per request under the Market Research scheme. In total, 57.9% of the respondents accepted that overall the process of the getting Survey/Studies sanctioned under the Market Research scheme was hassle free (Figure 21).

Figure 21 Respondent's feedback on the Market Research scheme implemented by the Ministry of Tourism

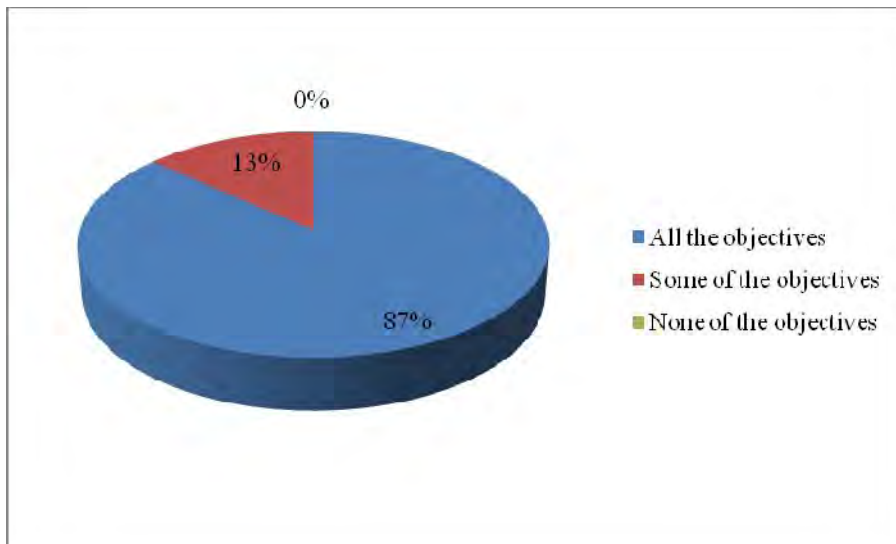


3.3 Feedback on the Survey/Studies conducted during the Eleventh Plan period

The study findings reveals that majority (87%) of the Survey/Studies implemented during the eleventh plan period covered all of the stated objectives, whereas only 13 % of the Survey/Studies covered some of the stated objectives. There was no one project, which was not covering any of the stated objectives (Figure 22). The respondents reported that the some of the reports were not able to achieve all of the stated objectives due to following reasons

1. Assigned Consultant's/Agency's unawareness from the local condition and knowledge
2. Stated database on certain topics were not included in the final report (eg. Data on Bread and Breakfast scheme was not included in the tourist survey for the state of Delhi, Database of artisans were not included in the Evaluation-cum-impact study)
3. Insufficient funds to complete the project work
4. Shortfall of the range of different tourist profiles in the tourist surveys

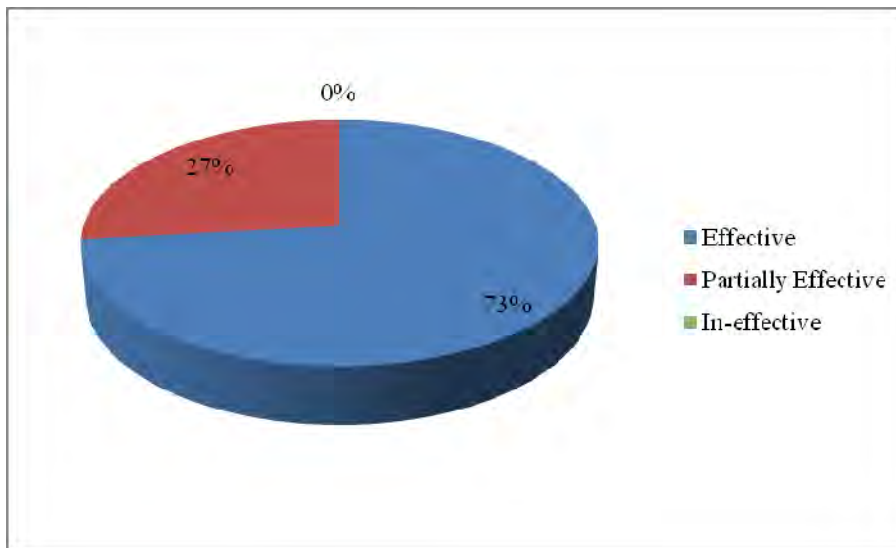
Figure 22 Coverage of stated objectives in the project implemented (Response In %)



The study findings also reveals that nearly three fourth (73%) of the Survey/Studies implemented during the eleventh plan period used effective methodology. Whereas, for only 27% of the Survey/Studies were conducted with partially effective methodology. There were no Survey/Studies with in-effective methodology (Figure 23). The respondents reported that some of the reports were not used effective methodology due to following reasons

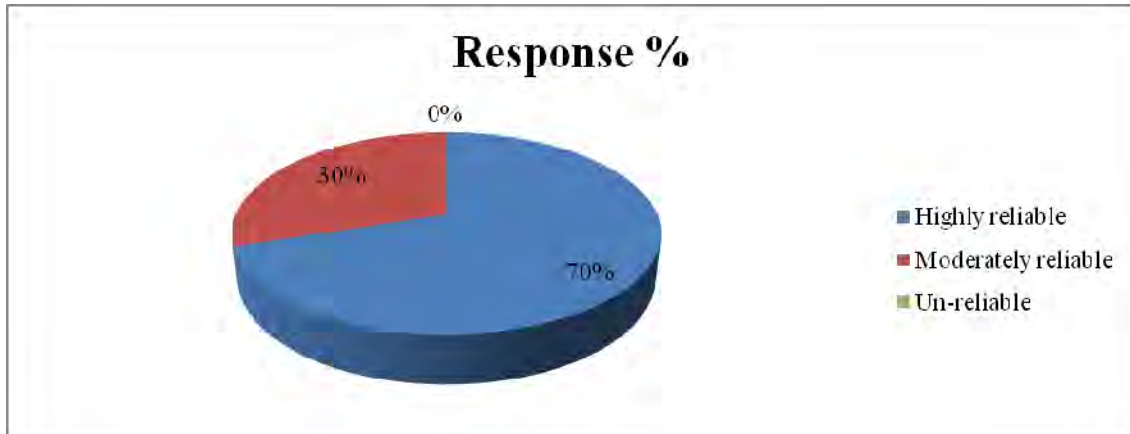
1. Agency/consultant didn't done the scrutiny on suggestions provided in the reports
2. Assigned agency/consultant was not aware of local conditions and knowledge
3. Sample size of the study was not sufficient
4. Switching from one consultant to another

Figure 23 Effectiveness of the methodologies used in the report (Response In %)



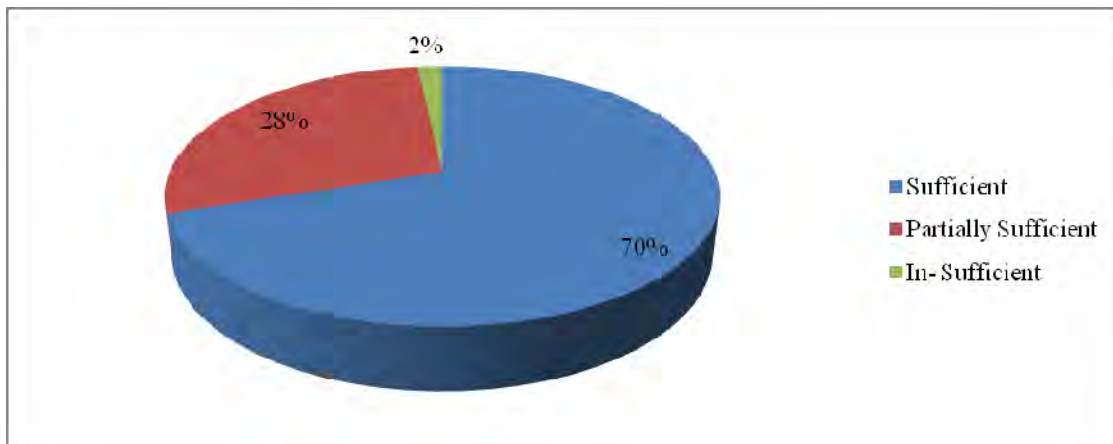
The study finding suggests that in the majority (70%) of the reports/studies conducted during the eleventh plan period, highly reliable data and information was presented. In 30% of the reports/studies conducted during the eleventh plan period, moderately reliable data were presented. There were no reports/studies conducted during the eleventh plan period in which unreliable data were presented (Figure 24).

Figure 24 Reliability of the data presented in the report (Response In %)




In most (70%) of the reports/studies sufficient data were presented to reach the conclusion and/or recommendation, including in 28% of the studies partially reliable data was presented. There were 2% reports/studies in which insufficient data were presented (Figure 25).

Figure 25 Sufficiency of the data presented in the reports/studies (Response In %)



In total, 95% of the report's findings and suggestions were used in different purposes such as;

- Raising the awareness of the issues related to the Indian tourism sector;
- Basis for policy formulation;

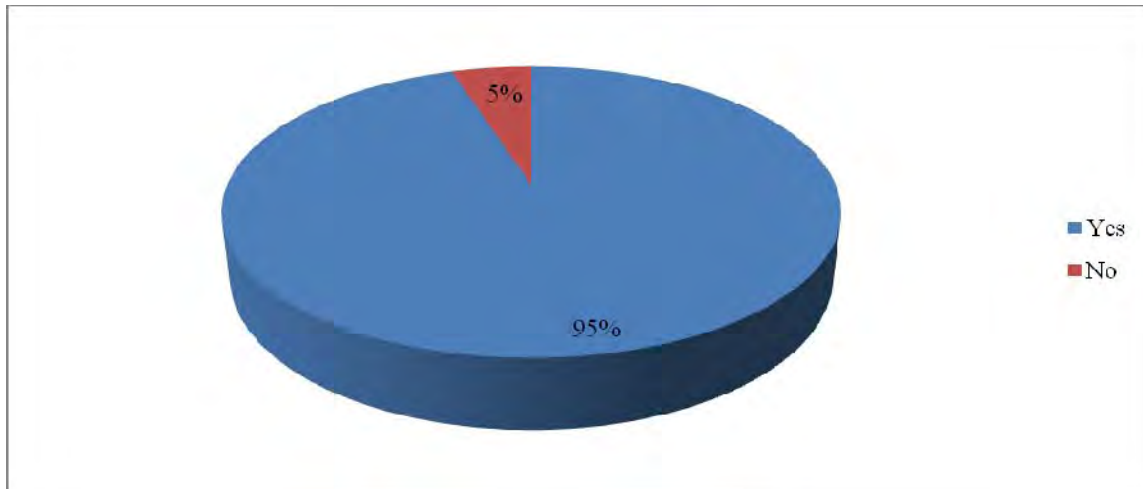
- 
- Future projection of the domestic & international tourists and planning;
 - Designing of marketing strategy and campaign;
 - Identifying the gaps in tourism related infrastructure;
 - Identifying the potential tourist destinations;
 - Identifying the multiple uses of the Survey/Studies;
 - In identifying the circuit and destination for development;
 - Estimating the number of tourists;
 - In projecting the magnitude of tourism demand;
 - In assessing the impact of tourism related activities on wildlife and eco system;
 - In analyzing the employment generation from marketing activities;
 - In analyzing the economic linkages;
 - In developing the Indian tourism brand;
 - In understanding the trends in the industry;
 - In Identifying the Survey/Studies seeking central financial assistance;
 - Analyzing the tourist statistics etc.

Whereas the findings of DPR were used for

- Approval of associated Survey/Studies;
- Implementation/monitoring of the associated Survey/Studies;
- In understanding of deliverables for the Survey/Studies;
- Getting sanctioned of funds from the financial institutions etc.

Whereas there were 5% reports/studies which were not used in any manner (Figure 26).

Figure 26 Uses of survey/studies (Response In %)

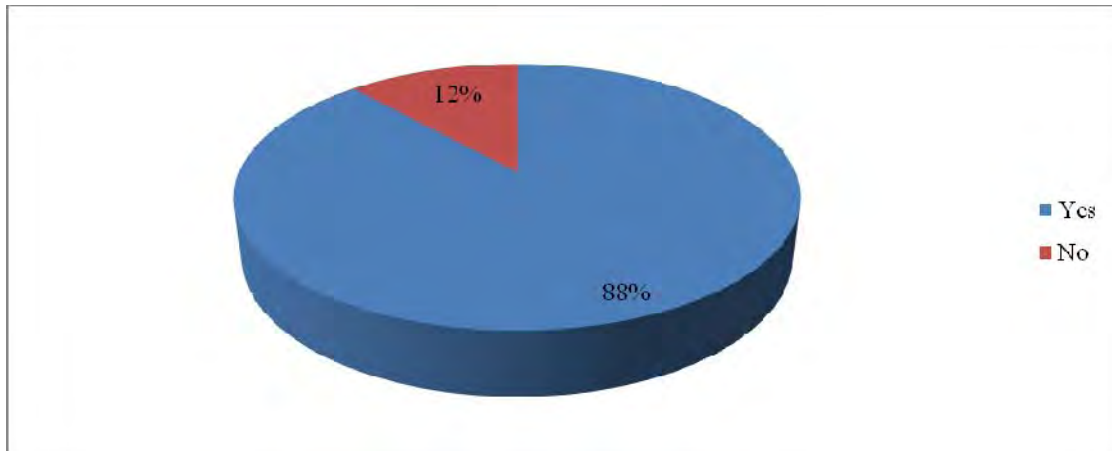


The study findings reveals that for 88% of the reports/studies, respondents have plans to use the report's/study's findings and/or suggestions in the near future for:

- Final implementation of the project(s);
- Working plan for different tourist center;
- Policy formulation;
- Developing the Guidelines for prohibition and regulation of the activities;
- Analyzing the expectation of domestic and international tourists;
- Gap identification;
- Drawing the expectation & satisfaction matrix,
- Forecasting of the tourists etc.

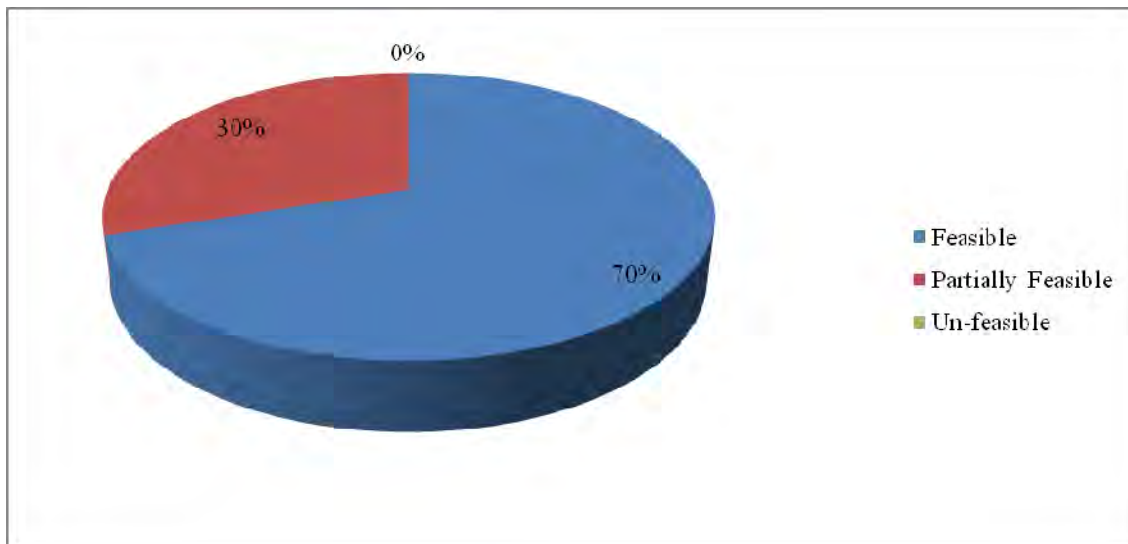
There were 12% of the reports/studies for which respondents had no plans to use them in future (Figure 27).

Figure 27 Use of survey/study finding and suggestions for future prospect (Response In %)



The study finding suggests that 70% of the reports/studies were submitted with feasible recommendations, including 30% reports/studies with partially feasible recommendations. There were no projects presented with unfeasible recommendations (Figure 28).

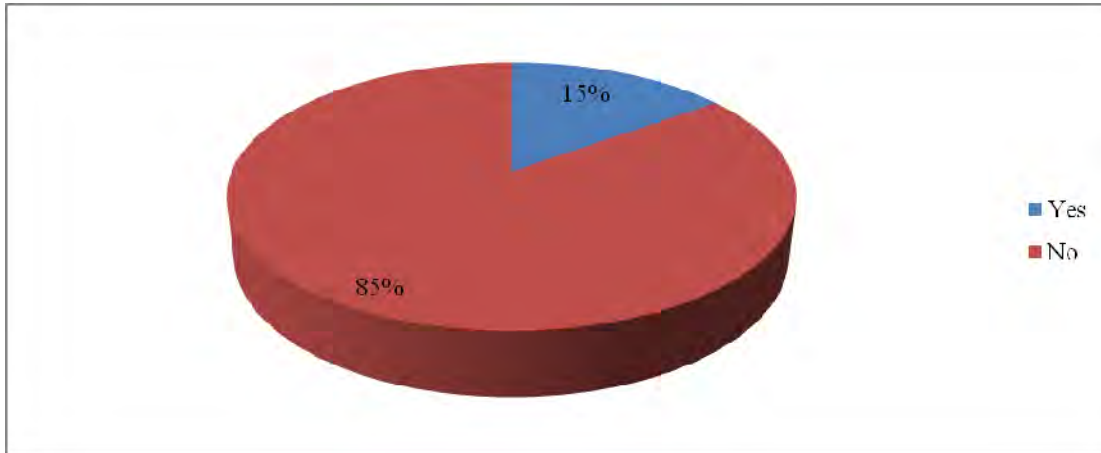
Figure 28 Feasibility of the recommendation made in the report (Response In %)



The study finding suggests that 85% respondents had not faced any problem in completion of the formalities during the implementation of the projects/studies. Whereas,

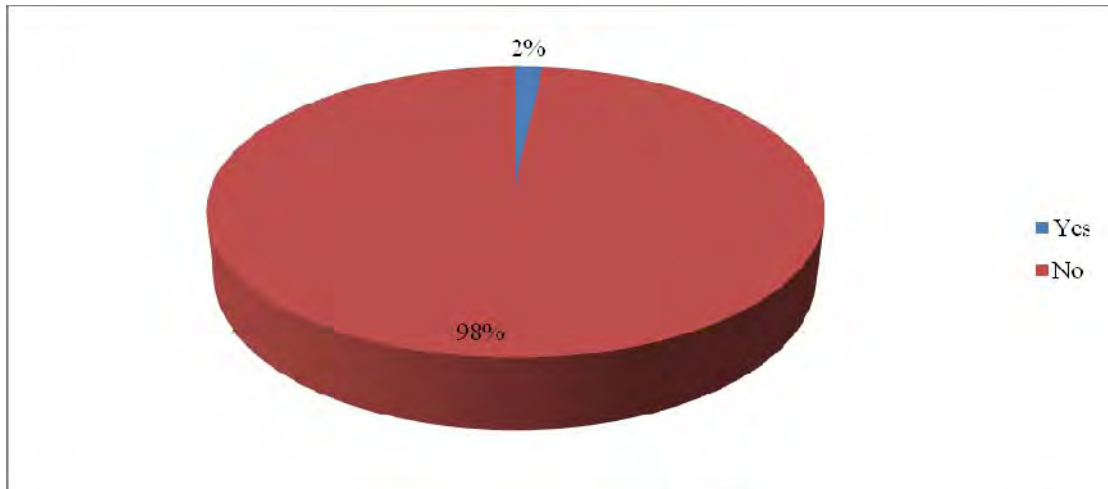
there were only 15% projects/studies in which respondents faced problems in the completion of the formalities during the implementation of the Survey/Studies (Figure 29).

Figure 29 Completion of Formalities (Response In %)



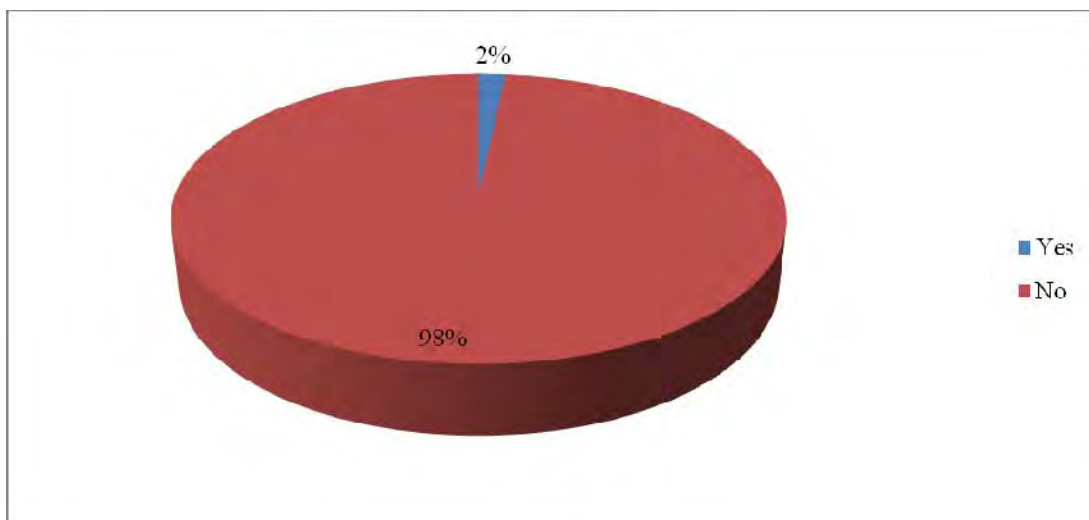
The study finding suggests 98% of the respondents had not faced any problem in meeting the conditions of the project during the implementation of the projects/studies. There were only 2% projects/studies in which respondents faced problems in meeting the conditions of the project during the implementation of the Survey/Studies. For example in the case of any change in the project, it takes long waiting for the approval of the changes. Therefore it was suggested from the respondents that immediate actions should be taken by MOT for the approval of the changes made in the Survey/Studies (Figure 30).


Figure 30 Meeting the conditions of the project (Response In %)



The study finding suggests that 98% respondents had not faced any problem in meeting the conditions of the project during the implementation of the projects/studies. There were only 2% projects/studies in which respondents had faced problems in meeting the conditions of the project during the implementation of the Survey/Studies such as delay in release of the financial assistance that delayed all the project work. Therefore it was suggested by the respondents that full payment of the amount within the specified time must be sanctioned in order to ensure success of the project (Figure 31).

Figure 31 Meeting the conditions of the project (Response In %)





Below is the list of Survey/Studies which were recommended/proposed by the respondents of State Govt/UT Admin for consideration in the Twelfth Plan period;

- Survey/Studies related to the promotion of the tourist destinations;
- Survey/Studies related to the infrastructure development for example International convention center for the tourists;
- Survey/Studies related to the circuit development;
- Survey/Studies related to the destination development;
- Survey/Studies on ecotourism:
- Survey at different national parks
- Destination specific tourist survey
- Studies related to the mega projects
- Survey/Studies on rural tourism
- Survey/Studies on adventure tourism
- Studies to analyze the sustainability and economic impact on the tourists in different states
- Development of spiritual tourism and promotion of religious apart from cultural tourism.
- Campaign clean-India-clean in all tourism spot with help of local Stake holders with proper community mobile.
- Development of food and craft institutions.






CHAPTER-4: Evaluation of the Survey/Studies Conducted under Market Research Scheme during the Eleventh Plan Period

Market Research Division, Ministry of Tourism, Government of India has taken numerous lot of innovative steps in terms of promotion and market development activity. Marketing of tourism product involves identification of different market segments, selection of communication media and formulation of the effective messages for product positioning and promotion, and evolving effective communication strategies. Furthermore, formulation of a marketing strategy requires extensive market research including marketing audit, market segmentation, SWOT analysis and review and evaluation. Segmentation analysis requires data on a large number of variables in respect of actual or potential visitors to the destination. These include demographic variables like age, gender, education, life cycle stage and income; geographical variables like place of residence; psychological or lifestyle variables like benefits, attitudes, values, personality and characteristics and behavioural variables like types and frequency of use, types of information sources and distribution channels used. Furthermore, the choice of particular segments for marketing has to be based on a SWOT analysis to evaluate the tourism products of the destination in relation to the specific requirements of various market segments. An appropriate measurement of performance indicator mechanisms need to be set in place before undertaking marketing activities, rather than attempting to set in place measurement systems once the activities have commenced. Marketing audit of potential tourism markets is essential for collecting, documenting, analyzing and gaining intelligence on marketing trends including the existing tourist flows, profiles of actual and potential tourists, details of competitive destinations and their marketing efforts, relative market shares of each of them, country profiles, global tourism trends, etc.

An effective marketing strategy can be formulated by using reliable and up-to-date market research. Statistical data on tourists is an important tool for the planners and policy makers, not only for planning/policy formulation but also to monitor the progress of the



schemes and evaluate their impact. Furthermore, deep understanding of tourism products including the knowledge of what the products are, where they are located, how good they are and what product developments are required for the formulation of effective marketing scheme. Evaluations of marketing activities are necessary to ensure that resources used effectively and efficiently.

Market Research Division of Ministry of Tourism, Govt. of India was able to achieve all of the stated objectives under the Market Research Scheme by using Professional Services from consultants/agencies during the Eleventh Plan Period. Range of market research activities were conducted during the Eleventh Plan period such as Evaluation Studies, Plans, Tourism Related Surveys for providing available relevant data/information/report/inputs to the Ministry for policy making and planning purposes and number of Feasibility Studies and Detailed Project Reports (DPR) for different tourism destinations for development of specific tourism projects. In total, 124 projects were implemented during the Eleventh Plan Period, Including 15 Industry Specific Studies, 18 Evaluation Studies, 2 Assessment Studies, 2 Master Plans/Action Plans, 2 Feasibility Studies, 2 Concept Plans, 33 Detailed Project Reports, 24 Tourist Surveys and rest 26 projects were related to the Meetings, Print orders, Advertisements. The Market Research Division, Ministry of Tourism also brings out an Annual Publication called “India Tourism Statistics” every year to provide the details of international and domestic tourism statistics, including details about the classified hotels etc. In addition to this a small brochure called “Tourism Statistics at a Glance” is also brought out, to provide the updated and latest key statistical data. In addition, an estimated month wise Foreign Tourist Arrivals (FTAs) figures and Foreign Exchange Earnings (FEE) from tourism are also published by Market Research Division, Govt. of India.

Different Surveys/Studies conducted during the eleventh plan period were evaluated in term of effectiveness of the methodologies used, extent to which the MOT and various State Governments/UT Administrations have made the use of survey/study findings to promote market research activities in the field of tourism. The review and feedback on different sampled surveys/studies on set parameters are as follows;




➤ **Evaluation study for Visa on Arrival Scheme**

Market Research Division, Ministry of Tourism, Govt. of India commissioned the Indian Institute of Tourism and Travel Management, New Delhi to undertake the Evaluation study during the plan year 2010-2011, with a view to evaluate the impact of the Visa on Arrival Scheme in promoting inbound tourism in the country and experiences of tourists with it. The government announced tourist Visa- on- Arrival for citizens of five countries i.e. Finland, Japan, Luxemburg, New Zealand and Singapore on 1st January 2010, to promote inbound tourism in the country and to attract tourists from these countries who plan their trips on a short notice.

The study finding reveals that submitted evaluation report covered all of the stated objectives. An effective methodology was used in the report and highly reliable data with facts and figures were presented in the study report. Furthermore, sufficient data and facts were presented in the final report. Highly feasible recommendations were made in the final submitted report.

The study findings were used for strategic and functional interventions for the continuation and expansion of scheme, and to analyzing how initiatives like the VOA contribute to greater awareness of a more saleable destination of India. The Survey findings of the foreign tourists availing the facilities of Visa on Arrival (VOA) Scheme were used as Source of Information about the VOA scheme, reason to avail the VOA scheme rather than obtaining the Visa in their own country, foreign tourists perception about the VOA fee being charged vis-à-vis VOA's fee being charged by other countries, infrastructure adequacy at the airport, behavioral aspects of immigration officers, impact of VOA's on the foreign tourism arrivals, time taken in getting the VOA and in identifying the gap in training immigration officials specifically in handling VOA tourists can further improve the experiences of tourists and subsequent word of mouth publicity.

➤ **Evaluation of Social Awareness campaign for good behavior towards tourists**



Market Research Division, Ministry of Tourism, Govt. of India commissioned the Indian Institute of Tourism and Travel Management (IITTM), New Delhi to undertake the Evaluation study during the plan year 2010-2011, with a view to evaluate the social awareness campaign for good behaviour towards tourists. The scope of the study included evaluation of media (audio/video) campaign featuring Mr. Aamir Khan, a popular actor. The key issues for the evaluation include assessment of effectiveness of the campaign in terms of recall, raising the issue and possible positive change in attitude of public towards tourists.


Submitted evaluation report covered all of objectives as stated in the ToR. An effective methodology was used in the study for the evaluation of the “social awareness campaign for good behavior towards tourists” and highly reliable data with facts and figures were presented in the study report. Furthermore, sufficient data and facts was presented in the final report. Highly feasible recommendations were made in the final report.

The study findings were used to estimate the proportion of people who have listened to the advertisement on FM Channel or seen it on TV, to identify more popular TV channels/ FM Channels and to evaluate the perception of listeners/ viewers regarding timing of the slot, contents of the campaign, suitability of the brand ambassador, to assess the change in their behavior and the continuation of the campaign.

➤ **A study on problems and challenges faced by medical tourists visiting India**

Market Research Division, Ministry of Tourism, Govt. of India commissioned the Indian Institute of Tourism and Travel Management (IITTM), New Delhi to undertake the Evaluation study during the plan year 2010-2011, with a view to identify the gaps between inbound medical tourists expectations and reality, including the identification of major concerns of medical tourists visiting India.

The study findings covered all of the objectives as stated in the ToR. An effective methodology was used in the study for the evolution of the “social awareness campaign for good behavior towards tourists” and highly reliable data with facts and figures were



presented in the study report. Furthermore, sufficient data and facts were presented in the final report. Highly feasible recommendations were made in the final submitted report.

The study findings were used to map the Indian medical tourism value chain, including the network of facilitators serving medical, to identify the important concerns of medical tourists visiting India vis-à-vis various service providers in value chain including role of facilitators and issues of tourists, to identify the gaps in service as experienced by tourists against expectations and to identify the bottlenecks in medical tourism industry.

➤ **Study on Tourism in the Overseas Market of Australia, New Zealand, United Kingdom (UK) and United Arab Emirates (UAE)**

Market Research Division, Ministry of Tourism, Govt. of India commissioned the ACNielsen ORG-MARG, New Delhi to undertake the Evaluation study during the plan year 2010-2011, with a view to assess the impact of the ongoing overseas campaign launched by the Ministry of Tourism, Government of India, to promote India as a high-value, up-market tourist destination.

The submitted evaluation report covered an in-depth insight of the traveller's demographic profile, level of awareness about Indian tourism & its different products and services including preference and attitude. The presented report dealt with the different promotional strategies adopted by the competitive countries like Australia, New Zealand, United Kingdom and United Arab Emirates. The study also covered traveller's perception as well as experience to deal with those establishment and suggestion for improvement.

The study findings were used in assessing the India as an attractive destination to visitors from these countries including marketing and promotion of Indian tourism in these countries.



➤ **Project Phase-I Involving Departments of pre-qualification Standards for Member Hospitals of Medical Tourism Society**


State Govt. of Andhra Pradesh with the financial assistance of The Ministry of Tourism, Govt. of India commissioned the Ernest & Young Pvt. Ltd., New Delhi to undertake this industry specific study during the plan year 2011-2012 with a view of Involving Departments of Pre-qualification Standards for the Member Hospitals of Medical Tourism Society.

The report was submitted with covering all of the stated objectives as mentioned in the ToR. An effective methodology was used in the study and highly reliable data and facts were presented in the report. Furthermore, sufficient data with facts were presented in the final report and feasible recommendations were made in the presented report.

The study findings were used for the planning of strategy of marketing medical tourism in the international market. The respondent also reported that they have further plan to use report findings in drawing policies, to overcome from the bottle neck as mentioned in the report in the field of medical tourism, to sensitize the stakeholders on the issues which require attention and to finalize future strategies.

➤ **Study to analyzing the Factors Responsible for Slow-Down in Tourist Arrivals in India**

Ministry of Tourism, Govt. of India commissioned the Indian Institute of Tourism and Travel Management, New Delhi to undertake the this Industry specific study during the plan year 2008-2009 with a view to analyzing the Factors Responsible for Slow-Down in Tourist Arrivals in India.



The study findings were used to analyze major factors affecting tourism demand in India with specific focus on its decline from September–2008 onwards. The study findings were also utilized to examine the response of tourists towards the economic and other crises situations and the influence of those in the travel decision- making. The respondent also reported that they have further plan to use report findings in formulating the interventions in advance to face the same situation of decline of tourism demand.


The final submitted report covered all of the stated objectives as mentioned in the ToR. An effective methodology was used in the report and highly reliable data and facts were presented in the final report. Furthermore, sufficient data and facts were presented in the report. The respondents also reported that feasible recommendations were made in the presented report.

➤ **Study for the competitiveness of the tourism sector in India in comparison with selected countries of the world.**

Ministry of Tourism, Govt. of India commissioned the AC Nielson ORG MARG Pvt. Ltd., New Delhi to undertake the Industry specific study during the plan year 2011-2012, with a view to Study for the competitiveness of the tourism sector in India in comparison with selected countries of the world.

The respondents reported that the study findings were used to analyze the international competition in the tourism sector, to analyze the brand awareness of the Indian tourism, cost effectiveness of Indian tourism packages and to evaluate the quality of experience of Indian tourists. The respondent also reported that they have further plan to use report findings in formulating marketing strategies.

The study finding acknowledges that submitted project report covered all of the stated objectives. The respondent also reported that an effective methodology was used in the report and highly reliable data with facts were presented in the report. Data and facts presented in



the report were sufficient to fulfill the purpose of the study. Highly feasible recommendations were made in the final presented report.

➤ **Study to ascertain the infrastructure gap in the tourism sector at the identified tourist destination/circuits/locations based on the perceptions of tourists.**


Ministry of Tourism, Govt. of India commissioned the GFK MODE Pvt. Ltd, New Delhi to undertake the Evaluation study during the plan year 2009-2010, with a view to ascertain the infrastructure gap in the tourism sector at the identified tourist destination/circuits/locations based on the perceptions of tourists.

The respondents reported that the study findings were used to ascertain infrastructure gaps in five tourist destinations in Kullu-Manali, Himachal Pradesh; Guwahati including Kaziranga, Assam; Badami-Pattadakal-Aihole, Karnataka; Nanded, Maharashtra; and Chittrakoot, Uttar Pradesh and Madhya Pradesh so that these gaps can be filled and the volume of tourists can be increased. The respondent also reported that they have further plan to use report findings in starting the campaign “Clean India”. The campaign “Clean India” was started in Dec 2011 and from April 2012 the campaigning is fully functioning.

The presented report on the above mentioned topic covered all of the stated objectives as mentioned in the ToR. The respondent also reported that effective methodology was used in the report and highly reliable data with facts were presented in the report. Data and facts were sufficient for the purpose of the study. The respondents also reported that feasible recommendations were made in the presented report.

➤ **Evaluation-cum-Impact study of Rural Tourism Projects**

Ministry of Tourism, Govt. of India commissioned the AC Nielson ORG MARG Pvt. Ltd., New Delhi to undertake the this Evaluation study during the plan year 2011-2012 with a view to evaluate and assess the impact of Rural tourism projects.



The report covered some of the stated objectives as the database of the artisans was not prepared as mentioned in the report.

The respondents accepted that the study findings were used to study the insight to the success of the project sanctioned or the reasons for the failure/partially failure/success of the scheme. The respondent also reported that they have further plan to use report findings as sharing the recommendations with the state governments for taking corrective measures.

➤ **Evaluation study of the scheme of rural tourism**


Ministry of Tourism, Govt. of India commissioned the Mott Mac Donald , New Delhi to undertake the this Evaluation study during the plan year 2007-2008 with a view to evaluate the scheme of Rural tourism.

The study report was submitted with covering all of the stated objectives as per ToR. The respondent also reported that an effective methodology was used in the report and highly reliable data and facts were presented in the report. Furthermore, sufficient data and facts were presented in the report. The respondents also reported that feasible recommendations were made in the presented report.

The respondents reported that the study findings were used to identification and rectification of the issues related to the scheme. The respondent also reported that they have further plan to use report findings in understanding the benefits of the scheme and the initial effect of the scheme on the targeted group.

➤ **Evaluation Study for the Scheme of “Market Research Professional Services”**

Ministry of Tourism, Govt. of India commissioned the Intercontinental Consultant Pvt. Ltd., New Delhi to undertake the Evaluation study during the plan year 2007-2008, with a view to assess the extent to which the Ministry of Tourism and various State/UT



Governments have made use of the scheme to promote market research activities in the field of tourism.


The respondents accepted that the study findings were used to improve the existing market research plan scheme including identifying supply and demand gaps in tourism infrastructure and facilities, projecting tourism demand and infrastructure requirements and planning for bridging the gaps, in identifying supply and demand gaps in tourism infrastructure and facilities, projecting tourism demand and infrastructure requirements and planning for bridging the gaps.

➤ **Study at Corbett National Park**

State Govt. of Uttarakhand with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned the Institute of Hotel Management, Pusa, New Delhi to undertake the study at Corbett National Park during the plan year 2010-2011 at with a view to conduct the audit/ survey of hotels, lodges, resorts, camps and guest houses in and around Corbett National Park, Uttarakhand. Keeping in mind the recent spate of tiger mortality the Ministry of Tourism has taken an initiative to conduct an audit/ survey of all the lodging establishments in and around Corbett National Park.

The study aim as stated in the report was to study the impact of tourism with specific reference to accommodation on wild life and environment in Tiger Reserves/ National Parks of India to frame guidelines for responsible tourism. And the study objectives as stated in the report was to study the impact of tourism, with specific reference, to lodging establishments on environment and wild life of the National Park.

Questionnaires were used to collect data from all resorts, hotels, camps, lodges and guest houses in and around Corbett National Park by the team consisting of 10 students under the guidance of 2 faculty members from Institute of Hotel Management, Pusa,




The respondent stated that the study was able to cover all the objectives stated in the TOR. The main objectives covered in the survey are as follows :

1. To list all the establishments providing accommodation in and around Corbett National Park.
2. To identify the number and types of rooms available.
3. To find out various services and facilities provided by these establishments.
4. To identify various activities undertaken by these establishments.
5. To find out the status of vehicular use by their establishment.
6. To find out the sources of energy used by these establishments.
7. To find out the sources of water supply used by these establishments.
8. To find out the sources of purchasing consumables and durables for their establishments.
9. To identify the waste disposal methods used by these establishments.
10. To find out the employment generation for the locals.
11. To identify their contribution towards environment and community.
12. To assess the impact of these establishments on wild life and eco system of the National Park.

The respondent reported that the methodology used in the report was very effective. Questionnaires were used to collect data from all resorts, hotels, camps, lodges and guest houses in and around Corbett National Park by the team consisting of 10 students under the guidance of 2 faculty members from Institute of Hotel Management, Pusa. The respondent reported that highly reliable data was presented in the study report. Furthermore respondent also reported that sufficient data was presented in the report.

The survey study has been used in different in different manners. The respondent reported that survey findings not only used for the raising the awareness of the wild life and eco system but also used as a basis for the policy formation. The respondents were also mentioned that they have a plan to use the study findings and suggestions in the near future as well. They have a plan to use the study findings and suggestions in development of the guidelines for the wild life and eco tourism, and for prohibition and regulation of the



activities around Corbett National Park. The respondent also stated that the recommendation made in the report were partially feasible. The respondent proposed similar study for the Rajaji National Park for the Eleventh Plan Period.

➤ **Tourist survey for the state of Punjab**


State Govt. of Punjab with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned the DMG Consulting Pvt. Ltd. Noida, Uttar Pradesh to undertake the study of Tourist Survey for the state of Punjab during the plan year 2009-2010 with a view to bridge the gap in information relating to intra-state and inter-state flow of visitors to all the important destinations in the 20 districts of Punjab.

The study is perhaps the first of its kind and is bound to serve as a spring board for continuous updating not only of visitors statistics but also to provide valuable inputs to concerned authorities for developing infrastructure facilities, disseminating and marketing tourism sites located in Punjab.

The report was submitted with the following objectives;

1. To estimate the number of tourist
2. To assess the profiles of tourists
3. To project the magnitude of tourism demand
4. To prepare the marketing plan
5. To assess the most popular tourist destination of Punjab

The survey was conducted for a period of 12 months, during the month of July 2009 to June 2010 at selected destinations of Punjab state. The survey report covered all of the objectives as stated in the TOR. The respondent reported that effective methodology was used for the survey and highly reliable data was presented in the report. The respondent reported that the data presented in the report was partially sufficient and partially feasible recommendations were made in the report. The respondent also reported that the survey



report was quite useful, and used as base line tourist survey, as it was first survey in Punjab covering entire region and the survey findings were presented in collective manner at one place in the form of survey report. The respondent further reported that they have plans to use survey findings and suggestions in the future as the base data for other projects/studies.

➤ **Tourist Survey for the state of Himachal Pradesh**


State Govt. of Himachal Pradesh with the financial assistance of The Ministry of Tourism, Govt. of India commissioned the AC Nielson ORG- MARG Pvt. Ltd., New Delhi to undertake the Tourist Survey for the state of Himachal Pradesh during the plan year 2010-2011 with a view to enlist prime tourist location in the state and availability of accommodation.

The main objectives of the Tourist Survey were

1. To enlist prime tourist locations in the state & availability of accommodation
2. To generate details about available infrastructure facility at prime tourist spots
3. To locate month wise information about domestic and foreign tourists availing accommodation
4. To collect month wise expenses made by the state Govt. for the development of tourism and potential earning
5. To accrue information on employment in the accommodation and estimate direct employment

The study finding acknowledges that submitted report was covered all the stated objectives. The respondent also reported that not only effective methodology was used in the report but moderately reliable data facts were presented in the report. Furthermore, partially sufficient data and facts were presented in the survey report.

The respondent accepted that feasible recommendations were made in the survey report. The survey findings have been used for the future projection of the tourists and



tourism potential in the potential in the particular area/destinations of the state. The respondent also reported that they have any plan to use the project findings and suggestions in the near future to identify the tourist projection and panning. The respondents further reported that they didn't face any problem in completion of the formalities, meeting the conditions of the projects and in receiving the financial assistance from the Ministry of Tourism, Govt. of India. The respondent also recommended study of sustainable and economic impact on the tourism in the state of Himachal Pradesh.


➤ **Tourism Survey for the State of Delhi**

Ministry of Tourism, Govt. of India commissioned Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.), New Delhi to undertake the Tourist Survey for the state of Delhi during the plan year 2008-2009 with a view to estimate the visitors at district level which can be used by the State/UT government.

The field survey in the State was conducted for a period of 12 months in all districts of the State. The survey was used to obtain the following month-wise information for each district of Delhi:

1. Estimated number of visits
 - a. Visits by overnight visitors
 - Staying at accommodation units;
 - Staying with friends and relatives
 - Others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
 - b. Visits by same-day visitors
2. Profile of visitors, their expenditure pattern, purpose of visits, etc.
3. Occupancy rates and direct employment in accommodation units.

The study finding reveals that submitted project report was covered some of the stated objectives as the data on the bread and breakfast scheme was not included the report. The



respondent also reported that effective methodology was used in the report but moderately reliable data and facts were presented in the report.

The respondent reported that no recommendations were made in the survey report. That's why survey findings not used in any manner even they don't have any plan to use these finding in the near future. The respondents further reported that they didn't face any problem in completion of the formalities, meeting the conditions of the projects and in receiving the financial assistance from the Ministry of Tourism, Govt. of India.


➤ **Continuous Tourist Survey for the State of Kerela**

Department of Tourism, Govt. of Kerala with financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Datamation Consultants Pvt Ltd for the continuous tourist survey for the State of Kerala for the project plan year of 2010-2011.

Main objectives as stated by the officials were to:

- To assess the profile of tourists.
- Spending pattern.
- Average length of stay.
- Per day expenditure.
- Mode of conveyance.
- Places of interest.

These objectives cover all the aspects of Tourism Statistics in the state. As the Tourism industry is on high growth in the State of Kerala. These statistics are needed to analyze the Inflow of tourist and related trends so that they can formalize strategies to cope up with tourist populations and to develop new places of interest. As reported all the objectives were covered as per the Terms of Reference with the help of effective methodologies. The data presented was reliable and partially sufficient and the Kerala



Tourism was happy with the report and the feasible findings were used for the formulation of further strategies.

➤ **The International Passenger Survey**

Ministry of Tourism, Govt. of India commissioned the Indian Statistical Institute, New Delhi to undertake the Industry specific study during the plan year 2008-2009, with a view to assess demand profiles of the foreign tourists visiting India.

The respondents reported that the study findings were used to identify the expectation of the international tourists visiting India, to evaluate the performance of existing tourist facilities in the country, to assess the number of outbound tourists to various countries, to undertake market segmentation analysis. The respondent also reported that they have further plan to use report findings in identifying the gap in the tourism sector and in drawing the expectation and satisfaction matrices of the international tourists.

➤ **Survey of Hotel Lodges, Guest houses at Kaziranga National Park.**

Market Research Division, Ministry of Tourism, Govt. of India commissioned IHM, Guwahati for the Survey of Hotel, Lodges and guest houses at Kaziranga National Park for the state of Assam in the year of 2011-2012.

The objective of this tourist survey was to map the tourist inflow with the availability of the hotels and lodges and Kaziranga National Park. As per TOR all the objectives were covered with effective methodologies all the data in the report was sufficient and highly reliable. The Survey was further used to create DPR or further plan proposals for further development. Directorate of tourism, Assam didn't face any problems in completion of formalities, meeting the conditions of the project or in receiving the financial assistance.



➤ **Tourist Survey for the State of Goa**


Department of tourism, State Govt. of Goa with financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Datamation Consultants Pvt. Ltd. for the project of Survey on collection of Tourism Statistics for the State of Goa in the year of 2007-2008 for a complete year.

The primary objectives to conduct the survey was

1. To estimate the number of Tourist.
2. To assess the profiles of Tourists.
3. To estimate the average spending by the Tourist.
4. To prepare the Marketing Plan.

With all these the aim was to extract the data and found the various trends related to the tourists. They covered all the major tourist destinations in all to gather a proper amount of data to generate trends. The survey was very successful in giving out the accommodation of tourist details exit and entry details of the tourists, and also study there demography, spending patterns and which type of tourist visiting which destination. To know the figures related to inflow of foreign tourist and there demography. This project provided a very vast and descriptive platform regarding further development of tourism destinations in Goa state depending on the tourism traffic in the state and this enabled the State Govt. to prioritize the development in the state.

As reported some of the objectives were covered with the help of partially effective methodologies. As they stated that the survey is moderately reliable with partially sufficient data but still it proves to be very useful while taking decisions. Department of Tourism, Goa found the survey to be so helpful and effective that they want to formalize the survey execution as a continuous tourism survey after concluding that the current survey was a good starting point and the recommendations proposed were found to be completely Feasible. Go



Tourism also did not face any problem in the completion of formalities, meeting of the conditions of the project and in receiving the financial assistance.

➤ **Tourist survey for the state of Maharashtra**


Department of tourism, State Govt. of Maharashtra with the financial assistance of Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s A C Nielson ORG MARG Survey on the collection of Tourism Statistics for the State of Maharashtra at in the year of 2011-2012 for a complete year.

The primary objectives to conduct the survey was

1. To estimate the number of Tourist.
2. To assess the profiles of Tourists.
3. To estimate the average spending by the Tourist.
4. To prepare the Marketing Plan.

With all these the aim was to extract the data and found the various trends related to the tourists visiting the state. The survey covered a total 147 tourist destinations in order to gather data for the generation of the trends. The survey was very successful in providing the accommodation details, tourist details, exit and entry details, and also study of the tourists demography, spending patterns and which type of tourist are visiting various destination. One of the main objective of the survey was to know the figures pertaining to the inflow of foreign tourist and there demography.

The respondents reported that some of the objectives were covered with the help of partially effective methodologies. It was reported during the course of evaluation that the survey proved moderately reliable with partially sufficient data but still it proved to be very useful while taking decisions. Department of Tourism, Maharashtra found the survey very



useful that they decided to formalize the survey as a continuous survey. Maharashtra Tourism did not face any problem in the completion of formalities, meeting of the conditions of the project and in receiving the financial assistance.

➤ **Tourist survey for the State of Sikkim**


Department of tourism, State Govt. of Sikkim with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India assigned M/s Datamation Consultants Pvt. Ltd. for the work of Tourist Survey for the State of Sikkim to estimate the inflow of Tourists and to understand trends related to it.

The survey was undertaken in order to estimate the tourist inflow and related tourism parameters across various strata of the tourists. Since the survey started only in late 2011 only, sufficient impact of the survey was not felt at the time of evaluation.

➤ **Survey & documentation of intangible heritage of Odisha folk theatrical forms, culinary traditions & other Art forms.**

State tourism department Govt. of Odisha with the financial support of the Market Research Division, Ministry of Tourism, Govt. of India commissioned Orissa Institute of Maritime & South- East Asian Studies project of survey & documentation of intangible heritage of Orissa folk theatrical forms, culinary traditions & other Art forms in the year of 2011-2012.

Art culture and theatrical forms of Orissa are a wonderful treasure of the state. It covers the theatrical fine arts of tribal people residing in the State which includes pottery, paintings, bamboo work, paper stone crafts, seeds, herbs and medicinal plants. As a first step it was felt necessary to survey and document all these intangible invaluable art forms so that they can be categorized and can be safeguarded and marketed well to increase the awareness. The use of this tourist survey was to assess the profiles of tourists and to prepare the



marketing plan. Some of the objectives were covered with partially effective methodologies. The data presented was moderately reliable and partially sufficient still the survey was used for further work which helps in holding the tourist for longer time.

➤ **Tourism Survey for the State of Jharkhand**


Department of Tourism, State Govt. of Jharkhand with financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Market Pulse for the Tourism survey for the state of Jharkhand in the year of 2008-2009.

The main objectives of the project were to:

- Estimate the number of Tourist.
- To assess the profiles of Tourists.
- To project the Magnitude of Tourism.
- To prepare the marketing plan.

The study findings reveals that all the objectives were covered as per the TOR but they also notified that the objectives were specified by Ministry of Tourism and they were only forwarded the report, hence they were unable to comment on the same. Jharkhand Tourism also was of the view that their project objectives should also have been taken into account. The project also recommended a variety of projects to be implemented in the state with the cooperation of the industry, and some of these are as follows:

1. Food Craft Institute in Deoghar.
2. Campaign clean-India-clean all Tourism spot with help of local Stake holders with proper community mobile.
3. Infrastructure development provides public amenities accommodations, restaurants and tourism spots.
4. Development of spiritual tourism and promotion of religious apart from cultural tourism.



➤ **Study on the Demand & supply of employment generation in the tourism sector & human resource development in the state of Odisha.**

Department of tourism, State Govt. of Odisha with financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s GFK Mode Pvt. Ltd for the project of Study on the Demand & supply of employment generation in the tourism sector & human resource development in the state of ORRISA in the year of 2010-2011.


The main objective of the project was to analyze the manpower requirement in tourism in different sector. The base of improvement in the tourism industry anywhere in the country is the availability of skilled manpower; hence this study was commissioned mainly to analyze the demand supply gap in the state and to plan further for the same. As reported all objectives in the study was covered with effective methodologies. The data presented was reliable and sufficient and due to all these factors this survey/study was used to understand the manpower supply scenario in the state.

➤ **DPR for Two Circuit and One Destination**

The Uttarakhand Tourism Development Board (A Government of Uttarakhand Undertaking) commissioned Fore Consultant Pvt. Ltd., New Delhi to undertake preparation of the Detailed Project Report for the development of following two circuits and one destination during the plan year 2010-2011.

1. Development of Eco-Tourism at Back Waters of Tehri Lake Tourist Destination
2. Development of Eco-Tourism on Purola-Netwar-Harkidun Circuit
3. Development of Bhavali- Ramgarh- Mukteshwar- Bhemtal- Harishtal- Haidakhan- Haldwani Wellness Tourist Circuit

The main aim of the report was to develop two tourist circuits “Eco-Tourism on Purola-Netwar-Harkidun Circuit” and “Bhavali- Ramgarh- Mukteshwar- Bhemtal- Harishtal-



Haidakhan- Haldwani Wellness Tourist Circuit”, and one destination “Eco-Tourism at Back Waters of Tehri Lake Tourist Destination”.

The report was used as under;


1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project time line

The respondent reported that project report covered all set objectives as mentioned in the TOR but there was a delay in one of the report “Bhavali- Ramgarh- Mukteshwar- Bhemtal- Harishtal- Haidakhan- Haldwani Wellness Tourist Circuit”. As the report was not fulfilling the norms of the GOI in the first time.

The respondent reported that feasible recommendations were made in the report and the DPR was not only approved by the Ministry of Tourism, Government of India but also projects covered under this report are under process. The respondent reported that currently they do not have any plan to use the project findings and suggestions in the near future. The respondents further reported that they did not face any problem in completion of the formalities, meeting the conditions of the projects and in receiving the financial assistance from the Ministry of Tourism, Govt. of India.

➤ **DPR for the development of Haridwar- Rishikesh- Munri Ki Reti- Swargashram in Uttarakhand**

Uttarakhand Tourism Development Board (A Government of Uttarakhand Undertaking) with financial assistance of Market Research Division, Ministry of Tourism, Govt. of India commissioned India Tourism Development Corporation Ltd., New Delhi to undertake the preparation of the Detailed Project Report for the development of Haridwar- Rishikesh- Munri Ki Reti- Swargashram in Uttarakhand during the plan year 2008-2009 with



a view to development of infrastructure for the entry gate for Char Dham and Yatra Bus Terminal at Rishikesh.

The main aim of the Detailed Project Report was to ensure development of Haridwar-Rishikesh- Munri Ki Reti- Swargashram in Uttarakhand including development of infrastructure for the entry gate for Char Dham and Yatra Bus Terminal at Rishikesh.

The report was submitted with the following objectives;


1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project time line

The respondent reported that they faced the delay in getting the report from the Consultants; however the presented report covered all objectives as stated in the TOR. The respondent also reported that the methodology used in the report was partially effective; therefore they had to hire another consultant Mr. Brij Panjvari for completing the project. The respondents accepted that the final report presented by the consultants was reliable with highly reliable and sufficient data and facts. The respondents were also reported that at the last, this Detailed Project Report was not only approved by Ministry of Tourism but also 90% of the projects in the DPR have been completed.

The study findings reveals that the recommendations made in the report were feasible and the respondent also reported that they have further plan to use the DPR findings and suggestions. The State Govt. was planning the project on Light and Sound Show at Rishikesh sanctioned in the plan year 2011-2012. The State Govt. also reported that they faced problem in receiving the financial assistance from the Ministry of Tourism, Govt. of India in the form of delay in release of the financial assistance.

➤ **DPR for the destination of Haridwar Theme Park- The Himalayan Hat**

Uttarakhand Tourism Development Board (A Government of Uttarakhand Undertaking) commissioned Fore Consultant Pvt. Ltd., New Delhi to undertake the Detailed



Project Report for the the destination of Haridwar Theme Park- The Himalayan Hat during the plan year 2011-2012 with a view to ensure infrastructure development for the destination of Haridwar Theme Park- The Himalayan Hat.

The main aim of the Detailed Project Report was the development of the destination of Haridwar Theme Park the Himalayan Hat.

The report was submitted to the Govt. with the following objectives;


1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project time line

The respondents reported that the presented DPR covered all objectives as mentioned in the TOR. The respondent also reported that effective methodology was used in the report. The Govt. of Uttarakhand accepted that feasible recommendations were made in the report, however the DPR has not yet been approved by Ministry of Tourism, Government of India.

➤ **DPR for development of one destination of Almora**

Uttarakhand Tourism Development Board (A Government of Uttarakhand Undertaking) commissioned Fore Consultant Pvt. Ltd., New Delhi to undertake preparation of the Detailed Project Report for the development of one destination of Almora during the plan year 2010-2011 with a view to ensure infrastructure development of Eco-Tourism at Almora.

The main aim of the Detailed Project Report was to ensure infrastructure development of Eco-Tourism at Almora. As the ridge of Almora extends towards Kasar Devi Peak, Gananath and to eastern peaks via Binsar, Jageshwar and Dania; and hence this project is of great archaeological importance.



The report was submitted with the following objectives;


1. To seek funding from the financial institutions
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project time line

The study findings reveals that the submitted Detailed Project Report on the development of Eco-Tourism at Almora covered all the objectives stated in the TOR. The respondent also stated that the methodology used in the report was not only effective but also highly reliable data and facts were presented in the report. Sufficient data and facts were given in the report and feasible recommendations were made in the submitted Detailed Project Report on the development of Eco-Tourism in Almora.

The respondent accepted that the Detailed Project Report on the development of Eco-Tourism at Almora was not only approved by Ministry of Tourism, Government of India but also the projects come under this report are under process. The respondent also accepted that they didn't face any problem in completion of the formalities, meeting the conditions of the project and in receiving the financial assistance from MOT during the implementation of the project.

➤ **DPR for freedom struggle circuit, destination development for Amritsar & Patiala in Punjab**

Punjab Heritage and Tourism Promotion Board, commissioned CRCI, New Delhi to undertake the Detailed Project Report for the destination development for Amritsar, HCDC, New Delhi to undertake the Detailed Project Report for the destination development for Patiala and HCDC, CRC & Beyond Built to prepare the Detailed Project Report for the



development of Freedom Struggle Circuit during the plan year 2007-2008 with a view to ensure conservation of historical buildings and monuments.


1. Destination development for Amritsar

The main aims of the Detailed Project Report were development for Amritsar as a tourist destination by conserving historic buildings, construction of tourist information centre and promote tourist inflow to the city.

The report was submitted with the following objectives;

1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project timeline

The respondent reported that they faced delay in the implementation of project due to the involvement of other department in the project. The report covered all objectives as stated in the TOR. The respondent reported that effective methodology was used in the report and highly reliable and sufficient data and facts was presented. The respondents also reported that feasible recommendations were made in the report. The respondent accepted that the projects related to this DPR are now completed and they have plans to use the report finding and suggestions in the future for the development of mega destination at Amritsar.



The respondents also reported that they didn't face any problem relating to the completion of the formalities, meeting of the conditions of the projects and in receiving the financial assistance during the implementation of the project. The respondent recommended the development of mega destination at Amritsar during the Eleventh plan period.


2. Destination Development for Patiala

The main aims of the Detailed Project Report was the development of Patiala as a tourist destination by conserve historic monuments, showcase the historic culture and heritage of Patiala including promotion of tourist inflow in the city.

The report was submitted with the following objectives;

1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project timeline

The respondent reported that they faced the delay in the implementation of the project due to certain issues related to the site. The respondent accepted that the implemented project was covering the some of the objectives as stated in the report as the funds were not sufficient to complete the construction work completely. Even effective methodology was used in the report, and highly reliable and sufficient data was presented in the final report. The respondent reported that feasible recommendations were made in the report. Detailed Project Report was not only approved by the Ministry of Tourism but also projects mentioned in the report were completed.



The respondents accepted that they did not face any problem in completion of the formalities, meeting the condition of the project and in receiving the financial assistance during the implementation of the project. The respondents further reported that certain elements could not be addressed under this project due to shortage of funds and they also recommended that these elements need to be undertaken under the Eleventh Plan.


3. DPR for Freedom Struggle Circuit

The main aims of the Detailed Project Report was the development of freedom struggle circuit in Punjab by conserve historic building and monuments, showcase Indian history and culture connected with India's freedom struggle and to promote tourist inflow.

The report was submitted with the following objectives;

1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project timeline

The respondent reported they experienced delay in the implementation of the project due to certain issues related to the land at various places. The respondent accepted that the implemented project was covering all of the objectives as stated in the report. The respondents also reported that effective methodology was used in the report, and highly reliable and sufficient data was presented in the final report. The respondent also reported that feasible recommendations were made in the report. The Detailed Project Report was not only approved by Ministry of Tourism but also projects mentioned in the report are nearly on completion stage.



The respondents accepted they did not experience any problem in completion of the formalities, meeting the condition of the project and in receiving the financial assistance during the implementation of the project. The respondents further reported that the development of building and other facilities at Shaheedi Bohr, Amritsar were not completed, due to shortage of funds. Approximately Rs. 80.00 lacs are needed for this development and which may be considered under Eleventh Plan.


➤ **DPR for Destination Development of Wagha Border in Punjab**

Punjab Heritage and Tourism Promotion Board, commissioned Datamation Consultant Pvt. Ltd., New Delhi to undertake the Detailed Project Report for the Destination Development of Wagha Border in Punjab, during the plan year 2007-2008 with a view to conservation of historically important structures and to develop tourist facilities.

The main aims of the Detailed Project Report was the development of Wagha Border in Punjab by conserve historically important structures such as Attari Samadhi, Pul Kanjri and Sarai Amanat Khan, to provide tourist facilities for visitors visiting the ceremony at Attari and to promote inflow of tourist to the area.

The report was submitted with the following objectives;

1. To seek funding from the Ministry of Tourism
2. To prepare implementation plan/monitoring of projects
3. To understand the deliverables of the projects
4. To understand the project timeline



The respondent accepted that they faced the delay in the implementation of the project due to certain issues related to the land and due to discovery of the historic facts during the implementation of the projects. The respondent accepted that the implemented project was covering all of the objectives as stated in the report. Effective methodology was used in the presented report but moderately reliable data and facts were presented in the report. Due to unavailability of the recorded documents related to the historic facts and verbal narrations have to be relied upon as the cross checking through written records; but it was not always possible.


The respondents were also reported that sufficient data and facts were presented in the report, and feasible recommendations were made in the report. This DPR was not only approved by Ministry of Tourism but also the projects are completed. The respondents also reported that they did not face any problem in completion of the formalities, meeting the condition of the project and in receiving the financial assistance during the implementation of the project.

➤ **DPR for the development of Yamuna Nagar- Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism Circuit**

The Department of Tourism & Civil Aviation, Govt. of Himachal Pradesh commissioned the Housing and Urban Development Ltd., New Delhi to undertake the Detailed Project Report for the development of Yamuna Nagar- Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism Circuit development during the plan year 2011-2012 with a view to develop tourism related infrastructure for the facilitation of tourist in the state of Himachal Pradesh.

The main aim of the Detailed Project Report was to create and develop tourism related infrastructure for the facilitation of tourists in the state of Himachal Pradesh.

The report was submitted with the following objectives;

- 
1. To seek funding from the Ministry of Tourism
 2. To prepare implementation plan/monitoring of projects
 3. To understand the deliverables of the projects


The Detailed Project Report was submitted with broad based background to create and develop tourism related infrastructure for the facilitation of the tourist in the state of Himachal Pradesh.

The study finding reveals that the submitted report on the project covered all the stated objectives. The respondents reported that effective methodology was used in the presented report. Furthermore, highly reliable and sufficient data and facts were presented in the report. The respondents also reported that feasible recommendations were made in the presented report. The respondents reported that the study findings were used for the approval of the projects and funds have been received, and most of the projects are on the implementation stage. The respondents further reported that they did not face any problem in completion of the formalities, meeting the conditions of the projects and in receiving the financial assistance from the Ministry of Tourism, Govt. of India.

➤ **Detailed Project Report for tourism circuit development of Zero, Mechuka and Basar.**

Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Indian Tourism Development Corporation Development preparation of the Detailed Project Report for tourism circuit development of Zero, Mechuka and Basar in the year of 2007-2008.

The main objectives of the detailed project report was to develop a mini resort & cottage at Potin, Mini resort & cottage at old zero and wayside amenities at soashimla this all were proposed in ZERO. Wayside amenities at silpur, view point at ragi doki wayside amenities at bazaar view point, way side amenities at bame interjunction, view point at along, and wayside amenities at yaphikand and sikodioda. All these objectives have the prime focus



to develop the areas of tourist interest and create basic facilities to increase the customer satisfaction. As the tourism industry is not that much developed, so these projects are milestone in achieving the basic infrastructure needed for the tourist


The study findings advocates that all the objectives were extensively covered under the report with highly effective methodologies this Detailed Project Report consists of highly sufficient and reliable data and this report is used further for the implementation of the infrastructural developments. The suggestions and recommendations present in the report are all feasible since the technical scrutiny done in the project was extremely good as their own engineers were part of the process and the monitoring done was also good.

➤ **Detailed project report for the destination development of Jairampur, and circuit development of Deporijo.**

Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Indian Tourism Development Corporation Development for the Detailed project report for the destination development of Jairampur, and circuit development of Deporijo in the year of 2007-2008.

The main objectives were infrastructural development in these areas to make it a better place to visit to increase satisfaction level of tourist and create customer delight. These developments includes River front Dev near Sikarijo, development of tri-angular park, wayside amenities at yenchin nyunte As the tourism industry is not that much developed so these projects are milestone in achieving the basic infrastructure needed for the tourist.

All the objectives were extensively covered under the report with highly effective methodologies this detailed project report consist of highly sufficient and reliable data and this report is used further for the implementation of the infrastructural developments. The suggestions and recommendations present in the report are all feasible the technical scrutiny done in the project was extremely good as their own engineers were part of the process and the monitoring done was also good.




➤ **Identification of River Ghats & jetty points for development of River Cruise facilities & infrastructure along the river Brahmaputra & its Tributaries with topographical survey & feasibility study on River tourism location of Assam.**

State Govt. of Assam with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India assigned preparation of a Detailed Project Report to Karigri Handloom & Crafts for the Identification of River Ghats & jetty points for development of the river cruise facilities & infrastructure along the river Brahmaputra & its Tributaries with topographical survey & feasibility study on River tourism location of Assam.

The main objective of the study was to prepare implementation plans and monitoring of projects. Brahmaputra River flows across Assam for around 700 Km with a wide course of around 10 Km in dimensions and there is a huge potential for river cruise. The island Majuli in between the river also adds to the attraction for the tourists. As per TOR all the objectives were covered with effective methodologies all the data in the report was sufficient and highly reliable. The survey was further used for the implementation of the project. Directorate of Tourism, Assam did not face any problems in completion of formalities, meeting the conditions of the project or in receiving the financial assistance.

➤ **Survey of strategic location for placement of directional signage key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard sign & symbol.**

State Govt. of Assam with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India assigned Detailed Project Report preparation to Karigri Handloom & crafts for the Survey of strategic location for the placement of directional signage key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard sign & symbol.



The main objective of the study was to identify strategic locations for tourist signages across the state of Assam to facilitate the tourism development for effective erection of the signage that will eventually ensure convenience safety & delight for the tourist.

Other linked objectives were;

1. To provide direction to tourism destinations.
2. To provide information on destination attraction.
3. Enhance the profile of tourism in the state of Assam.
4. Increase & promote visits to the states may tourism services and facilities.
5. Protect and preserve the Ecology/cleaniness of a destination/attraction.
6. To create visitors delight.
7. To enhance physical evidence & brand image of the state from the Tourism perspective.
8. To in capitulate the story/legend behind every destination spot this will ensure customer delight.

A range of signages were proposed;

- Directional Signage.
- Information Signage.
- Facility Signage.
- Caution Signage.
- Story Board.

As discussed in the brief about state there are many National parks and Heritage sites, temples, shrines; and iif these signage are effectively placed it would add wonders for tourists delight. As per TOR all the objectives were covered with effective methodologies. All the data in the report was found to be sufficient and highly reliable. The survey was further used for the implementation of the project. Directorate of Tourism, Assam did not face any problem in the completion of formalities, meeting the conditions of the project or in receiving financial assistance.




➤ **Detailed project report for destination development of Sirpur.**

State Govt. of Chhattisgarh with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Arch Tech the project of Detailed Project Report for Destination development of Sirpur in the year of 2011-2012.

Sirpur or Shripur the city of wealth has been mentioned in ancient records and dates back to a periods ranging from between the Fifth and the Eighth century A.D. there are many temples in the area such as the Shiva Temple of Panchayatan style and the beautiful sculpture of Mahishasuramardini, two Budhist Monastries and the Lakshmana temple found here is a brick temple dedicated to Lord Vishnu, and the other temple is Gandheshwara temple. These all temples attracts pilgrimage tourist as well as tourist who wants to watch the marvellous ancient architecture of these temples one other most interesting feature of the Sirpur site is that archaeological pieces connected with the Shaiv, Vaishnav, Jain and Buddhist religions (of approximately the same age) have been found side by side. The ruins are seen on the banks of numerous tanks existing within a radius of about 6 kms. around Sirpur adding to the .beautification of the project.

All these factors defines the huge potential of the area, hence Tourism Mandal Chhatissgarh decided to implement a detailed project report with the main objective of the undertaking beautification of the project site and making it comfortable for the tourists, preservation of the heritage sites and to enhance the tourism experience in the overall site. The detailed project report helped CG Tourism to seek funding from the MOT. As reported all the objectives are covered with partially effective methodologies. Data present in report was found to be sufficient and this report was s used for the further implementation of the project and tender has been already floated for the implementation.



➤ **Detailed Project Report for the development of "Ishingthingbi Lake" in Thoubal, Manipur.**

State Govt. of Manipur with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Indian Tourism Development Corporation for the Detailed Project Report of development of "Ishingthingbi Lake" in Thoubal, Manipur in the year of 2008-2009.


Tourism in Manipur is not developed due to disturbance in the state but all resources are working hard to develop the tourism industry in the area. This detailed project report was another step towards carrying out improvement in the area. The detailed project report contains all the necessary aspect of beautification and development of the ancillary facilities, and it was found very useful in analyzing the spots where development could be done.

The study findings reveals that all stated objectives were covered under this detailed project report as per the TOR with effective methodologies. Data presented was highly reliable and available in the DPR, barring some additional details regarding land acquisition was not there but still the report provided a base for the implementation of this project.

➤ **Detailed Project Report Development of Southern Tourist Circuit- phase-II.**

Department of tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned INDIA Tourism Development Corporation Limited in association with Kapoor and Associates, Patna for the project of Development of Southern Tourist Circuit Phase-2 Lunglei-Saicho-Thenzawl- Sialsuk-Hmuifang-Aibawk-Durtlang in Mizoram in the year of 2007-2008.

The project as reported contains a diversified mix of infrastructural developments in the area. The development includes a variety of developments like development of lodges, inspection bungalows and ancillary facilities such as addition of dining room, kitchen, staff



quarters and cafeteria. The infrastructure upgradation was widely spread across all the places mentioned in the report. The objective of the development as reported was to increase the customer delight by increasing the number of available accommodations and providing some basic facilities to the tourist since some of the destinations are so remote, hence the tourist does not stay there for a longer period of time over there due to lack of basic facility due to which developments were undertaken in order to make tourist stay longer as also explore some more nearby places.


The DPR also helped in securing funding from the financial institution. The report covered all the objectives as stated in the TOR, the methodologies used were partially effective and the data was moderately reliable and partially sufficient. The partially feasibility was a by product of lack of complete knowledge of the local conditions. Yet the project found out to be very helpful in developing the circuit.

➤ **Detailed Project Report Development of Rural tourism “Thenzawl”**

Department of tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned the India Tourism Development Corporation Limited in association with Kapoor and Associates, Patna for the project of Development of Rural tourism “Thenzawl” in the year of 2007-2008.

As reported the village of Thenzawl was chosen due to some underlying factors like it is already a well-established centrally located village and has some existing infrastructural property of the Directorate of Tourism. And there is a new highway being constructed and the Department of Tourism was certain that this will lead to an increase in the inflow of Tourist traffic that would lead to economic upliftment of the local people and they will also get recognition for their art works.

The main objectives of the project also include identification and selection of suitable rural tourism sites/locations and Development of Tourist facilities & activities at proposed locations. All this development includes a live Handloom Display (to promote the unique products of Thenzawl), sale counters (to store and sell goods tp tourists), Food outlets serving



local cuisines, a Amphitheatre and some ancillary facilities. All these objectives revolved around the central idea of making a tourist stay longer with a better satisfaction level and also enabling the tourist to get a taste of local cuisines, and the rich art and culture.

This DPR also helped to seek funding from financial institution. And the report covered all the objectives as stated in the TOR, the methodologies used were partially effective and the data was found to be moderately reliable.

➤ **Detailed Project Report Development of tourist destination Sakawardai**

Department of Tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned India Tourism Development Corporation Limited in association with Kapoor and Associates, Patna for the project of Development of Tourist Destination Sakawardai during the year of 2007-2008.

Sakawardai is the Headquarter of Sinlong Hills Development Council, and with variety of handicrafts, Bamboo and cane products exceptional natural beauty and different festivals celebrated here makes it a preferable destination as described by the Department of Tourism. Being a headquarter of Sinlong Hills Development Council it is a important place which has to be developed. On the basis of this a number of infrastructural developments has been proposed in the area this include development of a conference hall, along with four more guest rooms, dormitory accommodations and ancillary facilities which are proposed to increase the room availability.

The agency was able to fulfil every objective stated in the TOR with partially effective methodologies. The data presented in the report was moderately reliable and partly sufficient. The reports suggestions and findings were used to further implementation of the project. They did not encounter any problem in completion of formalities, meeting the conditions of the project and in receiving the financial assistance.



➤ **Detailed Project Report Tourist Destination Kanhmun**


Department of Tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned India Tourism Development Corporation Limited in association with Kapoor and Associates, Patna for the project of Development of Tourist Destination Kanhmun in the year of 2007-2008.

Tourist destination Kanhmun is located about 230 Kms from Aizawl and has a variety of natural scenic beauty encompassed with rich art and culture of Mizoram. With the destination Kanhmun a huge tourist potential is still to be explored. For this a infrastructure development proposal covering a conference hall, 5 more guest room apart from the existing facility, dormitory accommodation and ancillary facilities was proposed with a view to increase tourist satisfaction level. With all these developments the hopes are really high that this will increase the inflow tourist population.

As reported the agency was able to fulfil every objective as stated in the TOR with partially effective methodologies. Furthermore, the data presented in the report was moderately reliable and partly sufficient. The reports suggestions and findings were used for the further implementation of the project in which the State Govt. and agencies did not encounter any problem in completion of formalities, meeting the conditions of the project and in receiving the financial assistance.

➤ **Detailed Project Report Tourist Destination Chawngte**

Department of tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned India Tourism Development Corporation for the detailed project report of Tourist Destination Chawngte During the year of 2010-2011.



With a diversified and rich culture of the population having people from Lai and Chakma tribes primarily and a wide variety of flora and fauna including virgin forest banana and deciduous tree forest and mountains with carpet of greenery makes it a favorable tourist destination. But due to lack of awareness it is not that much explored yet the place is with a huge tourist potential. Hence the Department of Tourism tried to develop the area with some infrastructural developments and beautification process.


The presented report on Detailed Project Report was very comprehensive and explanatory covering all the objectives with partially effective methodologies. The area was developed on the base of the recommendations based on the report which are partially feasible. The report helped in great amount in developing a implementation plan and getting funding for the project.

➤ **Detailed Project Report of Tourist destination Palak Lake.**

Department of tourism, State Govt. of Mizoram with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned the India Tourism Development Corporation for the detailed project report of Tourist Destination Chawngte at in the year of 2010-2011.

The Palak Lake is situated in the Lakher region of Chhimtuipui district, 130 Km south west of Saiha. It is a beautiful natural lake with fishes, crabs and a variety of avifauna. It is surrounded by forest rich with variety of flora. All this describes the beautiful tourist spot with a range of different kinds of natural beauty. This also describes its potential to attract tourist. A DPR was prepared for the development of this lake includes various infrastructural developments and beautification of lake process.

The study finding reveals that agency was able to fulfill every objective stated in the TOR with partially effective methodologies. Also data presented in the report was moderately reliable and partly sufficient. The reports suggestions and findings was used to further



implementation of the project they didn't encounter any problem in completion of formalities, meeting the conditions of the project and in receiving the financial assistance.

➤ **Detailed Project Report of Development of Aerosport at Aizawl.**

Department of tourism, State Govt. of Mizoram with the financial assistance of the project of Detailed Project Report of Development of Aerosport at Aizawl was assigned to India Tourism Development Corporation Ltd at the cost of Rs 674,160 in the year of 2007-2008.

As reported the Department of Tourism wanted to attract the adventure loving tourist to the state for the fulfillment of the same they decided to develop the Aerosports in the state. And they also formulated some main objectives which include

- Development of base station consisting of a hangar administrative block & Dormitory.
- Development of off-station (Extension) consisting of a Hangar, Office & store.
- Aero sports Equipment.
- Training and skill development of Manpower.

All these are the primary objectives and basic requirements of this aero sport project. The report was very good as it helped them to understand the potential of the area with respect to adventure sports. Report also helped the State Govt. to identify that among the complete set of the recommended sport that could be implemented in the facility. The agency was able to fulfil every objective stated in the TOR with partially effective methodologies. The data presented in the report was moderately reliable and partly sufficient. The reports suggestions and findings was used to further implementation of the project they didn't encounter any problem in completion of formalities, meeting the conditions of the project and in receiving the financial assistance.




➤ **Detailed Project report for Jagannath Puri, Bhubneshwar and Chilka as mega tourism circuits in Orrisa**

Department of tourism, State Govt. of Orrisa with the financial assistance of The Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s India Tourism Development Corporation Ltd. For the Detailed Project report for Jagannath Puri, Bhubneshwar and Chilka as mega tourism circuits in Orrisa during the year of 2007-2008.

The reports include the suggestions of additional entertainment facility across the circuit with the view of increasing customer satisfaction and to make the tourist stay for the longer period of time. These facilities includes mega aquarium, Oceanarium, Water sports on beach, museum, convention centre, theme park, health resort etc to increase the tourist stay. Considering the huge tourist arrival on this stretch, additional infrastructure needs to be created i.e. parking, information centre, basic tourist facilities, hotels (Budget & star category), signage's etc. as we know Jagannath Puri has a huge potential due to presence of legendary Jagannath temple but the problem associated with the destination was that people only come for a day visit and they do not stay for longer, so some extra attractions needed to be added in the circuit to make tourist stay longer.

As reported some of the objectives were covered with partially effective methodologies as the tourism officials reported the agency people didn't scrutinize on the suggestions proposed in the report. The data present was partially sufficient and reliable but it still used in getting further approval of the project and to finally implement it. Some of the problems explained were regarding the scrutiny regarding land acquisition, and the other departments linked to the project in the area which has to be involved in the project development. Also there is a lack of communications between departments sometimes two departments are working on the same project.

➤ **DPR for tourism infrastructure development in Gangtok, Sikkim under major tourist destination & circuits.**



Department of tourism, State Govt. of Sikkim with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India assigned M/s Indian Tourism Development Corporation Ltd for the work of formulation of the Detailed Project Report for tourism infrastructure development in Gangtok, Sikkim at the cost of 1,685,400 under major tourist destination & circuits. With a view that this report will help them in understanding various financials involved which will further help them in seeking funding for the project.


The Department of Tourism, Sikkim emphasizes much on understanding the financials as the amount money needed tends to change according to the development region selected as the range of natural difficulties differs according to the region.

The survey reports covered all the objectives stated in the TOR, the methodologies adopted were partially effective and the data was moderately reliable and partly sufficient and the recommendations made in the report are partially feasible as the people involved don't have a firm grasp regarding the local conditions. This leads to some problems like problem of land acquisition, need of additional financial assistance etc. yet the reports are used to further formulate and present the proposal to Ministry of Tourism.

➤ **Detailed Project Report for the Rural Tourism project of two Rural Tourism Project at Banabethi and Hurijala and destination development of Belonia and development of Dumboor Lake and Udaipur.**

Department of tourism, State Govt. of Tripura with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Indian Tourism Development Corporation Ltd. For the formation of Detailed Project Report for the Rural Tourism project including two Rural Tourism Project and development of Dumboor lake at Banabethi, Hurijala and destination development of Belonia and Udaipur at the cost of Rs 1,798,960 in the year of 2007-2008.

Main objectives of this detailed project report was to develop the infrastructure on these places to attract more tourist and implementation of basic IT infrastructure in the Rural




area to speed up the process working lodges and to provide better information support in the rural areas. In both the places Banabethi and Hurijala hardware and software are installed to ease and speed up the work. In the destination of Belonia and Udaipur included infrastructural developments like tourist resorts, tourist facilities, wayside facilities at eco-park , and a Craft and Cultural centre, Development of Matabari, upgradation of Gomti Yatri Niwas, Nature park and Development of Amar Sagar Lake and development of some additional tourist facilities and lodges in various destinations.

The detailed project report found to be very effective and useful with all the stated objective covered by use of effective methodologies. The data presented was highly effective and reliable as well. By the use of this data presented in sufficient amount they have implemented the project on the base of this detailed project report and the feasible recommendations presented in the report. Yet as reported by respondent the protocol of acceptance of project proposal is bit long if that could be trimmed it will be very helpful apart from that they didn't face any problems regarding the project report.

➤ **Detailed Project Report of Destination development of Vangmun under Jampui Hills.**

Department of tourism, State Govt. of Tripura with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd. Fo the Detailed Project Report of Destination development of Vangmun under Jampui Hills In the year of 2010-2011.

Vangmun a small village and headquarter for Jampui hills has many view points where tourist can see sunrise as well sunset equipped with natural beauty Vangmun is a beautiful village to visit. The main objectives of this particular detailed project report were construction of tourist lodge, creation of tribal interpretation centre and reception centre and a view point. All these development was planned to make tourist stay there for a longer period of time.



➤ **Detailed project report for the development of two Circuit destinations and destination development of Tirthamukh.**

Department of Tourism, State Govt. of Tripura with the financial assistance of the Market Research Division, Ministry of Tourism, Govt. of India commissioned M/s Indian Tourism Development Corporation Ltd. For the formation of Detailed Project Report for the development of two Circuit destinations and destination development of Tirthamukh at the cost of Rs 4,412,000 in the year of 2009-2010.

The main objectives of the circuit development was to make the tourist stay for longer period of time that's why developments like Landscapes at Thakurani Teela, pathway development at Syamsundar tilla, budhist cultural centre & tourist facilities at Thakuracherra Pilak and Dashansi Reongpara in west Tripura circuit including the development of tourist facilities and wayside architecture at Unakoti and Kanchanpur, tourist lodge at Fuldingbhi and amphitheatre at Vangmun. All these developments were proposed in Dhalai-North Tripura circuit. All these developments was proposed in the study just to make the destination a better place to stay for tourists

All of the stated objectives were covered as per the TOR with highly effective methodologies. The data presented was highly effective and reliable as well. By the use of this data presented in sufficient amount Tripura Tourism have implemented the project on the base of this detailed project report and the feasible recommendations presented in the report. Yet as reported by respondent the protocol of acceptance of project proposal is bit long if that could be trimmed it will be very helpful apart from that they didn't face any problems regarding the project report.




CHAPTER-5: Study Finding, Suggestions and Recommendations

5.1 Study Finding:

Major findings of the study are as follows;

5.1.1 The effectiveness of the methodologies used in various studies

- Nearly three fourth (73%) of the Survey/Study implemented during the eleventh plan period adopted effective methodology as per respondent's feedback. Whereas, only 27% of the Survey/Study were conducted with partially effective methodology. There were no projects assessed by the respondents that appear to have adopted ineffective methodology.
- Majority (87%) of the Survey/Study implemented during the eleventh plan period covered all stated objectives laid out in the scheme, whereas only 13% of the Survey/Study covered some of the stated objectives. However none of the projects could covered all of the stated objectives laid out in the scheme for which reasons articulated by the respondents from the State Govt./UT Administration ranged from the competency of the agency/consultant, insufficient funding etc.
- Highly reliable data was presented in majority (70%) of the reports submitted during the Eleventh Plan Period. Whereas, only 30% of the reports submitted during the Eleventh Plan Period had moderately reliable of data and facts. As per respondents from various States/U.Ts none of the reports submitted during the plan period had unreliable data. The respondents concluded that in most (70%) of the reports sufficient data was presented for arriving at reliable conclusions and/or recommendations, and 28% study/survey reports submitted rendered partially



reliable data and facts. There were only 2% study/survey reports in which insufficient data was presented in the plan period.

- The study finding reveal that as per respondents 70% of the Surveys/Studies were submitted with feasible recommendations, including 30% Surveys/Studies with partially feasible recommendations. There were no Studies/Surveys presented with unfeasible and impractical recommendations.

5.1.2 The extent to which the MOT and various State Governments / UT Administrations have made use of the schemes to promote market research activities in the field of tourism

- In total, 95% of the report's findings and suggestions were used for different purposes viz. raising the awareness on issues related to the Indian tourism sector; sound base for policy formulation; future projections of the domestic & international tourists and planning; designing the marketing strategy and campaign; identifying the gaps in tourism related infrastructure; indentifying the potential tourist destinations; identifying multiple uses of the Survey/Study; identifying the circuit and destination for development; in projecting the magnitude of tourism demand; assessing the impact of tourism related activities on wildlife and eco system; analyzing the employment generation from marketing activities; analyzing the economic linkages; developing the Indian tourism brand in the international market; understanding the trends in the industry; identifying the projects seeking central financial assistance; analyzing tourism statistics, approval of associated projects; implementation/monitoring of the associated projects; understanding of deliverables for the project; obtaining sanction of funds from the financial institutions etc. There were 5% reports/studies which were not used in any manner during the Eleventh Plan Period.




5.1.3 The extent of the use of the studies in policy intervention by Ministry of Tourism and the States

- The study findings reveals for 88% of the Surveys/Studies the State Govt./UT Administration plan to use the findings and/or suggestions in the near future for final implementation of the project(s); working plan development for different tourist center; policy formulation; developing the guidelines for prohibition and regulation of the activities; analyzing the expectations of the domestic and international tourists; gap identification; drawing the expectation and satisfaction matrix; forecasting of the tourists etc. whereas there were only 12% of the Surveys/Studies for which State Govt./UT administrations had no plans to use them in the near future.
- The study finding suggests that 85% respondents had not faced any problem in the completion of the formalities during the implementation of the projects/studies.
- The study finding acknowledges that 98% of the State Govt./UT Administrations did not face any difficulties in meeting the conditions of the Surveys/Studies during the implementation of the same. However there were 2% Surveys/Studies in which State Govt./UT Administrations faced problems in meeting the conditions of the Surveys/Studies during the actual implementation of the same.

5.1.4 Other Findings

- Overall, percentage budget utilization under the Market Research scheme for the Eleventh Plan Period was 99.4%. During the plan years 2010-2011 and 2011-2012 percentage of budget utilization was 100%. Whereas, during the plan year 2007-2008 and 2009-2010 percentage of budget utilization was 99.9% however during the plan year 2008-2009 percentage of budget utilization was decreased to 97%.

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- The study finding reveals that the awareness of the Market Research Scheme in the States/UTs amongst the Tourism Departments of the State Govt's and UTs as well as amongst other related Departments was 89%. However lack of sufficient awareness in the Travel Trade and Hospitality sector as well as in the international arena necessitates implementation of effective additional educational and awareness creation in the Private sector both within the country and overseas as well as amongst the Travel Trade stakeholders. Majority of the States Govt./UT Administrations were utilizing effectively the facilities provided under the scheme, to develop and promote tourism in their respective States/ UTs.

 - Major source of awareness for the Market Research scheme in the different States/UTs of the country were official circulars and letters from MOT, as affirmed by 78.9% respondents. Other informational sources of awareness for the Market Research scheme in the state(s)/UT(s) were MOT's website (26.3%), Newspaper Advertisements (10.5%), Agencies/Beneficiaries (15.8%) and others (9.9%).

 - Majority (94.8%) respondents positively rated that the MRS implemented by MOT was in consonance and synchronized with the present and future prospects of tourism in India. 79% respondents positively rated that Market Research schemes covered all the important aspect of the tourism in India during the eleventh plan period. 47.4% respondents reported that generally approval of the Survey/Study requires long gestation period and long sanction period; whereas 47.3% respondents rated that extensive paper work was required for obtaining approval of Survey/Study under the scheme. Furthermore, 47.4% reported that a whole range of certifications and approvals were required for the approval of the Survey/Study under the Market Research scheme. In addition, nearly half (47.3%) respondents accepted that sufficient financial assistance was given under the Market Research scheme. In total, 57.9% of the respondents accepted that overall the process of obtaining sanctions for the Surveys and Studies under the MRS was hassle free during the Eleventh Plan Period.




5.2 Suggestions and Recommendations:

5.2.1 Coverage of the Scheme

- Based on our rigorous and in-depth evaluation of the MRPS scheme, it is evident that the Market Research Division (MRD) of the Ministry of Tourism, Govt. of India was able to achieve all of the stated objectives under the MRPS by using Professional Services from the consultants/agencies during the Eleventh Plan Period. A range of market research activities were conducted during the Eleventh Plan period such as Evaluation Studies, Plans, Tourism Related Surveys for providing available relevant data/information/report/inputs to the Ministry for policy making and planning purposes. Numbers of Feasibility Studies and Detailed Project Reports (DPR) for different tourism destination development were undertaken in the plan period. In total, 124 projects were implemented during the Eleventh Plan Period, including 15 Industry Specific Studies, 18 Evaluation Studies, 2 Assessment Studies, 2 Master Plans/Action Plans, 2 Feasibility Studies, 2 Concept Plans, 33 Detailed Project Reports, 24 Tourist Surveys and rest 26 projects were related to the Meetings, Print orders, Advertisements. Therefore, it is suggested that other than these studies other tourism related survey/studies might be considered under the scheme for state-by-state and sector-by-sector during the Twelfth Plan Period such as Policy Related Studies, Human Resource Requirement studies etc. for wider coverage of each and every component of market research under the tourism sector.


- The Market Research Division, Ministry of Tourism also publishes brings out an Annual Publication titled “India Tourism Statistics” every year for providing the details of international and domestic tourism statistics, including details on the classified hotels etc. In addition, a brochure titled “Tourism Statistics at a Glance”



is also published, for providing updated and latest key statistical data. In addition, an estimated month wise Foreign Tourist Arrivals (FTAs) figures and Foreign Exchange Earnings (FEE) from tourism are also published by the MRD, Ministry of Tourism, Govt. of India. The findings of the certain Survey/Studies conducted during the eleventh plan period were not used in any manner. As the State Govt./UT administrations were not able to take the benefit of those reports due to their limited technical understanding and unavailability of the Survey/Studies reports. Therefore it is suggested that under the scheme, Market Research Division, Ministry of Tourism, need to assist State Govt./UT Administrations in utilization of the project findings and suggestions for the development and promotion of the tourism in their respective States/UTs. Furthermore, MOT need to make sure that the copies of the Surveys/Studies reports were shared with State Govt./UT administration in the form of both soft and hard copies. The follow up mechanism between the MRD, MOT and the State Govt./UT.s has improved significantly with enormous efforts of MRD; yet the State Govt./UTs also have to be forthcoming and more responsive in their approach and attitude.

- Under the guideline of Market Research – Professional Services, Ministry of Tourism, Govt. of India there were no provision of sanctioning the funds for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. However, Ministry of Tourism considers sanctioning of Surveys for determining the requirement of hotel accommodation etc. in the country under the guideline of Market Research – Professional Services. Therefore, it suggested that Ministry of Tourism, Govt. of India might consider the sanctioning the funds for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. under the scheme of Market Research – Professional Services for ensured development of world class, state of the art infrastructure for the domestic as well as foreign tourists.


- In total 9 studies/Surveys were conducted by Institute of Tourism and Travel Management (IITTM) and 5 studies/Surveys were conducted by Institute of Hotel Management during the Eleventh Plan Period. Due to special expertise for tourism sector, these institutes done a commendable work, hence other private and govt.



institutes of such expertise can also be included under the scheme for Twelfth Plan Period under the scheme for the conduction of different Survey/Studies. Experts from these institutes can also be included in meetings/seminars/conferences to gather some relevant views from them regarding the survey and studies. This step will also help in strengthening of strategic hand of ministry of tourism. Furthermore, studies/surveys can be directly awarded to these institutions from the Ministry of Tourism/State Govt. under the Market Research scheme during the Twelfth Plan Period to reinforce, encourage and promote these private and govt. institutes such as IHMs, FCI, IITTM, NIWS, NIAS, NCHMCT etc.

5.2.2 Implementation of the Scheme

- The Ministry of Tourism maintained different subject specific Panels of “Consultants” for getting professional services for the purpose of Surveys/Studies. The Panels prepared through an open advertisement in the leading national dailies with the approval of Secretary, Ministry of Tourism and concurrence of Financial Adviser and their validity remains for normally 2 years. Furthermore, Ministry of Tourism, Govt. of India invites proposals from the empanelled Consultants. However, wherever felt necessary, and where the estimated cost of Survey/ Study/ Report is likely to exceed Rs.25.00 lakh, the Ministry would invites Expression of Interest/ Open Tenders through advertisement in leading National dailies, with the approval of Secretary, Ministry of Tourism. In addition, the selection of experts for obtaining inputs on DPRs/surveys/studies etc. was done from Govt. organizations/ PSUs/ Central & State Universities/Colleges and academic institutions of repute. For this purpose, the organizations were selected on nomination basis with the approval of Secretary on case to case basis. The individual expert(s) for specific assignments were nominated by the selected organization(s). Still, the research findings reveals that in some of the Survey/Study conducted during the eleventh plan period under the Market Research Scheme were not able to achieve stated objectives, due to certain reasons such as competency of the commissioned consultant/agency.



Therefore it is suggested that MOT needs to assist State Govt./UT Administrations not only in the technical side of the Survey/Study but also in the selection process of the consultant/agencies for the award of the Survey/Study, So that MOT can not only follow-up the progress of the projects but also assist the assigned consultancy/agency in case of any technical difficulty. Furthermore, with the intervention of the MOT, it can also help State Govt./UT Administrations in selecting best qualified agency/consultant for the specific project according to the technical issues related to the Survey/Study/preparation of DPR for which the MRD commissioned panel of Consultant can also be offered to the State Govt./UTs.

5.2.3 Financial Limits


- In view of the fact that some of the Survey/Studies were not able to achieve stated objectives due to limited financial assistance offered, affecting the quality of certain Survey/Study conducted during the Eleventh Plan Period. It is very difficult in the current socio-economic scenario to conduct the Survey/Study under the scheme in the current offered financial assistance. Due to inflation, enhanced resources are required for the conduct the Survey/Study. There is need for additional funds to improve the overall quality significantly compared to the current level of quality of survey/studies. Technological up-gradation also necessitates additional funding and in order to save time and costs over run in the project; the financial limits for the different components of the study/survey may be increase as suggested in the following table. Furthermore, as a result of increasing inflationary trends, Ministry of Tourism needs to revise its current financial limits with an increase in financial assistance under the Market Research Scheme during the Twelfth Plan Period, not only to improve the quality of existing tourism statistics but also to improve the quality of reports for destination and circuit development including the quality of the evolution studies by maintain the same purchasing parity during the Twelfth Plan Period. The cost of consultancy, labour charges and other related charges are increasing, therefore it is proposed to enhance this financial assistance and improve the financial limit provided under the scheme as follows;

Current Financial Assistance	Proposed Financial Assistance
(i) For preparation of DPRs/ Feasibility Studies etc. for projects under the scheme of Product/ Infrastructure Development for Destination and Circuits, a maximum assistance of Rs. 10.00 lakh will be provided.	(i) Due to increased consultancy charges and other related charges, the existing financial limits may be increased to Rs. 12.50 lakh during the Twelfth Plan Period, for preparation of DPRs/ Feasibility Studies etc.
(ii) For the preparation of DPRs/ Feasibility Reports for projects falling under the other Schemes like LRGP, the financial limits as prescribed in the respective Scheme	(ii) Same as per the scheme guidelines.
(iii) For Master Plan/ Concept Plan/ Statistical Survey etc. for the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to 90% of the total cost subject to a ceiling of Rs. 25.00 lakh.	(iii) Same as per the scheme guidelines.
(iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to Rs. 10.00 lakh.	(iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt the existing financial limits may be increased to Rs. 12.50 lakh, during the Twelfth Plan Period due to increased consultancy charges and other related charges.
(v) Payments to experts including architects	
(a) The payment will be released to the organization or the expert nominated by the organization, as per the recommendation of the organization.	(a) Same as per the scheme guidelines.
(b) Payment of a fee of Rs.1.00 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.1.50 lakh for a DPR having a ceiling of CFA of Rs.8 crore, including the fee for field visits. DA/DA will be paid at the Institution's rates as per entitlement of the experts.	(b) The existing fee component may be increased to Rs.1.250 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.2.00 lakh for a DPR having a ceiling of CFA of Rs.8 crore, during the Twelfth Plan Period, due to increased consultancy charges and other related items.
(c) An honorarium of Rs.10,000/- per day to the Senior level (Professor and above), and Rs.5,000/- per day for junior level (Asstt./Associate Professor or lower) and admissible TA/DA for specific on-site inspection of tourism projects.	(c) The existing honorarium may be increased to Rs.12,500/- per day to the Senior level (Professor and above), and Rs.7,000/- per day for junior level (Asstt./Associate Professor or lower) during the Twelfth Plan Period.
(d) An amount of Rs.2,000/- plus local conveyance for attending meetings, irrespective of duration of the meeting. In addition, TA/DA, as admissible will be paid for out station meetings. Experts /	(d) The existing fee structure may be increased to Rs.2,500/- during the Twelfth Plan Period for attending meetings. Other charges and TA/DA entitlement may be kept same as per the existing scheme guidelines.

<p>Consultants attending meetings from outside Delhi would be paid TA/DA as per entitlement at the time of retirement (in the case of retired Government officers) or as per entitlement of Class I officers (in the case of others). Furthermore, in times of internet which greatly facilitates speedy communication, an amount of Rs. 2000/- per day will be payable for days when the Consultant / Expert has undertaken work at his / her place of residence / work, on documents referred to him/ her by e-mail / fax by the Ministry, subject to verification by the concerned Division.</p>	
<p>(vi) The financial assistance to University/ Research Institutes in the field of tourism will be provided for conducting surveys/ studies on tourism related topics through IITTM Gwalior. Every year IITTM Gwalior in consultation with MR Division, will finalize the list of projects to be funded to the Universities/ Research Institutes. The projects to be funded will be identified as per the guidelines formulated by IITTM Gwalior and approved by MOT. The total cost of all such recommended projects, subject to the maximum of Rs.20 lakh, will be released to IITTM Gwalior for onward release to the Universities/ Research Institutes.</p>	<p>(vi) Same as per the scheme guidelines.</p>

5.2.4 Procedural Aspects of the Scheme

- For the projects taken up by the Ministry of Tourism, release of consultancy fee was in appropriate installments. In such cases, an advance payment was also released before start of work, on signing of work agreement and on submission of Bank Guarantee by the Consultant. Furthermore, in the case of DPRs/feasibility studies/surveys, etc. taken up by the States/UTs with Central Financial Assistance (CFA). In view of fact that some of the Survey/Study were not able to achieve stated objectives due to shortage of the funds allocated for the project, it is suggested that based on a close monitoring of the projects in event of any shortage of the funds there should be provision of additional financial assistance for the State Govt./UT Administrations for completing the Survey/Studies. A contingency



fund may also be created under the Market Research – Professional Services scheme in order to meet any budgetary shortfall such as difficult areas of north eastern regions. Furthermore, the maximum advance payments before start of work for specific studies/surveys which require extensive fieldwork/investment need to be increased to the limit of 40% from current maximum limit of 30% to ensure quality of the assigned work, on signing of work agreement and on submission of Bank Guarantee by the Consultant. The rest of the installments of payments might be 40% on submission of Interim report and 20% on submission of Final report and acceptance of the same by the State Govt./UT Administration.

5.2.5 Respondent’s Recommendations and Suggestions:

- Respondents also recommended/proposed certain Surveys/Studies to be adopted under the scheme during the Twelfth Plan period viz. promotion of tourism destinations; study for development of International Convention Center for the tourists; Survey/Study related to the ecotourism; Survey at different national parks with the help of local State Govt./UT Administrations; Survey/Study on Adventure Tourism; studies to analyze sustainability and economic impact on the tourists in different states; studies related to the development of spiritual tourism and promotion of religious apart from cultural tourism; impact of the campaign “Clean-India” in all tourist spots with help of local stakeholders; studies related to the development of food and craft institutions etc.

5.2.6 Other Recommendations and Suggestions

- The study findings reveals that while best attempts were made to utilize the funds under the Market Research Scheme during the Eleventh Plan period, however the MRD, Ministry of Tourism was not able achieve 100% utilization of the funds under the Market Research Scheme. Therefore it is suggested that Market Research division need to relook at its funds utilization strategy as well as strengthen its efforts for utilizing the funds in different Tourism related Surveys,




Studies, Plans, Market Research etc. by offering its services not only to different States/UTs of the country but also consolidate its relationship with the international tourism marketers and international tourism decision makers and implementers drawn from the bi-lateral and multi-lateral funding agencies, international academia as well as socio-cultural-religious international organizations of repute for developing appropriate projects in the area of Studies, Surveys and Detailed Project Reports (DPR) etc. for specific tourism projects during the Twelfth Plan Period targeted towards specific markets.

- Implementation of this strategy by making available relevant data/information/report/inputs to above listed institutions for policy making and planning purposes shall further enhance the reputation and work of the MRD.

- The study finding suggests while awareness for the Market Research Scheme in the States Govt./UT Administrations was generally found satisfactory. However there were certain States/UTs which were not fully aware of the Market Research Scheme, initiated by the Ministry of Tourism, Govt. of India and were not able to avail the facilities provided under the Scheme. Therefore, effective educational and capacity building steps need to be implemented for enhancing the awareness of the MRPS in all States/UTs of the country so that the State Govt./UT Administrations can positively utilize the scheme for developing and promoting tourism in their respective States/UTs.


- The study finding reveals that the major sources of awareness for the Market Research Scheme in the states/UTs were official circulars and letters; and MOT website's contribution in generation of the awareness amongst the staffs of State Government/UT Administrations was found negligible. Therefore a multi-modal, multi-pronged scheme awareness campaign may be implemented in the Twelfth plan period so that the benefits of the scheme further reach the States/UTs. A focused electronic and print publicity campaign highlighting the scheme features



may be launched. One-day Regional level and Central level multi-stakeholder consultations and conference may be hosted towards this end.

- Since the study finding reveal that the components of the Market Research Schemes was not only affect the present and future prospects of tourism in India; apart from touching every facet of integrated tourism development in the country most significantly being providing all-round data, informational and strategic inputs for all-round tourism development in the country. However obtaining sanctions and approvals of the Survey/Study requires extensive paper works, apart from a host of certifications & approvals were getting the projects off the ground. In order to facilitate and streamline this process; we recommend undertaking a thorough mapping and review of the process of obtaining Survey/Study sanctioned. A business process re-engineering (BPR) for the sanction process may be implemented by the MRD with the help of Tourism, Management and IT experts. We recommend design and deployment of a MRS e-sanction and monitoring system that shall implement the whole process of surveys/studies identification, drawing out of their proposal and approvals/sanction in an online mode. With this application; the BPR must be implemented in order to simplify the process of getting Survey/Studies sanctioned under the scheme.

To Sum up, the overall initiatives taken during the Eleventh Plan Period by Market Research Division, Ministry of Tourism in planning, policy formulation and effective monitoring and evaluation of various schemes, market research including collection of statistical information was found to be very good. As a result of these efforts made by Market Research Division, Ministry of Tourism, the quality of database on various aspects of tourism has improvement significantly. But still there are some data gaps in tourism sector and these gaps need to bridge during the Twelfth Plan Period by improving the quality of existing tourism statistics. There is intense competition among various countries to attract foreign visitors; therefore India has to prepare with suitable marketing strategy as well as publicity campaigns to attract foreign visitors including increase the volume of domestic tourists. This require rigorous detail study of importance source market for India for desire mapping of the tourists from those countries, impact of the publicity campaign on their decisions to visit



India, the perception of the foreign and domestic tourists about the various facilities at tourist destination, etc. However, tourism sector contributes significantly in the GDP of the country as well as job creation; therefore data base on different sectors of tourism needs to be improved. Furthermore, to create proper awareness about the importance of tourism sector in the economic development of the country, job creation, foreign exchange earnings, benefits to different segments of the society etc., accurate and timely conduction of various types of survey/studies on tourism statistics are necessary. It has been observed form the practice that such types of studies/surveys require long and sustained effort to create a ripple of change among the different sector of the tourism of the country. It is, therefore, suggested to continue this Market Research Scheme with more intensity and effectiveness.



Appendix I

Market Research – Professional Services

Scheme Guidelines (Revised)

I. Objective of the Scheme:

To undertake the following by using professional Services from


Consultants/ Agencies:-

- (i) Tourism related Surveys, Studies, Plans, Market Research etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purposes; and
- (ii) Feasibility Studies and Detailed Project Reports(DPR) etc.for specific tourism Survey/Study

II. Coverage of the Scheme:

The Scheme would mainly cover the following activities:

- (i) Surveys/ Master Plans/ Studies to be undertaken by Ministry of Tourism directly as per their own requirements or for State Government/Stake Holders/ Tourism Industry.
- (ii) Project specific DPRs/ Feasibility Studies etc. for Circuit/ Destination Development for State Governments/ UT Administrations, through professional consultants to be considered under the Scheme of Product Infrastructure Development for Destination and Circuits, pertaining to the States of North East, Sikkim and J&K. Similar requests from other States would be considered on Need Basis;
- (iii) Collection, compilation, analysis and publication of statistical data;
- (iv) Meetings /Conferences etc. organized for the purpose of getting inputs from Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism;



(v) Surveys/ Studies on the tourism related topics by Universities/Research Institutes through Indian Institute of Tourism and Travel Management (IITTM) Gwalior.

(vi) Funds will not be sanctioned for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. However, Ministry of Tourism may consider sanctioning of Surveys for determining the requirement of hotel accommodation etc. in the country.

(vii) Engagement of experts including architects, for obtaining inputs on DPRs/Surveys/Studies. etc.


III. Selection of Consultant:

(i) The Ministry of Tourism will maintain different subject specific Panels of “Consultants” for getting professional services for the purpose of Surveys/Studies. The Panels will be prepared through an open advertisement in the leading national dailies with the approval of Secretary, Ministry of Tourism and concurrence of Financial Adviser and their validity will be normally 2 years.

(ii) The Ministry of Tourism will invite the proposals from the empanelled Consultants. However, wherever felt necessary, and where the estimated cost of Survey/ Study/ Report is likely to exceed Rs.25.00 lakh, the Ministry would invite Expression of Interest/ Open Tenders through advertisement in leading National dailies, with the approval of Secretary, Ministry of Tourism.

(iii) Selection of experts for obtaining inputs on DPRs/surveys/studies etc. shall be done from Govt. organizations/ PSUs/ Central & State Universities/Colleges and academic institutions of repute. For this purpose, the organizations shall be selected on nomination basis with the approval of Secretary (T) on case to case basis. The individual expert(s) for specific assignments will be nominated by the selected organization(s).

IV. Financial Limit:



(i) For preparation of DPRs/ Feasibility Studies etc. for projects under the scheme of Product/ Infrastructure Development for Destination and Circuits, a maximum assistance of Rs. 10.00 lakh will be provided.

(ii) For the preparation of DPRs/ Feasibility Reports for projects falling under the other Schemes like LRGP, the financial limits as prescribed in the respective Scheme will be applicable.

(iii) For Master Plan/ Concept Plan/ Statistical Survey etc. for the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to 90% of the total cost subject to a ceiling of Rs. 25.00 lakh.

(iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to Rs. 10.00 lakh.


(v) Payments to experts including architects shall be made as under:-

(a) The payment will be released to the organization or the expert nominated by the organization, as per the recommendation of the organization.

(b) Payment of a fee of Rs.1.00 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.1.50 lakh for a DPR having a ceiling of CFA of Rs.8 crore, including the fee for field visits. TA/DA will be paid at the Institution's rates as per entitlement of the experts.

(c) An honorarium of Rs.10,000/- per day to the Senior level (Professor and above), and Rs.5,000/- per day for junior level (Asstt./Associate Professor or lower) and admissible TA/DA for specific on-site inspection of tourism projects.

(d) An amount of Rs.2,000/- plus local conveyance for attending meetings, irrespective of duration of the meeting. In addition, TA/DA, as admissible will be paid for out station meetings. Experts / Consultants attending meetings from outside Delhi would be paid TA/DA as per entitlement at the time of retirement (in the case of retired Government officers) or as per entitlement of Class I officers (in the case of others). Furthermore, in times of internet which greatly facilitates speedy communication, an amount of Rs. 2000/- per day will be payable for days when the Consultant / Expert has undertaken work at his / her place of



residence / work, on documents referred to him/ her by e-mail / fax by the Ministry, subject to verification by the concerned Division.

(vi) The financial assistance to University/ Research Institutes in the field of tourism will be provided for conducting surveys/ studies on tourism related topics through IITTM Gwalior. Every year IITTM Gwalior in consultation with MR Division, will finalize the list of projects to be funded to the Universities/ Research Institutes. The projects to be funded will be identified as per the guidelines formulated by IITTM Gwalior and approved by MOT. The total cost of all such recommended projects, subject to the maximum of Rs.20 lakh, will be released to IITTM Gwalior for onward release to the Universities/ Research Institutes.

V. Release of Financial Assistance:


(i) For the projects taken up by the Ministry of Tourism, release of Consultancy Fee will be in appropriate installments. In such cases, an advance payment may also be released before start of work, on signing of work agreement and on submission of Bank Guarantee by the Consultant.

(ii) In case of DPRs/feasibility studies/surveys, etc. taken up by the States/UTs with Central Financial Assistance (CFA), the mechanism of release of fund will be as follows:

(a) Where payments to consultants are made by State Governments, the total cost would be reimbursed to the State Govt. /UT. Admn. on submission of the report, its acceptance by the State Govt./UT Admn. and a specific request by the aState Govt./UT Admn. along with the submission of proof that the payment has been released to the consultant by the State Govt./UT Admn.

(b) Advance payment shall be made to the consultant on specific recommendation of the State Government/UT. Admn. and submission of the Bank Guarantee for the advance amount by the consultant. The advance should be restricted to a maximum of 30%. The rest of the installments of payments could be 50% on submission of Interim report and 20% on submission of Final report and acceptance of the same by the State Govt./UT Admn.

(iii) The payment of fee to the experts hired by the Ministry of Tourism, mentioned in Para-II(vi) for examination of DPRs or site inspection will be made on submission of report to Ministry of Tourism and completion of the assignment



within the prescribed time limit. However, admissible advance for TA/DA, if required, may be provided to them.

(iv) Total cost of all the projects identified by IITTM Gwalior to be funded to Universities/ Research Institutes will be released to IITTM Gwalior in one installment after getting the request from IITTM Gwalior. In addition, admissible institutional charges for IITTM Gwalior will also be released to them for handling various activities involved in this scheme. The release of funds for subsequent year will be done after getting the utilization details of funds released in the previous years.

Appendix II

S. No.

Evaluation of the Scheme of Market Research and Professional Services (Eleventh Plan)

(Conducted By: Datamation Consultants Pvt. Ltd.)

Questionnaire of Head of the Tourism Department (State Govt./ UT Administrations)

(Part-1)

(Name and Contact Details of the Respondent)

Name:	
Post/Designation:	
Contact Details:	Address: _____
	State: _____
	Phone Number: _____
	Mobile Number: _____
	Fax Number: _____
E-mail ID: _____	

(Part-2)

(General Questions Related to the Market Research Schemes)

1. Are you aware of the Market Research Schemes implemented by the Ministry of Tourism to support and develop your State/UT level tourism

Yes	1
No	2

2. If 'Yes', from where did you come to know about these scheme? (Multiple Response)

Through MoT's official website	1
Through Official Circular/ Letter from MOT	2
Through Newspaper Advertisement	3
Through Agencies/Beneficiaries	4
Others	5

3. If 'Other', Please Specify

--

(Part-3)

(Feedback on the Market Research Scheme)

4. Please give your feedback on the Market Research Scheme implemented by the Ministry of Tourism (Multiple Response)

S. No.	Sentences	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1	The scheme run by the MOT is in consideration of present and future prospect of the tourism in India	1	2	3	4	5
2	The Market Research scheme covers all important aspect of the tourism in India	1	2	3	4	5
3	Generally approval of the projects requires long sanction time under the MR scheme	1	2	3	4	5
4	Extensive paper work is requires for approval of the project under the scheme	1	2	3	4	5
5	Range of certifications & approvals are require for the approval of the Projects under the MR scheme	1	2	3	4	5
6	Sufficient financial assistance is given under the MR scheme	1	2	3	4	5
7	Additional financial assistance is offered as per request under the MR scheme	1	2	3	4	5
8	Overall the process of the getting projects sanctioned under the MR scheme is hassle free	1	2	3	4	5

(Please Use Separate Sheets for Part 4 & 5 for Each Project Undertaken in the State/UT during the Eleventh Plan Period)

(Part-4)

(This part of the questionnaire needs to fill by investigator in advance from the given list of the projects for the specific State/UT)

5. Name of the project

6. Sponsorship Type of the project

Ministry of Tourism	1
State Govt./UT Administration	2

7. Project Plan Year

						-					
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8. Name of the Agency

9. Project Expenditure (Amount in Rs.)

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10. Type of Project

Category A	
Assessment Studies	1
Industry specific studies	2
Evaluation studies	3
Category B	
Area specific potential surveys	4
Master Plans	5
Feasibility studies	6
Concept plans	7
Detailed Project Reports	8

Category C	
Tourist Surveys	9

(Part-5)

11. Please select the uses of the project implemented in your State/UT (Multiple Response)

	Type of Project	Uses of the project
Category A		
1	Assessment Studies	<ol style="list-style-type: none"> 1. To project the significance of the tourism 2. To assess the impact of different tourism strategies 3. To identify the effects of developments 4. To identify sustainable developments 5. Others
2	Industry specific studies	<ol style="list-style-type: none"> 1. To identify the schemes specific to the industry 2. To understand the trends in the industry 3. To understand the industry specific regulatory protocols 4. Others
3	Evaluation studies	<ol style="list-style-type: none"> 1. To evaluate the impact of existing schemes 2. To generate the list of sustainable projects 3. To identify the difference between the collected and previous data 4. Others
Category B		
4	Area specific potential surveys	<ol style="list-style-type: none"> 1. To identify the potential of a scheme 2. To identify the potential of a circuit/ destination 3. To identify the multiple uses of a project 4. Others
5	Master Plans	<ol style="list-style-type: none"> 1. To formulate the tourism Policy 2. To formulate the development strategy 3. To identify the circuit and destination for development 4. To identify the projects for seeking central financial assistance 5. To finalize the tourism taxes and development fees to support construction 6. To support maintenance of required infrastructure.

		7. Others
6	Feasibility studies	<ol style="list-style-type: none"> 1. To identify the commercially viable investment projects 2. To increase funding/Private investment/CFA 3. To analyze Cost-Benefit 4. To identify legal boundations of projects 5. To identify time boundations 6. Others
7	Concept plans	<ol style="list-style-type: none"> 1. To assess the possible suitable development of a site 2. To assess the financial needs of a concept 3. Others
8	Detailed Project Reports	<ol style="list-style-type: none"> 1. To seek funding from financial institutions 2. To prepare implementation plans/monitoring of projects 3. To understand the deliverables of the projects 4. To understand the project timeline 5. Others
Category C		
9	Tourist Surveys	<ol style="list-style-type: none"> 1. To estimate the number of tourists 2. To assess the profiles of tourists 3. To estimate the average spending by the tourists 4. To project the magnitude of tourism demand 5. To prepare the marketing plan 6. To measure the customer delight 7. Others

12. Please specify the primary objectives of the project

S. No.	Main objectives of the project
1	
2	
3	
4	

13. Please give the details of duration of the project

Proposed date of starting of the project	Actual date of the starting (Leave it blank if it same as Proposed date of starting)	Proposed date of completion of the project	Actual date of completion (Leave it blank if it same as Proposed date of end)	Duration of the project

13.1 Please specify reasons in case of any delay in the project implementation

--

14 Please rate the coverage of stated objectives in the project implemented:

All the objectives	1
Some of the objectives	2
None of the objectives	3

14.1 In case of 'some of the objective' and 'none of the objective', Please specify

15 Please rate for the effectiveness of the methodologies used in the report

Effective	1
Partially Effective	2
In-effective	3

15.1 In case of 'Partially Effective' or 'In-effective', please specify

16 Please rate for the reliability of the data presented in the report

Highly reliable	1
Moderately reliable	2
Un-reliable	3

16.1 If 'un-reliable', is there any kind action taken?

Yes	1
No	2

16.2 If 'Yes' please specify

17 Please rate the sufficiency of the data presented in the report

Sufficient	1
Partially Sufficient	2
In- Sufficient	3

18 Is the survey/study used in any manner? (In the case of DPR, Is the DPR approved?)

Yes	1
No	2

18.1 If 'Yes'. Please specify, how the survey/study has been used? (In the case of DPR, mention provide the current status of the DPR)

18.2 If 'No'. Please specify the reasons?

19 Do you have any plan to use the project finding and suggestions in the future?

Yes	1
No	2

19.1 If 'Yes' please specify

--

20 Please rate the feasibility of the recommendation made in the report.

Feasible	1
Partially Feasible	2
Un-feasible	3

20.1 If 'Un-feasible ', Please specify the reason?

--

21 Did you faced any problem, on the following parameters during the implementation of the projects

Parameters	Faced Problem (Yes 1/No 2)		If 'Yes', Please specify the exact problem faced	Please suggested solution(s) for the problem faced
	1	2		
Completion of formalities	1	2		
Meeting the conditions of the project	1	2		
In receiving the financial assistance	1	2		
Others	1	2		

22 Would you like to recommend/propose any specific project to be consider in the XIIth Plan Scheme

Name: _____

Signature: _____

Place: _____

Date: _____

S.
No.

Evaluation of the Scheme of Market Research and Professional Services (Eleventh Plan)

(Conducted By: Datamation Consultants Pvt. Ltd.)

Questionnaire for Head of the Division (Ministry of Tourism)

(Part-1)

(Name and Contact Details of the Respondent)

Name:	
Post/Designation:	
Contact Details:	Address: _____ State: _____ Phone Number: _____ Mobile Number: _____ Fax Number: _____ E-mail ID: _____

Name of the Division

Hotels & Restaurants Division	1
Human Resource Development	2
International Cooperation Division	3
Market Research Division	4
Niche Tourism	5
Overseas Marketing Division	6
Planning & Coordination	7
Publicity, Events and Information Technology	8
Rural Tourism	9

(Please Use Separate Sheets for Part 2 & 3 for Each Project Undertaken in the State/UT during the Eleventh Plan Period)

(Part-2)

(This part of the questionnaire needs to fill by investigator in advance from the given list of the projects for the Division)

14. Name of the project

15. Sponsorship Type of the project

Ministry of Tourism	1
State Govt./UT Administration	2

16. Project Plan Year

						-						
--	--	--	--	--	--	---	--	--	--	--	--	--

17. Name of the Agency

18. Project Expenditure (Amount in Rs.)

--

19. Type of Project

Category A	
Assessment Studies	1
Industry specific studies	2
Evaluation studies	3
Category B	
Area specific potential surveys	4
Master Plans	5
Feasibility studies	6
Concept plans	7
Detailed Project Reports	8
Category C	
Tourist Surveys	9

(Part-3)

1. Please rate coverage of stated objectives in the project implemented:

All the objectives	1
Some of the objectives	2
None of the objectives	3

1.1 In case of 'some of the objective' and 'none of the objective', Please specify

2. Please rate for the effectiveness of the methodologies used in the Market Research project:

Effective	1
Partially Effective	2
In-effective	3

3. In case of 'Partially Effective' or 'In-effective', please specify

4. Please rate for the reliability of the data presented in the report

Highly reliable	1
Moderately reliable	2
Un-reliable	3

4.1 If 'un-reliable', is there any kind action taken?

Yes	1
No	2

4.2 If 'Yes' please specify

5. Please rate the sufficiency of the data presented in the report

Sufficient	1
Partially Sufficient	2
In- Sufficient	3

6. Is the MR project used in any manner? (In the case of DPR, Is the DPR approved?)

Yes	1
No	2

6.1 If 'Yes'. Please specify, how the project has been used? (In the case of DPR, please mention the current status of the DPR)

--

6.2 If 'No'. Please specify the reasons?

--

7. Do you have any plan to use the project finding and suggestions in the future?

Yes	1
No	2

8.1 If 'Yes' please specify

--

9. Please rate the feasibility of the recommendation made in the MR project.

Feasible	1
Partially Feasible	2
Un-feasible	3

10.1 If 'Un-feasible ', Please specify the reason?

--

11. Did you faced any problem, on the following parameters during the implementation of the projects

Parameters	Faced Problem (Yes 1/No 2)		If 'Yes', Please specify the exact problem faced	Please suggested solution(s) for the problem faced
	1	2		
Completion of formalities	1	2		
Meeting the conditions of the project	1	2		
In receiving the financial assistance	1	2		
Others	1	2		

12.1 If 'other', Please Specify

--



13. Would you like to recommend/propose any specific project to be consider in the Twelfth Plan Scheme, If 'Yes' Please specify

Name: _____

Signature: _____

Place: _____

Date: _____





Appendix III Projects under Different Categories and Sub-Categories for Eleventh Plan Period

Category A

1. Assessment Studies

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	MOT	489,732
2.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels, Boating, Activities, Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	State	1,800,000

2. Industry Specific Study

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Banglore	MOT	1,500,000
2.	2007-2008	Study to assess the requirement of Hotel Rooms/Accommodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	2,143,728
3.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	MOT	596,000
4.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	MOT	1,550,000
5.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	MOT	870,000





6.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	1,250,000
7.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian institute of Tourism & Travel Management	MOT	1,002,000
8.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	11,601,500
9.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	State	900,000
10.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	MOT	1,000,000
11.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	1,103,000
12.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,700,000
13.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	MOT	2,142,000
14.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	MOT	1,066,845
15.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country - focus on rural areas	M/s DMG Consulting Pvt. Ltd.	MOT	1,400,000

3. Evaluation Studies

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	MOT	31,395,000
2.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	1,074,450
3.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/sTourism Finance Corporation of India	MOT	700,000
4.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	MOT	1,300,000





5.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	MOT	890,000
6.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	707,868
7.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	MOT	1,459,120
8.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy & Research	MOT	950,000
9.	2007-2008	Evaluation study for the scheme of "Market Research-Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	MOT	176,225
10.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	MOT	352,737
11.	2007-2008	Evaluation study of the plan scheme"Assistance to IHMs/FCIs/IITTM/NIWS"	M/s Mott MacDonald	MOT	1,363,151
12.	2007-2008	Evaluation study of the Plan Scheme"Computerization and Information Technology"	M/s Mott MacDonald	MOT	1,124,948
13.	2008-2009	Evaluation Study of the Plan Scheme of Assistance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	MOT	1,046,450
14.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	MOT	751,000
15.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	MOT	1,003,784
16.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme"good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	MOT	1,362,000
17.	2010-2011	Study to Evaluate the Effectiveness of"Visit India 2009" Scheme	Indian institute of Tourism & Travel Management	MOT	1,200,000
18.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,905,000
19.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	MOT	1,440,000

Category B





1. Master Plans/ Action Plan

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,636,745
2.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	State	1,786,050

3. Feasibility Studies

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	MOT	1,011,240
2.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	MOT	9,300,000

4. Concept Plans

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	MOT	4,000,000
2.	2009-2010	Survey on Provision of civic amenities like toilets, bathroom both for men and women at the existing petrol pumps at National	M/s India Tourism Development Corporation Ltd.	MOT	937,550





	Highways			
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5. Detailed Project Report

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2007-2008	Detailed project report for southern tourist circuits- phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	State	2,584,280
2.	2007-2008	DPR for destination development at aizuto, tuophema and circuit- tuessang-zunheboto-kiphire-wokha-nuiland dimapur-peren in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	MOT	3,435,945
3.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation Ltd.	MOT	1,685,400
4.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	State	2,081,950
5.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	State	225,000
6.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	674,160
7.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination: Mechuka, 3. Tourism Destination: Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	State	2,247,200
8.	2007-2008	DPR for Destination for Development of Dumbur Lake, Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	1,798,960
9.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	State	280,900
10.	2007-2008	DPR for the mega Tourism Project "Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	MOT	1,685,400
11.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	MOT	1,685,400





12.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	MOT	1,685,400
13.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	MOT	1,685,400
14.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	State	827,250
15.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	State	661,800
16.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	4,412,000
17.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	1,654,500
18.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development Corporation Ltd.	MOT	1,654,500
19.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	1,103,000
20.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	MOT	5,370,000
21.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	496,350
22.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	2,437,630
23.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism Development Corporation Ltd.	MOT	1,654,500
24.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2.Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization ltd.	State	976,155
25.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	State	4,853,200
26.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	State	2,961,555
27.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	State	987,185





28.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University, Kolkata	MOT	165,450
29.	2011-2012	DPR for Rural Tourism Project "Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	State	468,775
30.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	State	987,185
31.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage, key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	State	1,323,600
32.	2011-2012	DPR for development of Yamuna Nagar- Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	State	1,654,500
33.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	State	1,051,842

Category C

1. Tourist Survey

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,496,000
2.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	MOT	1,164,000
3.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,946,000
4.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	1,175,000





5.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	1,825,000
6.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	2,134,000
7.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	2,184,950
8.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	MOT	2,500,300
9.	2008-2009	The International Passenger Survey	Indian Statistical Institute	MOT	16,056,300
10.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	1,440,000
11.	2010-2011	Survey at Corbett National Park	IHM,Pusa	MOT	236,750
12.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	2,159,000
13.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	1,991,000
14.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	MOT	1,135,000
15.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	MOT	1,615,000
16.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	1,440,000
17.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian Studies(OIMSEAS)	State	1,000,000
18.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	State	331,765
19.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	State	82,378
20.	2011-2012	International Passenger Survey	Indian Statistical Institute	State	12,042,225
21.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	State	509,243
22.	2011-2012	Conducting of Survey of hotels,Resorts and Guest Houses Pench National Park	IHM, Hyderabad	State	130,150
23.	2011-2012	Conducting the first year survey of "Continous Tourist Survey"	M/s Datamation Consultants	State	2,500,000





		in Kerala	Pvt. Ltd.		
24.	2011-2012	Survey on Tourism Enterprises in Bodhgaya,Rajgir and Nalanda	M/s Chandragupt institute of Management	State	2,200,000

Appendix IV Projects under Different Categories as per Sponsorship (MOT/State Govt.) under Eleventh Plan Period

Category A (Projects sponsored by MOT)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	Evaluation Study	31,395,000
2.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	Evaluation Study	1,074,450
3.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/s Tourism Finance Corporation of India	Evaluation Study	700,000
4.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	Evaluation Study	1,300,000
5.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	Evaluation Study	890,000
6.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations	M/s Consulting Engineering Services(India) Pvt. Ltd.	Evaluation Study	707,868
7.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Banglore	Industry specific study	1,500,000
8.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	Evaluation Study	1,459,120
9.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy & Research	Evaluation Study	950,000





10.	2007-2008	Evaluation study for the scheme of "Market Research-Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	176,225
11.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	352,737
12.	2007-2008	Study to assess the requirement of Hotel Rooms/Accommodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	2,143,728
13.	2007-2008	Evaluation study of the plan scheme"Assistance to IHMs/FCIs/IITTM/NIWS"	M/s Mott MacDonald	Evaluation Study	1,363,151
14.	2007-2008	Evaluation study of the Plan Scheme"Computerization and Information Technology"	M/s Mott MacDonald	Evaluation Study	1,124,948
15.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	Industry specific study	596,000
16.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	Industry specific study	1,550,000
17.	2008-2009	Evaluation Study of the Plan Scheme of Assistance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	1,046,450
18.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	Assessment Study	489,732
19.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	Industry specific study	870,000
20.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Industry specific study	1,250,000
21.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian institute of Tourism & Travel Management	Industry specific study	1,002,000
22.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	11,601,500
23.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	Evaluation Study	751,000
24.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	Evaluation Study	1,003,784
25.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme"good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	Evaluation Study	1,362,000





26.	2010-2011	Study to Evaluate the Effectiveness of "Visit India 2009" Scheme	Indian institute of Tourism & Travel Management	Evaluation Study	1,200,000
27.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	Industry specific study	1,000,000
28.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	Evaluation Study	1,905,000
29.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Industry specific study	1,103,000
30.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	1,700,000
31.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	Industry specific study	2,142,000
32.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	Industry specific study	1,066,845
33.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	Evaluation Study	1,440,000
34.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country - focus on rural areas	M/s DMG Consulting Pvt. Ltd.	Industry specific study	1,400,000

Category A (Projects sponsored by State Govt.)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels, Boating, Activities, Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	Assessment Study	1,800,000
2.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	Industry specific study	900,000





Category B (Projects sponsored by MOT)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	DPR for destination development at aizuto, tuophema and circuit- tuessang-zunheboto-kiphire-wokha-nuiland dimapur-pereen in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	Detailed Project Reports	3,435,945
2.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
3.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	Master Plans/action plan	1,636,745
4.	2007-2008	DPR for the mega Tourism Project"Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
5.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
6.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
7.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
8.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	Concept plans	4,000,000
9.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	Feasibility studies	1,011,240
10.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,654,500
11.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	5,370,000
12.	2009-2010	Survey on Provision of civic amenitieslike toilets, bathroom both for men and women at the existing petrol pumps at National Highways	M/s India Tourism Development Corporation Ltd.	Concept plans	937,550
13.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism	Detailed Project	1,654,500





			Development Corporation Ltd.	Reports	
14.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University, Kolkata	Detailed Project Reports	165,450
15.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	Feasibility studies	9,300,000

Category B (Projects sponsored by State Govt.)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Detailed project report for southern tourist circuits- phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	2,584,280
2.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	Detailed Project Reports	2,081,950
3.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	Detailed Project Reports	225,000
4.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	674,160
5.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination:Mechuka, 3. Tourism Destination:Jai	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	2,247,200





		Rampur in Arunachal Pradesh			
6.	2007-2008	DPR for Destination for Development of Dumbur Lake, Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,798,960
7.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	280,900
8.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	827,250
9.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	661,800
10.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	4,412,000
11.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,654,500
12.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	Master Plans/action plan	1,786,050
13.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,103,000
14.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	Detailed Project Reports	496,350
15.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	Detailed Project Reports	2,437,630
16.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2.Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization ltd.	Detailed Project Reports	976,155
17.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	4,853,200
18.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	2,961,555
19.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	987,185





20.	2011-2012	DPR for Rural Tourism Project "Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	Detailed Project Reports	468,775
21.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	987,185
22.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage, key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	Detailed Project Reports	1,323,600
23.	2011-2012	DPR for development of Yamuna Nagar- Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	Detailed Project Reports	1,654,500
24.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	Detailed Project Reports	1,051,842

Category C (Projects sponsored by MOT)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,496,000
2.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,164,000
3.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,946,000
4.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Tourist Surveys	1,175,000
5.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Tourist Surveys	1,825,000
6.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	2,134,000
7.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson ORG-MARG	Tourist Surveys	2,184,950





			Pvt. Ltd.		
8.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	Tourist Surveys	2,500,300
9.	2008-2009	The International Passenger Survey	Indian Statistical Institute	Tourist Surveys	16,056,300
10.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,440,000
11.	2010-2011	Survey at Corbett National Park	IHM,Pusa	Tourist Surveys	236,750
12.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	2,159,000
13.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,991,000
14.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,135,000
15.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,615,000
16.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,440,000

Category C (Projects sponsored by State Govt.)

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian Studies(OIMSEAS)	Tourist Surveys	1,000,000
2.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	Tourist Surveys	331,765
3.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	Tourist Surveys	82,378
4.	2011-2012	International Passenger Survey	Indian Statistical Institute	Tourist Surveys	12,042,225
5.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	Tourist Surveys	509,243
6.	2011-2012	Conducting of Survey of hotels,Resorts and Guest Houses Pench National Park	IHM, Hyderabad	Tourist Surveys	130,150
7.	2011-2012	Conducting the first year survey of "Continous Tourist Survey"	M/s Datamation Consultants	Tourist Surveys	2,500,000





		in Kerala	Pvt. Ltd.		
8.	2011-2012	Survey on Tourism Enterprises in Bodhgaya,Rajgir and Nalanda	M/s Chandragupt institute of Management	Tourist Surveys	2,200,000





Appendix V Projects per Year during Eleventh Plan Period

1. Plan Year 2007-2008

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,496,000
2.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	MOT	Evaluation Study	31,395,000
3.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	1,074,450
4.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/s Tourism Finance Corporation of India	MOT	Evaluation Study	700,000
5.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,300,000
6.	2007-2008	Detailed project report for southern tourist circuits- phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram)	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,584,280
7.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	MOT	Evaluation Study	890,000
8.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	707,868
9.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,164,000





10.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Bangalore	MOT	Industry specific study	1,500,000
11.	2007-2008	DPR for destination development at aizuto, tuophema and circuit- tuessang-zunhehoto-kiphire-wokha-nuiland dimapur-peren in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	MOT	Detailed Project Reports	3,435,945
12.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
13.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	State	Detailed Project Reports	2,081,950
14.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	State	Detailed Project Reports	225,000
15.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	674,160
16.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination:Mechuka, 3. Tourism Destination:Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,247,200
17.	2007-2008	DPR for Destination for Development of Dumbur Lake,Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,798,960
18.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,946,000
19.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,459,120
20.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Master Plans/action plan	1,636,745
21.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy &	MOT	Evaluation Study	950,000





			Research			
22.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	280,900
23.	2007-2008	Evaluation study for the scheme of "Market Research-Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	176,225
24.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	352,737
25.	2007-2008	Study to assess the requirement of Hotel Rooms/Accommodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	2,143,728
26.	2007-2008	Evaluation study of the plan scheme" Assistance to IHMs/FCIs/IITTM/NIWS"	M/s Mott MacDonald	MOT	Evaluation Study	1,363,151
27.	2007-2008	Evaluation study of the Plan Scheme"Computerization and Information Technology"	M/s Mott MacDonald	MOT	Evaluation Study	1,124,948
28.	2007-2008	DPR for the mega Tourism Project"Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400

2. Plan Year 2008-2009

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
2.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
3.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
4.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A	MOT	Tourist	1,175,000





			Division of Matrix and Analytics Pvt. Ltd.)		Surveys	
5.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Tourist Surveys	1,825,000
6.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,134,000
7.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,184,950
8.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	MOT	Tourist Surveys	2,500,300
9.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	596,000
10.	2008-2009	The International Passenger Survey	Indian Statistical Institute	MOT	Tourist Surveys	16,056,300
11.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,550,000
12.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	827,250
13.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	MOT	Concept plans	4,000,000
14.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	661,800
15.	2008-2009	Evaluation Study of the Plan Scheme of Assistance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	1,046,450





3. Plan Year 2009-2010

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	MOT	Assessment Study	489,732
2.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,412,000
3.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	MOT	Feasibility studies	1,011,240
4.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	MOT	Industry specific study	870,000
5.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,654,500
6.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,654,500
7.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	State	Master Plans/action plan	1,786,050
8.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,103,000
9.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	MOT	Detailed Project Reports	5,370,000
10.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,250,000





11.	2009-2010	Survey on Provision of civic amenities like toilets, bathroom both for men and women at the existing petrol pumps at National Highways	M/s India Tourism Development Corporation Ltd.	MOT	Concept plans	937,550
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4. Plan Year 2010-2011

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
2.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,002,000
3.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	11,601,500
4.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	496,350
5.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels, Boating, Activities, Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	State	Assessment Study	1,800,000
6.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	State	Industry specific study	900,000
7.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	2,437,630
8.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,654,500
9.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2. Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization ltd.	State	Detailed Project Reports	976,155
10.	2010-2011	Survey at Corbett National Park	IHM, Pusa	MOT	Tourist	236,750





					Surveys	
11.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	751,000
12.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,853,200
13.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,159,000
14.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	MOT	Evaluation Study	1,003,784
15.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme "good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,362,000
16.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,991,000
17.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,135,000
18.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	2,961,555
19.	2010-2011	Study to Evaluate the Effectiveness of "Visit India 2009" Scheme	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,200,000
20.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,615,000
21.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
22.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185

5. Plan Year 2011-2012

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian	State	Tourist Surveys	1,000,000





			Studies(OIMSEAS)			
2.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	MOT	Industry specific study	1,000,000
3.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	State	Tourist Surveys	331,765
4.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	State	Tourist Surveys	82,378
5.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University, Kolkata	MOT	Detailed Project Reports	165,450
6.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Evaluation Study	1,905,000
7.	2011-2012	DPR for Rural Tourism Project "Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	State	Detailed Project Reports	468,775
8.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,103,000
9.	2011-2012	International Passenger Survey	Indian Statistical Institute	State	Tourist Surveys	12,042,225
10.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	MOT	Feasibility studies	9,300,000
11.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	State	Tourist Surveys	509,243
12.	2011-2012	Conducting of Survey of hotels, Resorts and Guest Houses Pench National Park	IHM, Hyderabad	State	Tourist Surveys	130,150
13.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	1,700,000
14.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	MOT	Industry specific study	2,142,000





15.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	MOT	Industry specific study	1,066,845
16.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185
17.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage, key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	State	Detailed Project Reports	1,323,600
18.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,440,000
19.	2011-2012	DPR for development of Yamuna Nagar- Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	State	Detailed Project Reports	1,654,500
20.	2011-2012	Conducting the first year survey of "Continuous Tourist Survey" in Kerala	M/s Datamation Consultants Pvt. Ltd.	State	Tourist Surveys	2,500,000
21.	2011-2012	Survey on Tourism Enterprises in Bodhgaya, Rajgir and Nalanda	M/s Chandragupt institute of Management	State	Tourist Surveys	2,200,000
22.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	State	Detailed Project Reports	1,051,842
23.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country -focus on rural areas	M/s DMG Consulting Pvt. Ltd.	MOT	Industry specific study	1,400,000





Appendix VI Master List of all the Projects under Eleventh Plan Period

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,496,000
2.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	MOT	Evaluation Study	31,395,000
3.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	1,074,450
4.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/sTourism Finance Corporation of India	MOT	Evaluation Study	700,000
5.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,300,000
6.	2007-2008	Detailed project report for southern tourist circuits- phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village &thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,584,280
7.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	MOT	Evaluation Study	890,000
8.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	707,868
9.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,164,000
10.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Bangalore	MOT	Industry specific study	1,500,000
11.	2007-2008	DPR for destination development at aizuto, tuophema and circuit-tuessang-zunheboto-kiphire-wokha-nuiland dimapur-peren in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	MOT	Detailed Project Reports	3,435,945
12.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation	MOT	Detailed Project	1,685,400





			Ltd.		Reports	
13.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	State	Detailed Project Reports	2,081,950
14.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	State	Detailed Project Reports	225,000
15.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	674,160
16.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination:Mechuka, 3. Tourism Destination:Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,247,200
17.	2007-2008	DPR for Destination for Development of Dumbur Lake,Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,798,960
18.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,946,000
19.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,459,120
20.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Master Plans/action plan	1,636,745
21.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	950,000
22.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	280,900
23.	2007-2008	Evaluation study for the scheme of "Market Research- Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	176,225
24.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	352,737
25.	2007-2008	Study to assess the requirement of Hotel Rooms/Accomodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	2,143,728
26.	2007-2008	Evaluation study of the plan scheme"Assistance to IHMs/FCIs/IITTM/NIWS"	M/s Mott MacDonald	MOT	Evaluation Study	1,363,151
27.	2007-2008	Evaluation study of the Plan Scheme"Computerization and	M/s Mott MacDonald	MOT	Evaluation	1,124,948





		Information Technology"			Study	
28.	2007-2008	DPR for the mega Tourism Project "Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
29.	2007-2008	Sanction towards printing of "Tourism Statistics 2006 at a glance".	M/s Viba Press	MOT	Meetings/Print Order/Sattelite account etc.	40,560
30.	2007-2008	Payment for releasing advertisement for preparation of a panel of consultants/Firms for Research/Feasibility studies etc.		MOT	Meetings/Print Order/Sattelite account etc.	105,556
31.	2007-2008	Sanction towards printing of "Indian Tourism Statistics 2006".	M/s Aravali Printers & Publishers	MOT	Meetings/Print Order/Sattelite account etc.	303,000
32.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
33.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
34.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
35.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Tourist Surveys	1,175,000
36.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Tourist Surveys	1,825,000
37.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,134,000
38.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,184,950





39.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	MOT	Tourist Surveys	2,500,300
40.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	596,000
41.	2008-2009	The International Passenger Survey	Indian Statistical Institute	MOT	Tourist Surveys	16,056,300
42.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,550,000
43.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	827,250
44.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	MOT	Concept plans	4,000,000
45.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	661,800
46.	2008-2009	Evaluation Study of the Plan Scheme of Assisntance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	1,046,450
47.	2008-2009	Release of payment towards the printing of"Tourism Statistics 2007 at a glance"	M/s JJ Offset Printers	MOT	Meetings/Print Order/Sattelite account etc.	34,944
48.	2008-2009	Booking of hall in Vigyan Bhawan for meeting of National Tourism Advisory Committee to b held on 15/12/2008	Vigyan Bhawan	MOT	Meetings/Print Order/Sattelite account etc.	6,000
49.	2008-2009	Release of payment as a partial contribution towards the cost of publicity campaign for 65th Round(July-2008 to June 2009) devoted for collection of data on domestic Tourism to NSSO, Ministry of Statistics & Programme Implementation	NSSO	MOT	Meetings/Print Order/Sattelite account etc.	5,000,000
50.	2008-2009	Release of payment for arrangements for first meeting of the re-constituted of National Tourism Advisory Council on 12th		MOT	Meetings/Print	171,227





		March, 2008.			Order/Sattelite account etc.	
51.	2008-2009	Release of payment towards the printing of "Indian Tourism Statistics 2007"	M/s JJ Offset Printers	MOT	Meetings/Print Order/Sattelite account etc.	299,520
52.	2008-2009	Publicity campaign for 65th round of NSS.		MOT	Meetings/Print Order/Sattelite account etc.	5,000,000
53.	2008-2009	Payment of arrangements for National Tourism Advisory Council(NTAC)	M/s India Tourism Development Corporations Ltd.	MOT	Meetings/Print Order/Sattelite account etc.	94,568
54.	2008-2009	Expenditure incurred towards the cost of publicity campaign for 65th Round of NSSO devoted for collection of data on domestic Tourism	NSSO	MOT	Meetings/Print Order/Sattelite account etc.	5,000,000
55.	2008-2009	Payment of fees to India Tourism Development Corporation Ltd. For releasing advertisement for preparation of panel of consultants/firms for Research/Feasibility Studies etc.	M/s India Tourism Development Corporations Ltd.	MOT	Meetings/Print Order/Sattelite account etc.	105,439
56.	2008-2009	Booking of Hall in Vigyan Bhawan Annexe for meeting of National Tourism Advisory Council held on 15.12.2008		MOT	Meetings/Print Order/Sattelite account etc.	6,000
57.	2008-2009	Expenditure incurred towards the cost of publicity campaign for 65th Round of NSSO devoted for collection of data on domestic Tourism	NSSO	MOT	Meetings/Print Order/Sattelite account etc.	5,000,000





58.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	MOT	Assessment Study	489,732
59.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,412,000
60.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	MOT	Feasibility studies	1,011,240
61.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	MOT	Industry specific study	870,000
62.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,654,500
63.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,654,500
64.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	State	Master Plans/action plan	1,786,050
65.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,103,000
66.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	MOT	Detailed Project Reports	5,370,000
67.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,250,000
68.	2009-2010	Survey on Provision of civic amenitieslike toilets, bathroom both for men and women at the existing petrol pumps at National Highways	M/s India Tourism Development Corporation Ltd.	MOT	Concept plans	937,550
69.	2009-2010	Release of payment towards the printing of "Indian Tourism Statistics 2008"	M/s Viba PressPvt. Ltd.	MOT	Meetings/Print Order/Sattelite account etc.	38,480
70.	2009-2010	Release of payment for the development of "Business Intelligence	NICSI	MOT	Meetings/Pri	1,472,000





		System/Software for Ministry of Tourism"			nt Order/Satteli te account etc.	
71.	2009-2010	Release of payment towards the printing of "Indian Tourism Statistics 2008"	M/s Swan Press	MOT	Meetings/Pri nt Order/Satteli te account etc.	
72.	2009-2010	Appointment of short term Consultant to review scope of work and to prepare TOR for hiring Project Management Consultancy (PMC)		MOT	Meetings/Pri nt Order/Satteli te account etc.	1,011,240
73.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
74.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,002,000
75.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	11,601,500
76.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	496,350
77.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels, Boating, Activities, Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	State	Assessment Study	1,800,000
78.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	State	Industry specific study	900,000
79.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	2,437,630
80.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism Development Corporation	MOT	Detailed Project	1,654,500





			Ltd.		Reports	
81.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2.Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization ltd.	State	Detailed Project Reports	976,155
82.	2010-2011	Survey at Corbett National Park	IHM,Pusa	MOT	Tourist Surveys	236,750
83.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	751,000
84.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,853,200
85.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,159,000
86.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	MOT	Evaluation Study	1,003,784
87.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme "good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,362,000
88.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,991,000
89.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,135,000
90.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	2,961,555
91.	2010-2011	Study to Evaluate the Effectiveness of "Visit India 2009" Scheme	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,200,000
92.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,615,000
93.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
94.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185
95.	2010-2011	Payment for releasing advertisementfor a Study on tourism in Overseas Markets of Australia & NewZealand, UAE and UK.		MOT	Meetings/Print Order/Sattelite account	43,370





					etc.	
96.	2010-2011	Release of payment towards the printing of "Tourism Statistics 2009 at a Glance"	M/s JJ Offset Printers	MOT	Meetings/Print Order/Satellite account etc.	34,125
97.	2010-2011	Payment of Consultancy fees to India Tourism Development Corporation for releasing an advertisement for Empanelment of Consultants	M/s India Tourism Development Corporations Ltd.	MOT	Meetings/Print Order/Satellite account etc.	1,883,580
98.	2010-2011	Release of payment towards the printing of "India Tourism Statistics 2009"	M/s JJ Offset Printers	MOT	Meetings/Print Order/Satellite account etc.	300,630
99.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian Studies(OIMSEAS)	State	Tourist Surveys	1,000,000
100.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	MOT	Industry specific study	1,000,000
101.	2011-2012	Preparation of Tourism Satellite Account for India	National Council of Applied Economic Research(NCAER)	MOT	Meetings/Print Order/Satellite account etc.	12,365,936
102.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	State	Tourist Surveys	331,765
103.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	State	Tourist Surveys	82,378
104.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University,Kolkata	MOT	Detailed Project Reports	165,450
105.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Evaluation Study	1,905,000
106.	2011-2012	DPR for Rural Tourism Project"Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	State	Detailed Project	468,775





					Reports	
107.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,103,000
108.	2011-2012	International Passenger Survey	Indian Statistical Institute	State	Tourist Surveys	12,042,225
109.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	MOT	Feasibility studies	9,300,000
110.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	State	Tourist Surveys	509,243
111.	2011-2012	Conducting of Survey of hotels,Resorts and Guest Houses Pench National Park	IHM, Hyderabad	State	Tourist Surveys	130,150
112.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	1,700,000
113.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	MOT	Industry specific study	2,142,000
114.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	MOT	Industry specific study	1,066,845
115.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185
116.	2011-2012	DPR for1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmputra and its tributaries with topoFigureical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage.key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	State	Detailed Project Reports	1,323,600
117.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,440,000
118.	2011-2012	DPR for development of Yamuna Nagar- Panchkula(Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	State	Detailed Project Reports	1,654,500





119.	2011-2012	Conducting the first year survey of "Continuous Tourist Survey" in Kerala	M/s Datamation Consultants Pvt. Ltd.	State	Tourist Surveys	2,500,000
120.	2011-2012	Survey on Tourism Enterprises in Bodhgaya,Rajgir and Nalanda	M/s Chandragupt institute of Management	State	Tourist Surveys	2,200,000
121.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	State	Detailed Project Reports	1,051,842
122.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country -focus on rural areas	M/s DMG Consulting Pvt. Ltd.	MOT	Industry specific study	1,400,000
123.	2011-2012	Payment of fees to India to India Tourism Development Corporation Ltd. (ITDC) for releasing advertisement in the National dailies for selection of National Consultant for a study to identify tourism circuits/destinations in states/UT's	M/s India Tourism Development Corporations Ltd.	MOT	Meetings/Print Order/Sattelite account etc.	41,166
124.	2011-2012	Release of payment towards the printing of "India Tourism Statistics 2010 at a Glance"	M/s Mehta Offset Pvt. Ltd.	MOT	Meetings/Print Order/Sattelite account etc.	34,807
125.	2011-2012	Release of payment towards the printing of "India Tourism Statistics 2010 "	M/s National Printers	MOT	Meetings/Print Order/Sattelite account etc.	401,915

Appendix VII State Govt./UT Administration projects for Category A & B under Eleventh Plan period





S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2007-2008	Detailed project report for southern tourist circuits-phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,584,280
2.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	State	Detailed Project Reports	2,081,950
3.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	State	Detailed Project Reports	225,000
4.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	674,160
5.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination: Mechuka, 3. Tourism Destination: Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	2,247,200
6.	2007-2008	DPR for Destination for Development of Dumbur Lake, Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,798,960
7.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	280,900
8.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	827,250





9.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	661,800
10.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,412,000
11.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,654,500
12.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	State	Master Plans/action plan	1,786,050
13.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	State	Detailed Project Reports	1,103,000
14.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	496,350
15.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels,Boating,Activities,Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	State	Assessment Study	1,800,000
16.	2010-2011	Study on Demand & supply of Employment-Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	State	Industry specific study	900,000





17.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	State	Detailed Project Reports	2,437,630
18.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2.Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization Ltd.	State	Detailed Project Reports	976,155
19.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	State	Detailed Project Reports	4,853,200
20.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	2,961,555
21.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185
22.	2011-2012	DPR for Rural Tourism Project"Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	State	Detailed Project Reports	468,775
23.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	State	Detailed Project Reports	987,185





24.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage, key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	State	Market Research Division	1,323,600
25.	2011-2012	DPR for development of Yamuna Nagar-Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	State	Market Research Division	1,654,500
26.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	State	Market Research Division	1,051,842





Appendix XI Sample selected for the State Govt./UT Administration projects for Category A & B

S. No.	Year	Project Name	Agency Name	Type of project	State/UT	Expenditure
1.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	Master Plans/action plan	Himachal Pradesh	1,786,050
2.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels,Boating,Activities,Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	Assessment Study	Orissa	1,800,000
3.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	Industry specific study	Orissa	900,000
4.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination:Mechuka, 3. Tourism Destination:Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Arunachal Pradesh	2,247,200
5.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topoFigureical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage.key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	Detailed Project Reports	Assam	1,323,600
6.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	Detailed Project Reports	Chattisgarh	1,051,842





7.	2011-2012	DPR for development of Yamuna Nagar-Panchkula(Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	Detailed Project Reports	Haryana,Himachal Pradesh	1,654,500
8.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Jammu & Kashmir	280,900
9.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Manipur	827,250
10.	2007-2008	Detailed project report for southern tourist circuits- phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	Mizoram	2,584,280
11.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Mizoram	674,160
12.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Mizoram	1,654,500
13.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI-Collaborative, Qutub Green Apartments	Detailed Project Reports	Punjab	2,081,950
14.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	Detailed Project Reports	Punjab	225,000
15.	2007-2008	DPR for Destination for Development of Dumbur Lake,Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Tripura	1,798,960
16.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	Tripura	4,412,000
17.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure	Detailed Project Reports	Tripura	496,350





			Development Corporation Ltd.			
18.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	Uttarakhand	2,961,555
19.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	Uttarakhand	987,185

Appendix X: All the MOT sponsored projects categories for the project Category A & B

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	MOT	Evaluation Study	31,395,000
2.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	1,074,450
3.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/s Tourism Finance Corporation of India	MOT	Evaluation Study	700,000
4.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,300,000
5.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	MOT	Evaluation Study	890,000





6.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations	M/s Consulting Engineering Services(India) Pvt. Ltd.	MOT	Evaluation Study	707,868
7.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Banglore	MOT	Industry specific study	1,500,000
8.	2007-2008	DPR for destination development at aizuto, tuophema and circuit- tuessang-zunheboto-kiphire-wokha-nuiland dimapur-peren in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	MOT	Detailed Project Reports	3,435,945
9.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
10.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	1,459,120
11.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Master Plans/action plan	1,636,745
12.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy & Research	MOT	Evaluation Study	950,000
13.	2007-2008	Evaluation study for the scheme of "Market Research- Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	176,225
14.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	352,737
15.	2007-2008	Study to assess the requirement of Hotel Rooms/Accomodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	2,143,728
16.	2007-2008	Evaluation study of the plan scheme" Assistance to IHMs/FCIs/IITTM/NIWS"	M/s Mott MacDonald	MOT	Evaluation Study	1,363,151
17.	2007-2008	Evaluation study of the Plan Scheme"Computerization and Information Technology"	M/s Mott MacDonald	MOT	Evaluation Study	1,124,948





18.	2007-2008	DPR for the mega Tourism Project "Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
19.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
20.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
21.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,685,400
22.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	596,000
23.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,550,000
24.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	MOT	Concept plans	4,000,000
25.	2008-2009	Evaluation Study of the Plan Scheme of Assistance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	MOT	Evaluation Study	1,046,450
26.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	MOT	Assessment Study	489,732
27.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	MOT	Feasibility studies	1,011,240
28.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	MOT	Industry specific study	870,000
29.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development	MOT	Detailed Project	1,654,500





			Corporation Ltd.		Reports	
30.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	MOT	Detailed Project Reports	5,370,000
31.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,250,000
32.	2009-2010	Survey on Provision of civic amenities like toilets, bathroom both for men and women at the existing petrol pumps at National Highways	M/s India Tourism Development Corporation Ltd.	MOT	Concept plans	937,550
33.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian institute of Tourism & Travel Management	MOT	Industry specific study	1,002,000
34.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	11,601,500
35.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism Development Corporation Ltd.	MOT	Detailed Project Reports	1,654,500
36.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	751,000
37.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	MOT	Evaluation Study	1,003,784
38.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme "good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,362,000
39.	2010-2011	Study to Evaluate the Effectiveness of "Visit India 2009" Scheme	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,200,000
40.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	MOT	Industry specific study	1,000,000





41.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University, Kolkata	MOT	Detailed Project Reports	165,450
42.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Evaluation Study	1,905,000
43.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Industry specific study	1,103,000
44.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	MOT	Feasibility studies	9,300,000
45.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Industry specific study	1,700,000
46.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	MOT	Industry specific study	2,142,000
47.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	MOT	Industry specific study	1,066,845
48.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	MOT	Evaluation Study	1,440,000
49.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country -focus on rural areas	M/s DMG Consulting Pvt. Ltd.	MOT	Industry specific study	1,400,000





Appendix XI: All the projects sponsored by the MOT and by the various State Governments / UT Administrations categories for the project Category C

S. No.	Year	Project Name	Agency/Consultant	Sponsorship	Type of project	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,496,000
2.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,164,000
3.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,946,000
4.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Tourist Surveys	1,175,000
5.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	MOT	Tourist Surveys	1,825,000
6.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,134,000
7.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson	MOT	Tourist	2,184,950





			ORG-MARG Pvt. Ltd.		Surveys	
8.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	MOT	Tourist Surveys	2,500,300
9.	2008-2009	The International Passenger Survey	Indian Statistical Institute	MOT	Tourist Surveys	16,056,300
10.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
11.	2010-2011	Survey at Corbett National Park	IHM,Pusa	MOT	Tourist Surveys	236,750
12.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	2,159,000
13.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	MOT	Tourist Surveys	1,991,000
14.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,135,000
15.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,615,000
16.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	MOT	Tourist Surveys	1,440,000
17.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian Studies(OIMSEAS)	State	Tourist Surveys	1,000,000
18.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	State	Tourist Surveys	331,765
19.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	State	Tourist Surveys	82,378
20.	2011-2012	International Passenger Survey	Indian Statistical Institute	State	Tourist Surveys	12,042,225
21.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	State	Tourist Surveys	509,243





22.	2011-2012	Conducting of Survey of hotels,Resorts and Guest Houses Pench National Park	IHM, Hyderabad	State	Tourist Surveys	130,150
23.	2011-2012	Conducting the first year survey of "Continous Tourist Survey" in Kerala	M/s Datamation Consultants Pvt. Ltd.	State	Tourist Surveys	2,500,000
24.	2011-2012	Survey on Tourism Enterprises in Bodhgaya,Rajgir and Nalanda	M/s Chandragupt institute of Management	State	Tourist Surveys	2,200,000

Appendix XII List of Projects and associated MOT divisions

Hotels & Restaurants Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Evaluation of the scheme "Incentive to accomodation infrastructure"	M/sTourism Finance Corporation of India	Evaluation Study	700,000
2.	2007-2008	Evaluation study of the scheme of domestic & publicity including hospitality	M/s March Marketing Consultancy & Research	Evaluation Study	1,300,000
3.	2007-2008	Study to assess the requirement of Hotel Rooms/Accomodation in Metro cities and 50 major Tourists centers in india	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	2,143,728
4.	2009-2010	Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms	Indian institute of Tourism & Travel Management	Assessment Study	489,732





5.	2010-2011	Study to Evaluate the Impact of financial Incentive of the setting up of Hotels in the NCR region and 19 World heritage Sites	M/s Mott MacDonald	Evaluation Study	1,003,784
6.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Kaziranga National park	IHM, Guwahati	Tourist Surveys	331,765
7.	2011-2012	Survey of Hotels, Lodges, Guest Houses at Mudumalai National park	IHM, Chennai	Tourist Surveys	82,378
8.	2011-2012	Conducting of Survey of hotels, Resorts and Guest Houses Pench National Park	IHM, Hyderabad	Tourist Surveys	130,150
9.	2011-2012	Study to evaluate Impact of Heritage Hotels in the Country -focus on rural areas	M/s DMG Consulting Pvt. Ltd.	Industry specific study	1,400,000

Human Resource Development Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Evaluation Study for the Plan Scheme of Capacity Building for the service Providers (CBSP)	M/s March Marketing Consultancy & Research	Evaluation Study	950,000
2.	2007-2008	Evaluation study of the plan scheme "Assistance to IHMs/FCIs/IITM/NIWS"	M/s Mott MacDonald	Evaluation Study	1,363,151





3.	2009-2010	Study to assess the requirement of manpower in Hospitality and Travel Trade Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Industry specific study	1,250,000
4.	2011-2012	Study to assess the requirement of manpower in Hospitality and Travel Sector	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Industry specific study	1,103,000

International Cooperation Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2009-2010	Review scope of work and to prepare TOR for hiring Project Management Consultancy(PMC) Services for UP Buddhist Circuit Development Project.	M/s JPS Associates(P) Ltd.	Feasibility studies	1,011,240

Market Research Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Survey on collection of domestic tourism statistics for the state of Uttar Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,496,000
2.	2007-2008	A study on "Evaluation of the schemes of financial assistance to states for development of circuits/destinations"	M/s Consulting Engineering Services(India) Pvt. Ltd.	Evaluation Study	1,074,450





3.	2007-2008	Detailed project report for southern tourist circuits-phase-2 (two destinations at kanhmun & sakawrdai, two rural tourism centres at sesawng village & thenazawl village in the state of mizoram	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	2,584,280
4.	2007-2008	Evaluation of 8 projects spreading over 7 states under the ongoing study of " Evaluation of the scheme of financial assistance to states for development of circuits/destinations	M/s Consulting Engineering Services(India) Pvt. Ltd.	Evaluation Study	707,868
5.	2007-2008	Survey on collection of domestic tourism statistics for the state of GOA	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,164,000
6.	2007-2008	Study to quantify the size, scope and economic impact etc. of the india's convention industry	M/s Indian Institute of Management Banglore	Industry specific study	1,500,000
7.	2007-2008	DPR for destination development at aizuto, tuophema and circuit- tuessang-zunheboto-kiphire-wokha-nuiland dimapur-peren in NAGALAND	M/s Luit Valley Engineering Pvt. Ltd.	Detailed Project Reports	3,435,945
8.	2007-2008	Detailed project report for Jagannath puri, bhubneshwar & Chilka as mega tourism circuits in ORISSA	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
9.	2007-2008	DPR for freedom struggle circuit, destination development for amritsar & patiala in punjab	M/s H.C.D.C- CRCI- Collaborative, Qutub Green Apartments	Detailed Project Reports	2,081,950
10.	2007-2008	DPR for destination development of Wagha Border in Punjab	M/s Datamation Consultants Pvt. Ltd.	Detailed Project Reports	225,000
11.	2007-2008	DPR for development of Aero Sports at Aizawl in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	674,160





12.	2007-2008	DPR for 1. (Tourism Circuit: Itanagar Zero- Deporijo-Basar, 2. Tourism Destination:Mechuka, 3. Tourism Destination:Jai Rampur in Arunachal Pradesh	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	2,247,200
13.	2007-2008	DPR for Destination for Development of Dumbur Lake,Belona, Agartala and Udaipur and two Rural Tourism Projects in Banabithi and Hurijala in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,798,960
14.	2007-2008	Survey on Collection of Domestic Tourism Statistics for the state of Orissa	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,946,000
15.	2007-2008	DPR for the mega Tourism Project"Varanasi-Sarnath" in Uttar Pradesh	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
16.	2008-2009	DPR for Tourism Infrastructure Development in Gangtok, Sikkim under Major Tourist Destinations/Circuits	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
17.	2008-2009	DPR for Development of Haridwar- Rishikesh-Muni-Ki-Reti-Swargashram in uttarakhand	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
18.	2008-2009	DPR for development of Churches of Goa as major destination in Goa	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,685,400
19.	2008-2009	Tourism Survey for the State of Delhi	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Tourist Surveys	1,175,000
20.	2008-2009	Tourism Survey for the State of Jharkhand	M/s Market Pulse (A Division of Matrix and Analytics Pvt. Ltd.)	Tourist Surveys	1,825,000





21.	2008-2009	Tourism Survey for the State of Andhra Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	2,134,000
22.	2008-2009	Tourism Survey for the State of Maharashtra	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	2,184,950
23.	2008-2009	Tourism Survey for the State of Punjab	M/s DMG Consulting Pvt. Ltd.	Tourist Surveys	2,500,300
24.	2008-2009	The International Passenger Survey	Indian Statistical Institute	Tourist Surveys	16,056,300
25.	2008-2009	Study to analyse the factors responsible for slow-down in tourism sector in India	Indian institute of Tourism & Travel Management	Industry specific study	1,550,000
26.	2008-2009	DPR for development of "Ishingthingbi Lake" Thoubal in Manipur	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	827,250
27.	2008-2009	Preparation of the Tourism Development of Plan for the State of Meghalaya and Arunachal Pradesh	Indian National Trust for Art and Cultural Heritage(INTACH)	Concept plans	4,000,000
28.	2008-2009	DPR for Development of Khongjom War Memorial Complex in thoubal Distt. Manipur	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	661,800
29.	2008-2009	Evaluation Study of the Plan Scheme of Assisstance for Large Revenue Generation Projects	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	1,046,450





30.	2009-2010	DPR for development of two Tourist Circuits, two Destinations and four Rural Tourism Projects in Tripura	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	4,412,000
31.	2009-2010	Study to Ascertain the Infrastructure Gaps in Tourism Sector at the Identified Tourist Destinations/Circuits/Locations based on the Perceptions of Tourists	M/s GFK MODE Pvt. Ltd.	Industry specific study	870,000
32.	2009-2010	DPR for development of two Tourist destinations in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,654,500
33.	2009-2010	DPR for tourism infrastructure development of Ajmer-Pushkar as major Tourist Destination in Rajasthan	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,654,500
34.	2009-2010	Preparation of a Long Term Master Plan for promotion of tourism in Himachal Pradesh	M/s Consulting Engineering Services(India) Pvt. Ltd.	Master Plans/action plan	1,786,050
35.	2009-2010	DPR for development of tourist circuit in Mizoram	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	1,103,000
36.	2009-2010	DPR for development of two destinations development and three Adventure Tourism Projects in Sikkim	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	5,370,000
37.	2009-2010	Survey on Provision of civic amenitieslike toilets, bathroom both for men and women at the existing petrol pumps at National Highways	M/s India Tourism Development Corporation Ltd.	Concept plans	937,550
38.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,440,000





39.	2010-2011	DPR for Destination of Vangmun under Jampui Hills in Tripura	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	Detailed Project Reports	496,350
40.	2010-2011	Study on Investment Opportunities in Tourism Sector like Hotels,Boating,Activities,Dev. Of Adventure Tourism & Tribal Tourism etc. in Orissa	m/s Tourism Finance Corporation of India Ltd.	Assessment Study	1,800,000
41.	2010-2011	Study on Demand & supply of Employment- Generation in the tourism sector and Human Resource Development in the State of Orissa	M/s GFK MODE Pvt. Ltd.	Industry specific study	900,000
42.	2010-2011	DPR for two destinations, two circuits and two rural tourism projects.	M/s ICICI Winfra, West Bengal Infrastructure Development Corporation Ltd.	Detailed Project Reports	2,437,630
43.	2010-2011	DPR for development of Puducherry as Mega Tourism circuit	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	1,654,500
44.	2010-2011	DPR for three rural tourism project (1. Rural Tourism at Boxanagar under sonamura sub-Division, 2.Rural Tourism at Manu Valley under Kailashahar Sub-Division, 3. Rural Tourism at Sania Reang para under Kamalpur Sub- Division)	M/s West Bengal Consultancy Organization ltd.	Detailed Project Reports	976,155
45.	2010-2011	Study to Evaluate the Scheme of Visa on Arrival Facilities	Indian institute of Tourism & Travel Management	Evaluation Study	751,000
46.	2010-2011	DPR for two destinations, Seven Rural Tourism Projects and One Heliport at Champhai	M/s India Tourism Development Corporation Ltd.	Detailed Project Reports	4,853,200





47.	2010-2011	Tourism Survey for the State of Haryana	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	2,159,000
48.	2010-2011	Study to evaluate the Scheme of Social Awareness Campaign with theme "good Behavior towards Tourists"	Indian institute of Tourism & Travel Management	Evaluation Study	1,362,000
49.	2010-2011	Tourism Survey for the State of Himachal Pradesh	M/s AC Nielson ORG-MARG Pvt. Ltd.	Tourist Surveys	1,991,000
50.	2010-2011	Tourism Survey for the State of Chattisgarh	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,135,000
51.	2010-2011	DPR for two Circuits & one destinations	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	2,961,555
52.	2010-2011	Tourism Survey for the State of Madhya Pradesh	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,615,000
53.	2010-2011	Tourism Survey for the State of Sikkim	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	1,440,000
54.	2010-2011	DPR for one destination of Almora	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	987,185
55.	2011-2012	Survey and documentation of Intangible Heritage of Orissa Folk theatrical forms,culinary traditions & other Art forms	Orissan Institute of Maritime and South-East Asian Studies(OIMSEAS)	Tourist Surveys	1,000,000





56.	2011-2012	DPR for Rural Tourism Project"Jandiala Guru"	M/s REED-The Lime Centre-(COCC)	Detailed Project Reports	468,775
57.	2011-2012	International Passenger Survey	Indian Statistical Institute	Tourist Surveys	12,042,225
58.	2011-2012	Conducting of Surveys at Bandhavgarh and Kanha National Park	IHM, Bhopal	Tourist Surveys	509,243
59.	2011-2012	Study for Competitiveness of Tourism Sector in India in Comparison with selected countries of the world	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	1,700,000
60.	2011-2012	Study on Evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism	Indian institute of Tourism & Travel Management	Industry specific study	2,142,000
61.	2011-2012	Study for creation of comprehensive data base for marketing India as MICE destination	M/s Development Research Services Pvt. Ltd.	Industry specific study	1,066,845
62.	2011-2012	DPR for Destination of Haridwar Theme Park- The Himalayan Haat	M/s Fore Consultants Pvt. Ltd.	Detailed Project Reports	987,185





63.	2011-2012	DPR for 1. Identification of River Ghats & Jetty points for development of river cruise facilities & infrastructure along the river Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism locations of Assam. 2. Survey of Strategic location for placement of directional signage, key maps and distance signage associated with tourism in Assam, and development of standard design of signage using UNWTO approved standard signs & symbol	M/s Karigri Handloom & Crafts	Detailed Project Reports	1,323,600
64.	2011-2012	DPR for development of Yamuna Nagar-Panchkula (Haryana) and Paonta Sahib (Himachal Pradesh) as Mega Tourism circuit	Housing and Urban Development Corporation Ltd.	Detailed Project Reports	1,654,500
65.	2011-2012	Conducting the first year survey of "Continuous Tourist Survey" in Kerala	M/s Datamation Consultants Pvt. Ltd.	Tourist Surveys	2,500,000
66.	2011-2012	Survey on Tourism Enterprises in Bodhgaya, Rajgir and Nalanda	M/s Chandragupt Institute of Management	Tourist Surveys	2,200,000
67.	2011-2012	DPR for Destination Development of Sirpur	M/s Arch Tech	Detailed Project Reports	1,051,842

Niche Tourism Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2010-2011	Study on Problems & Challenges faced by Medical Tourist Visiting India	Indian Institute of Tourism & Travel Management	Industry specific study	1,002,000





2.	2011-2012	Project Phase-1 involving Development of pre-qualification standards for member hospitals of the Medical Tourism Society	Ernst & Young Private Limited	Industry specific study	1,000,000
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Overseas Marketing Division

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	An evaluation survey/study in selected overseas markets	Gallup India Pvt. Ltd.	Evaluation Study	31,395,000
2.	2010-2011	Study on Tourism in Overseas Markets of Australia & New Zealand and UK	M/s AC Nielson ORG-MARG Pvt. Ltd.	Industry specific study	11,601,500

Planning & Coordination

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Preparation of an Action Plan to raise the number of foreign tourists visiting India from 3 Million to 15 Million in 5 years time, 20 million in	M/s AC Nielson ORG-MARG Pvt. Ltd.	Master Plans/action plan	1,636,745
2.	2007-2008	DPR for the development of Tiger/Sumour village of Nubra , in J&K	M/s Indian Tourism Development Corporation Ltd.	Detailed Project Reports	280,900
3.	2007-2008	Evaluation study for the scheme of "Market Research-Professional services"	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	176,225





4.	2007-2008	Evaluation study for the scheme of Assistance for Large Revenue Generating Projects (LRJP)	M/s Intercontinental Consultants Pvt. Ltd.	Evaluation Study	352,737
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Publicity, Events and Information Technology

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Evaluation study for the plan scheme of Domestic Promotions & Publicity including Hospitality	M/s March Marketing Consultancy & Research	Evaluation Study	1,459,120
2.	2007-2008	Evaluation study of the Plan Scheme "Computerization and Information Technology"	M/s Mott MacDonald	Evaluation Study	1,124,948

Rural Tourism

S. No.	Year	Project Name	Agency/Consultant	Type of project	Expenditure
1.	2007-2008	Evaluation study of the scheme of rural tourism	M/s Mott MacDonald	Evaluation Study	890,000
2.	2008-2009	Study on Problems and Prospects of Accessible Tourism in India	Indian institute of Tourism & Travel Management	Industry specific study	596,000
3.	2010-2011	Survey at Corbett National Park	IHM,Pusa	Tourist Surveys	236,750
4.	2011-2012	Examination of DPR of Illumination of Heritage Building of Kolkata, West Bengal, as a tourist circuit	Registrar, Jadavpur University, Kolkata	Detailed Project Reports	165,450





5.	2011-2012	Evaluation -cum-Impact study of Rural Tourism Projects	M/s AC Nielson ORG-MARG Pvt. Ltd.	Evaluation Study	1,905,000
6.	2011-2012	Conducting a study for identification of Tourism circuits/destinations and setting up a Project Monitoring Unit(PMU) in Ministry of Tourism	M/s IL&FS Infrastructure Development Corp. Ltd.	Feasibility studies	9,300,000
7.	2011-2012	Study on Impact of Rural Tourism Projects of Ministry of Tourism at 15 Villages	Indian institute of Tourism & Travel Management	Evaluation Study	1,440,000



Appendix XII: State Wise list Contacted Persons for the survey and their designation

States/UTs	Name and Designation of The Contacted Persons for Survey
Punjab	Ms. Geetika Khalha (Principal Secretary Tourism) Mr. Vidya Bhusan Kumar (Executive Director) Mr. Charchil Kumar (IFS, Add. Director) Ms. Urmiljit Khosa (Manager Statistics) Brig (Retd) Charanjeet Singh, VSM (Chief General Manager- Project)
Haryana	Mr. Anand Mohan Saran (Director General) Mr. P. K. Kohli (Asst. Director) Mr. Krishna Kumar Yadav (Chief Engineer)
Uttarakhand	Mr. Nitesh Jha (Add. Secretary) Mr. A.K. Singh (Joint Director) Mr. R. C. Bhrajdwaj Mr. Rajiv Bhartari (IFS, Chief conservator of Forest, Eco-Tourism)
Himachal Pradesh	Mr. Sudripta Roy (Chief Secretary) Mr. S. P. Sharma (Joint Director)
Delhi	Dr. M.M. Kutty (Principal Secretary) Mr. A. K. Singla (Special Secretary) Mr. V. Ramadever (Asst. Director) Mr. Binay Bhushan (General Manager)
Maharashtra	Mr. Anand B. Kulkarni (Principal Secretary) Mr. Kishori Gadre (General Manager)
Goa	Mr. Sanjay Tondekar

	(General Manager)
West Bengal	Ms. Shiladitya Basuray (Director) Mr. Rahul Majomdar (Asst. Director)
Uttar Pradesh	Mr. Manoj Kumar Singh (Secretary) Mr. Avinash Chandra Misra, (Deputy Director)
Kerala	Mr. S.Vinayachandran Pillai (Research Assistant)
Puducherry	Mr. S.Subramanian (Deputy Director)
Assam	Mr. Anurag Singh (Managing Director) Mr. C. S. Bhattacharya Shree Baldev Malakar (Director) Ms. Fatima Firdosa (Information officer) Mr. Kishore (Officer)
Mizoram	Mr. Vabeiha Hlycho (Director) Ms. Noel Puri (Deputy Director)
Meghalya	Ms. R V Suchiang (Commissioner) Mr. K G Blah (Executive Engineer)
Arunachal Pradesh	Mr A K Singh (Director) Ms. Bandhana Deori (Secretary)
Tripura	Mr. Ashutosh Jindal (Secretary) Mr. Sarkar (General Manager) Mr. M S Bhattacharjee (Managing Director)
Odisha	Mr. Harishankar Upadhyay (Director and Additional Secretary) Mr. Jaya Krishna Das (Sr. Divisional Manager)
Rajasthan	Mr. Gurjot Kaur (Commissioner) Ms. Rekha Gupta (Additional Director) Mr. Jitendra Joshi (Executive Engineer)

	Mr. Anand Tripathi (Executive Engineer)
Chhatissgarh	Mr. P Sen Bhowmik (General Manager) Mr. Vijay Parmar (Tourist Officer)
Madhya Pradesh	Mr.R P Chauhan (General Manager) Mr. Pankaj Rag (Secretary) Mr Raghvendra Singh (Managing Director)
Manipur	Mr. Hrishikesh Modak (Director)
Andhra Pradesh	Mr. Sabhya sachi ghosh (Director) Mr. sandeep kumar sultania (Managing Director) S. Umamaheshwari Devi (Assistant Director) M. Kusuma Kumari (Dy. General Manager)
Sikkim	Mr. Lakpa Sherpa (SE tourism)