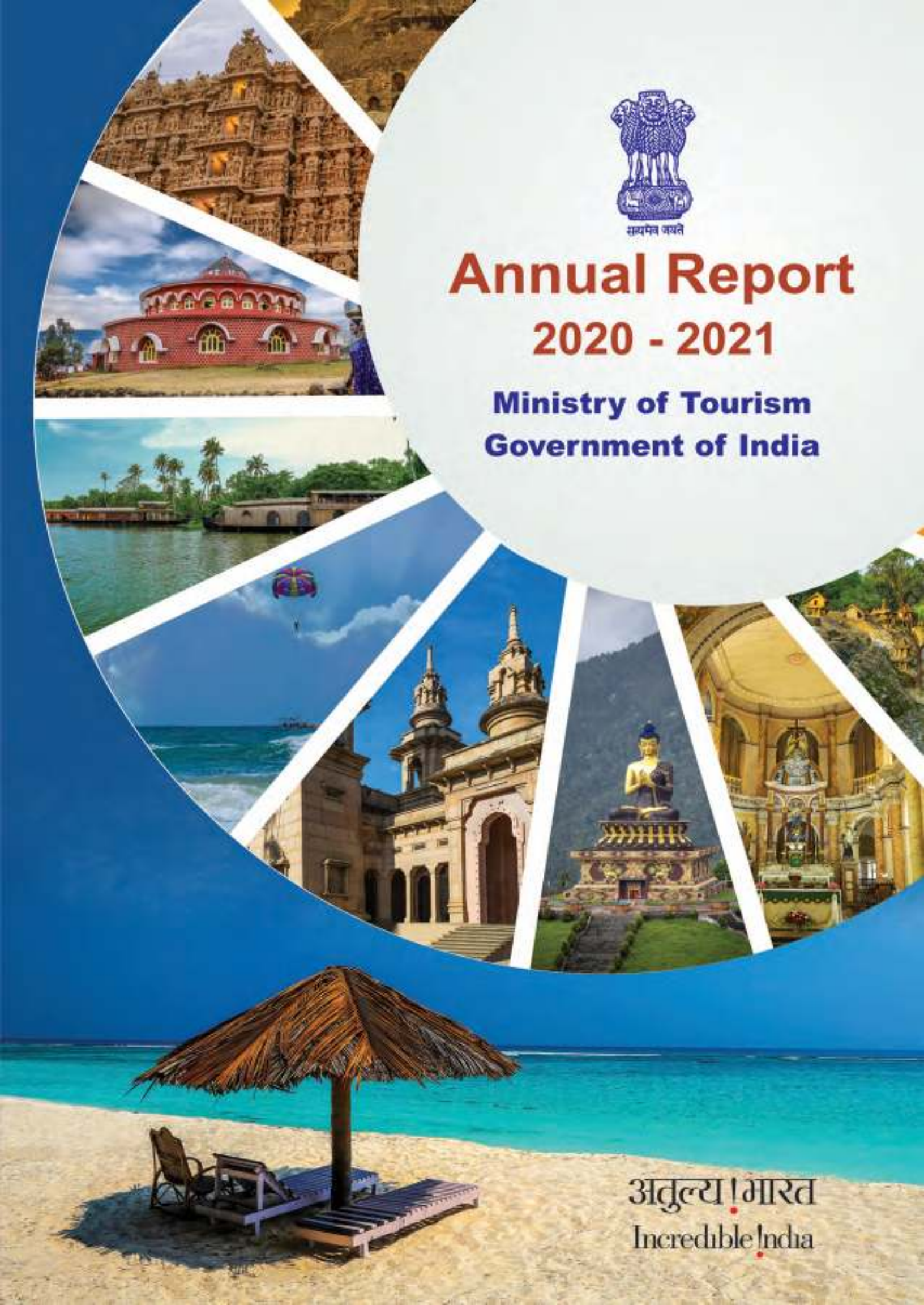




Annual Report 2020 - 2021

**Ministry of Tourism
Government of India**



अतुल्य! भारत
Incredible India





Annual Report

January, 2020 - December, 2020



Ministry of Tourism
Government of India



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CHAPTER-1

Tourism - An Overview



CHAPTER 1

Tourism - An Overview

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

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

1.3 FTAs during 2020 were 24.62 million (Jan-Nov)(Provisional) with a growth of -74.6% over same period of the previous year.

1.4 FEEs during the period during Jan 2020 – March 2020 were Rs.44,203 crores (Provisional estimates) with a growth of -15.6% over same period of previous year. FEEs during the period during Jan 2020 – March 2020 were US\$ 6.159 billion (Provisional estimates) with a growth of -17.1% over same period of previous year.

1.5 Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on

December, 2020, e-visa facility has been extended to the nationals of 171 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The latest country added is Togo. The e-Visa is valid for entry through 28 designated Airports and 5 designated seaports.

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

1.7 During 2020, a total of 8.38 million (Jan-Nov) foreign tourists arrived on e-Tourist Visa registering a growth of -67.2%.

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

1.9 Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme, fifteen thematic circuits have been identified for



development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 5684.67 crore has been sanctioned for 76 projects with a total release of Rs. 4278.88 crore (till 31.12.2020) covering all thematic circuits under the Swadesh Darshan Scheme.

1.10 Under PRASHAD scheme, 57 sites have been identified at present in 29 States/UTs for development. Since the inception of the scheme, an amount of Rs. 1160.55 crore has been sanctioned for 36 projects in 24 States with the cumulative release of Rs. 622.08 crore till 12th Jan. 2021.

1.11 Ministry of Tourism extends its financial support to Central Agencies like Archeological Survey of India (ASI), Port Trusts of India, India Tourism Development Corporation (ITDC) etc. to develop the potential destinations under their jurisdictions/control. A total of Rs. 39.77 crore has been released in 2020 to various Central Agencies for creation of tourism infrastructure related.

1.12 Ministry of Tourism has identified 19 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.

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

1.14 In pursuance to the appeal made by the Honourable Prime Minister during Independence day speech asking every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India, the Ministry had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions to keep connected with the stake-holders and to encourage citizens to travel within the country.

1.15 The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry is considering to renew a Memorandum of Understanding (MoU) with the Responsible Tourism Society of India (RTSOI) earlier known as Eco Tourism Society of India (ESOI) to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. The target group includes hoteliers, tour operators, individuals from transport industry, resort managers, tourist guides, community representatives and government departments (culture, forest, environment, Archaeological Survey of India (ASI), museums, district officials) etc. A total of 5 such Workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.

1.16 To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, Ministry of Tourism classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three



Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand) and Apartment Hotels. Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway. The Ministry also has voluntary schemes for approval of accommodation units such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand-alone Air Catering Units, Convention Centres, Standalone Restaurants.

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

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

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

GST on restaurants eateries has been brought down to 5% irrespective of whether they are air-conditioned or not. If a restaurant is located within the premises of hotels, inns, guest houses, club or any commercial place meant

for residential or lodging purposes with a daily tariff of Rs.7500 per day per unit or above, the tax will be 18%.

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

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

1.20 Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e-visa holder.

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

1.22 Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry (www.incredibleindia.org) to assist tourists with better planning and quick query resolutions. The live chat service assist both international and domestic tourists with their queries and itinerary planning.

1.23 Sensitization workshops are being



Kolkata, St. Paul's Cathedral

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

1.24 It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 47 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 26 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadgishpur, Uttar Pradesh is under construction.

1.25 Ministry of Tourism has launched the Incredible India Tourist Facilitator (IITF) Certification Programme, with the objective of providing online training and accreditation of Tourist Facilitators through a centralized PAN India e-learning module. This will benefit the

Indian economy in general and Indian tourism in specific by enabling creation of a pool of well trained and professional Tourist Facilitators and also creation of additional employment opportunities even in remote areas.

1.26 RCS- UDAN has been introduced with the main objective of facilitating / stimulating regional air connectivity by making it affordable. This is done through concessions by Central Government, State Governments and airport operators to reduce the cost of airline operations and financial support to meet the gap, if any, between the cost of airline operations and expected revenues on such routes. Under RCS UDAN-3, connectivity is further improved with 46 tourism routes included for better connectivity of important tourist places including Iconic sites, out of which 21 routes have been operationalized to date.

1.27 Tourist Facilitation and Information Counter caters to non-English speaking tourists and is also connected to the 24x7 Helpline – '1363' of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in



French, German, Italian, Portuguese, Russian, Japanese, Korean, Chinese and Arabic. It is currently available at New Delhi, Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad.

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

1.29 'Incredible India' mobile application, launched on 27th of September 2018, assists international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities / Tourist centres. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel in future. In addition to this, the application will provide places of interest.

1.30 During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry launched website Indiathelandofbuddha.in. This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries. Since launch (i.e. Aug 23, 2018), we have had 1.43 M visitors on the

Buddhist website. Top five countries traffic information is as follows: United States (13.2%), Australia (10.1%), UK (9.7%), Singapore (8.5%), and Germany (8.0%).

1.31 The Ministry of Tourism successfully organized and celebrated Bharat Parv from January 26th to 31st, 2020 at Gyan Path and grounds in front of Red Fort as part of the Republic Day Celebrations. The Central Theme of Bharat Parv 2020 was '150 Years of the Mahatma'. The objective of organizing the Parv was to propagate the idea of 'Ek Bharat Shreshtha Bharat'.

1.32 In order to recognize the efforts of State/ UT Governments to maintain tourist places clean, awards titled "Swachh Paryatan Sthaan" earlier known as Swachhta Award and "Best Civic Management of a tourist destination in India Award under category A for city, B for Town / Urban Local Bodies and C for Village has been instituted by the Ministry.

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

1.34 Under Adopt a Heritage- 'Apni Dharohar, Apni Pehchaan' Project, 27 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-five (25) sites and two (2) Technological interventions across India.

1.35 The Ministry of Tourism took timely cognizance of the COVID-19 crisis and engaged with Industry Stakeholders to mitigate the risks and difficulties to foreign tourists on account of impact of the crisis. The Ministry has set up COVID-19 cell to respond to crisis due to COVID-19 and to provide support to the Industry and foreign tourists during the crisis. With a view to facilitating and extending



Trimbakeshwar Nashik Maharashtra

support to foreign tourists who were stranded in the country the Ministry had set up a portal '**Stranded in India**' to disseminate information regarding the services that could be availed by them. The portal helped tourists get information/details of State / UT Tourism Departments and Regional offices of Ministry of Tourism. The site also provided Helpline numbers of the Ministry of Health & Family Welfare, Bureau of Immigration, Ministry of Tourism and Ministry of External Affairs.

The 24x7 Tourist Info-Helpline of the Ministry had also received calls related to COVID 19 and responded to them based on the advisories / guidelines issued by the Ministry of Health & Family Welfare and other Ministries / Authorities.

1.36 With a view to preparing for a post-COVID 19 revival, the Ministry of Tourism formulated Operational Recommendations for different segments of Tourism Service Providers in the Travel sector for facilitating smooth and safe resumption of business. Such

recommendations have been issued for Travel Agents, Tour Operators, Tourist Transport Operators, Tourist Guides and Facilitators. They were formulated in consultation with State Governments and tourism / hospitality stakeholders and in keeping with the overall guidelines issued from time to time by the Ministry of Health.

1.37 The Ministry of Tourism has issued modified guidelines for Recognition of Tourism Service Providers dated 08.12.2020 which would be effective from January, 2021. As per the modified guidelines, Category of Greenshoot / Start-up- Agencies is being introduced for the first time. This is in keeping with the policy of the Govt. of India for encouraging Start-Ups and will also further the cause of 'Atmanirbhar India'. There will be no requirement of minimum Annual Turnover and Previous Experience for this category. These provisions are in line with the Startup policy of the Govt. of India. The requirement of Paid Up Capital and number of staff will also be less than for other categories.





CHAPTER-2

Ministry of Tourism and its Functions



CHAPTER 2

Ministry of Tourism and its Functions

2.1 The Organization

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

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

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

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

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

The Ministry also has the following autonomous institutions:

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

and the Institutes of Hotel Management (IHMs).

- (iii) Indian Culinary Institute (ICI).

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions:

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



Paragliding, Solang Valley, Manali

- | | |
|---|--|
| 8) Legislation and Parliamentary Work | restaurants, Incredible India Bed & Breakfast (IIB&B) units |
| 9) Establishment Matters | |
| 10) Overall Review of the Functioning of the Field Offices | b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc. |
| 11) Vigilance Matters | |
| 12) Official Language: Implementation of Official Language Policy | 5) Inspection & Quality Control: |
| 13) VIP References | a. Guide service |
| 14) Budget Co-ordination and Related Matters | b. Complaints and redressal |
| 15) Plan Co-ordination | 6) Infrastructure Development: |
| 16) Overseas Marketing (OM) Work | a. Release of incentives |
| 17) Welfare, Grievances and Protocol | b. Tourist facilitation and information |
| | c. Conventions & Conferences |
| | 7) Human Resource Development: |
| | a. Developing HRD Institutions |
| | b. Setting standards and guidelines |
| 2.2.2 In addition to above, this Ministry has also the following functions: | |
| 1) Assistance in the formulation of policies by providing feedback from the field offices | 8) Publicity & Marketing: |
| 2) Monitoring of plan projects and assisting in the plan formulation | a. Policy |
| 3) Co-ordinating the activities of the field offices and their supervision | b. Strategies |
| 4) Regulation: | c. Coordination |
| a. Approval and classification of hotels, | d. Supervision |
| | e. Promotion & Marketing |
| | f. Hospitality programmes |
| | 9) Parliamentary Work |
| | 10) Establishment Matters of Ministry of Tourism. |







CHAPTER-3

Ministry of Tourism-Role, Synergy and Convergence



CHAPTER 3

Ministry of Tourism-Role, Synergy and Convergence

3.1 Role

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

3.2 Synergy and Convergence

3.2.1 Stakeholders

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

3.2.2 Partner Ministries

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

3.2.3 Executional Arms of the Government

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

3.2.4 Industry Associations

Ministry of Tourism is in constant dialogue with Industry associations namely - Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian



Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Federation of Associations of Indian Tourism and Hospitality (FAITH), and All India Resort Development Association (AIRDA) etc.

3.2.5 Inter-Ministerial Coordination Committee on Tourism Sector

Tourism is essentially a multi-sectoral activity requiring linkages and coordination with various Ministries / Departments. The Ministry of Tourism has an effective mechanism in place to facilitate resolution of Inter-Ministerial / Departmental issues involved in the development of tourism in the country, in the form of an Inter-Ministerial Coordination Committee for Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary.

This Committee includes the Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Culture, Rural Development, Environment & Forest, Urban Development, Labour and Employment, Departments of Revenue, Expenditure, School Education & Literacy, Chairman, Railway Board, etc. Secretary, Ministry of Tourism is the Member Convener of the Committee. Eight meetings of the Committee have been held to date.

3.2.6 Constitution of Tourism Task Force

Based on the recommendations of the Sectoral groups of Secretaries (SGoS) on the Tourism Sectoral Plan, a Task Force has also been constituted under the chairmanship of Secretary (Tourism), with representatives from other Ministries including Ministries of Home Affairs, Civil Aviation, Railways/IRCTC, Road Transport & Highways, Environment & Forests, Shipping and Sports to address various issues

related to tourism. These would include:

- Air, Rail and Road Connectivity identifying tourist destinations for airport development, international and domestic routes including North Eastern region, airports at tourist destinations which require setting up of custom and immigration facilities, unused and underused airports located in tourist destinations, introduction of tourist trains connecting important tourist destinations/sites including pilgrimage sites and upgradation of railway station, road connectivity of tourist destinations,
- Development and promotion of cultural and heritage sites including monuments and museums,
- Promotion of niche tourism segments including cruise tourism, adventure tourism, etc.
- Ensuring safety and security of tourists
- Extending visa facilities to tourists
- Any other inter- Ministerial / inter Departmental issue impacting tourism

3.2.7 National Tourism Advisory Council

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







CHAPTER-4

Tourism Infrastructure Development



CHAPTER 4

Tourism Infrastructure Development

4.1.1 Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN: Swadesh Darshan scheme, launched during 2014-15, has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: NorthEast India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, a total of 76 projects have been sanctioned covering thematic circuits for a revised sanction amount of Rs. 5684.67 Crore out of which Rs. 4278.88 Crore (as on 31.12.2020) have been release.

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

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

As on date total number of sites identified for development under the scheme at present are 57 in 29 states/UTs. These sites are Amaravati, Srisailam and Simhachalam (Andhra Pradesh), Parasuram Kund (Lohit District, Arunachal Pradesh), Kamakhya and Srikrishnaguru Sevashram, Nasatra (Assam), Patna and Gaya (Bihar), Balmeshwari Devi Temple (Rajnandgaon, Chhattisgarh), St. Bom Jesus Church (Goa), Dwarka, Somnath and Ambaji in Banaskantha (Gujarat), Panchkula for development of Gurudwara Nada Saheb and



Bangalore Palace, Bangalore, Karnataka

Maa Mansha Devi Temple (Haryana), Maa Chintpurni (Una, Himachal Pradesh), Hazratbal, Katra and Sundarbani in Rajauri district (Jammu & Kashmir), Deogarh and Parasnath (Jharkhand), Chamundeshwari Devi (Mysuru District, Karnataka), Guruvayoor, St. Thomas International Shrine, Cheraman Juma Mosque (Kerala), Chawkihang Vihara (Leh), Omkareshwar and Amarkantak (Madhya Pradesh), Trimbakeshwar (Maharashtra), Charanthala Durga Temple-Babedpara, Nartiang Shakti Temple, Nongsawlia Church-Sohra, Madan Air Nar Sacred Pool Near Jowai (Meghalaya), Changsil Kai- Sairang, Presbyterian Church- Dawrpui, Khawruhlian, Solomon's Temple, Kidron Valley and Serkawr (Mizoram), Cathedral of Kohima, Noksen Church, Mission Compound, Aizuto, Molungkimong and Vankhosung-Wokha (Nagaland), Puri (Odisha), Amritsar and Ropar for development of Chamkaur Sahib (Punjab), Ajmer (Rajasthan), Yuksom (Sikkim), Kanchipuram, Vellankani and Rameshwaram (Tamil Nadu), Jogulamba Devi Temple (Telangana) Tripura Sundari- Agartala (Tripura), Varanasi, and Mathura (Uttar Pradesh),

Badrinath, Kedarnath and Gangotri- Yamunotri (Uttarakhand) and Belur (West Bengal).

Since its launch in January 2015 and as on date the Ministry has sanctioned 36 projects in 24 states (upto mid Jan. 2021) with estimated expenditure of Rs. 1160.55 crore and a cumulative amount of Rs. 622.08 crore has been released for these project from FY 2014-15 to Dec. 2020.

4.1.3 ICONIC TOURIST SITES: Pursuant to budget announcements in 2018-19 and 2019-20, the Ministry of Tourism has framed 'Development of Iconic Tourist Destinations Scheme', a Central Sector Scheme for development of nineteen identified iconic destinations in the country. A total number of 19 destinations have now been identified for development under this scheme. The Expenditure Finance Committee in its meeting held on 15th October, 2020 recommended the proposal of the Ministry of Tourism for development of 19 Iconic Tourist Destinations as Central Sector Scheme with an outlay of Rs. 5109 Crore for the period of FY 2020-21 to FY 2025-26. The proposal has now been processed



Bhupen Hazarika Setu-Tinsukia, Assam

for approval of the competent authority. The identified sites/ destinations under this initiative are the following:-

- (i). Kaziranga National Park (Assam)
- (ii). Maha Bodhi temple (Bihar)
- (iii). Humayun's Tomb (Delhi)
- (iv). Qutub Minar (Delhi)
- (v). Red Fort (Delhi)
- (vi). Colva Beach (Goa)
- (vii). Dholavira (Gujarat)
- (viii). Somnath (Gujarat)
- (ix). Statue of Unity (Gujarat)
- (x). Hampi (Karnataka)
- (xi). Kumarakom (Kerala)
- (xii). Khajuraho (Madhya Pradesh)
- (xiii). Ajanta caves (Maharashtra)
- (xiv). Ellora caves (Maharashtra)
- (xv). Konark (Odisha)
- (xvi). Amer Fort (Rajasthan)

(xvii). Mamallapuram (Tamil Nadu)

(xviii). Fatehpur Sikri (Uttar Pradesh)

(xix). Taj Mahal (Uttar Pradesh)

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

4.1.4 Assistance to Central Agencies for tourism infrastructure development:

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socioeconomic benefits to the society. The



Birla Mandir, Jaipur

holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/ UTs may not be possible since, many of the potential destinations are under the jurisdictions/ control of Central Agencies like ASI, Railways, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential can be developed through Central Agency. 22 Railway stations for development of tourism amenities under joint development with Ministry of Railways and Ministry of Tourism (50:50 cost sharing basis) have been sanctioned for the cost of Rs 108.53 Cr as on December, 2020. A total of Rs.46.83 crore has been released to various

Central Agencies for creation of tourism infrastructure related 2019-20.

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

4.1.6 Assistance for Organizing fairs / festivals/ tourism related events: The Ministry of Tourism extends financial support of upto Rs.50 lakh per State and Rs.30 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/festivals/tourism related events. A total of Rs.1.90 crore has been released to various States/UTs for organizing fairs and festivals in the year 2020.







CHAPTER-5

New Tourism Products (Niche Tourism)



CHAPTER 5

New Tourism Products (Niche Tourism)

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

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

5.1 CRUISE TOURISM

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/ UT Administrations/ Central

Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers. The Ministry of Tourism has also sanctioned various projects for the development of Cruise Terminals and related infrastructure in Andhra Pradesh, Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs.151.79 Crore under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development'.

5.1.1 Task Force on Cruise Tourism

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

- Standard Operating Procedures (SOPs) have been formulated to be followed by the various agencies for handling cruise ships. The SOPs have been revised



during November, 2017 and since operationalized at all major ports.

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

The last meeting of the Task Force on Cruise Tourism was held on 06.01.2021. The meeting was attended by various Central, State Governments and Industry Stakeholders. During the meeting, detailed deliberations were made on the following issues:-

- (i) Review of SOPs for Cruise tourism.
- (ii) Development of Infrastructure at various ports/cruise terminals.
- (iii) Tax related issues for promotion of cruise tourism.
- (iv) Incentives for cruise and water transport on lines of “UDAN” Scheme.
- (v) Making India “The Cruise Development Hub” of the world.

5.1.2 Ocean Cruise

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008. The objectives of the policy are to make India as an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various ports in the country.

5.1.3 River Cruise

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

5.1.4 Identification of Cruise Circuits and development of necessary infrastructure

In the meeting chaired by the Hon’ble Prime Minister on 21st June 2014, it was decided that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for carrying out cruise tours on waterways and also take measures to develop necessary infrastructure. Accordingly, a Working Group was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:

- (i) IWAI – 1 member from HQ and Local Director/Incharge;
- (ii) Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
- (iii) Domestic Tour Operators – 1 member;
- (iv) Cruise Operators – 2 representatives



Kuttanadu Backwaters Alappuzha, Kerala

from cruise operators operating in each waterway.

- (v) In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2

The Working Group has also identified key issues and challenges pertaining to development of these circuits which, *inter alia*, include:

- (i) Development of infrastructure including all weather navigable channels with requisite navigable aids and proper berthing facilities;
- (ii) Provision of tourist amenities including maintenance of law and order at terminals, jetties, riverfronts etc., and
- (iii) Proper maintenance of tourist places

5.2 ADVENTURE TOURISM

Adventure tourism involves exploration or travel to remote and exotic areas. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limits is termed as Adventure.

Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations.

5.2.1 Initiatives of Ministry of Tourism to Promote Adventure Tourism

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

- The Ministry of Tourism had also formulated a set of guidelines in 2012 on “Safety and Quality Norms on Adventure Tourism” as “Basic Minimum Standards for Adventure Tourism Activities”. These guidelines have been reviewed and the revised guidelines ‘Indian Adventure Tourism Guidelines’ (Version 2.0) have been launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been uploaded on the website of the Ministry of Tourism titled www.tourism.gov.in. The same have



also been forwarded to the State Governments and Union Territory Administrations for compliance.

- The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.
- A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as Chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The first meeting of the Adventure Tourism Task Force was held on 21.12.2016 and the last meeting was held on 11.08.2017.

5.3 MEDICAL TOURISM

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

Besides India, there are several Asian destinations like Singapore, Malaysia and Thailand that are offering Medical care facilities and promoting Medical Tourism. India excels among them for the following reasons:

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

allopathic treatment provide holistic wellness.

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

- (i) Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- (ii) Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- (iii) 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travelers coming to India for medical treatment. 'E-Medical Visa' has also been introduced for 166 countries.

5.3.2 Constitution of National Medical & Wellness Tourism Board

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

5.3.3 The 5th meeting of the National Medical and Wellness Tourism Board was held on 14.12.2020. During the meeting, it was decided to constitute sub groups, having



Rishikesh, Uttarakhand

representations from different Govt and industry stakeholders, on (i) Examining the demands for liberalizing the visa regime and facilitation at the Airport and (ii) various strategies for enhancing insurance coverage. The sub groups will go into details of respective areas and given their recommendations in a time bound manner, which will be deliberated and finalized in the next meeting. Hon'ble Minister while concluding the meeting assured that Ministry will promote medical and wellness tourism in right earnest and the challenges such as facilitation, language interpreters, accreditation of hospitals etc will be addressed.

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

For participation in approved Medical/ Tourism Fairs/ Medical Conferences/ Wellness Conferences/ Wellness Fairs and its allied Road Shows, Ministry of Tourism provides financial support under Market Development Assistance (MDA) scheme. This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the

year 2009. Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators/ Travel Agents/ Tour Operators engaged in Medical Tourism and approved by Ministry of Tourism, Government of India.

5.4 WELLNESS TOURISM

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

5.4.1 The Ministry of Tourism provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres, i.e., representatives of wellness centres accredited by NABH or the State Governments. The MDA assistance is for



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

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

5.4.3 A draft Strategy paper for development of Medical Tourism in the Country covering mainly the following points is under finalization in consultation with different Ministries, State Governments and Industry Stakeholders:-

- i. India as a destination for Medical Tourism
- ii. Mitigating the impact of Covid-19
- iii. Strategies for promoting Medical Tourism etc.

5.5 GOLF TOURISM

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

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

5.5.3 The Ministry invites Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/ UT Administrations, Approved Tour Operators/

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

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

5.6 POLO TOURISM

The Ministry of Tourism promotes Polo as "Heritage Sport" of India in collaboration with the Indian Polo Association and has formulated guidelines identifying broad areas of support for promotion of this game as Niche Tourism Product.

Ministry has sponsored International Women Polo Tournament from 17th to 21st January, 2020 at Manipur.

5.7 MEETINGS INCENTIVES CONFERENCES AND EXHIBITIONS (MICE)

The Ministry of Tourism has developed guidelines for extending financial support under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/ Conventions, thereby bringing more MICE business to the country. Under the scheme, associations/ societies are given financial support on winning the bid or obtaining second and third positions in the bidding process, subject to the terms and conditions.



5.7.1 Initiatives taken by the Ministry of Tourism for promotion of MICE.

Amendment in the guidelines for promotion of MICE under Champion Services Sector Scheme (CSSS) in order to give relief to the MICE industry in difficult time of COVID-19, the Ministry has amended the following components vide OM dated 14.08.2020:

- 1) The number of minimum participants have been reduced from 500 to 250 to be eligible for the incentive
- 2) The incentive of the GST is now extended for 2 (two) nights in place of existing one 1 (one) night.

Ministry has sponsored 13th CIC held on 30th and 31st October, 2020 at J. W. Marriott New Delhi through Virtual as well as physical mode.

5.8 PROMOTION OF ECO-TOURISM

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

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

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

Tourism has extended support to this Policy.

5.8.3 Eco-friendly measures to be adopted by the Hotels

The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like Sewage Treatment Plant (STP), rain water harvesting system, waste management system etc. Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the afore-mentioned measures, other measures like pollution control, introduction of non-CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

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

5.9 PROMOTION OF SUSTAINABLE/ RESPONSIBLE TOURISM

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry is considering to renew a Memorandum of Understanding (MoU) with the Responsible Tourism Society of India (RTSOI) earlier known as Eco Tourism Society



Silvassa Vasona Lion Safari- Dadar and Nagar Haveli

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

5.10 FILM TOURISM

The Ministry of Tourism has issued guidelines (dated 25.07.2012) for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/ Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts to promote Cinema of India as a sub-brand of "Incredible

India" at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

Ministry has supported Global Film Festival Sikkim held from 28th February to 1st March, 2020 to showcase Film Tourism.

5.11 Rural Tourism

A draft "National Strategy on Rural Tourism – an initiative towards Atamnirbhar Bharat" in the Country covering mainly the following points is under finalization in consultation with different Ministries, State Governments and Industry Stakeholders:-

- (i) Rural Tourism and AtamNirbhar Bharat
- (ii) SWOT Analysis of Rural Tourism
- (iii) Vision Mission and Goals
- (iv) Key Strategic Pillars
- (v) Governance and institutional Mechanism







CHAPTER-6

Hotels and Travel–Trade



CHAPTER 6

Hotels and Travel-Trade

6.1 Approval and Classification of Hotels

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

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

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

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

6.3 Other categories of Accommodation units approved

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

6.3.1 Heritage Hotels

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

6.3.2 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed/ built with materials from heritage properties / buildings (i.e. properties or buildings which were build / constructed/ erected prior to the year 1950), provided that at least 50% of the



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

6.3.3 Approval of Standalone Restaurants

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

6.3.4 Approval of Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months together. With a view to providing standardized, world class services to the tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in the five Star deluxe, five star, four star and three star categories.

6.3.5 Approval of Motels

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

Ministry of Tourism has formulated a voluntary scheme for Approval of Operational Motels. The Guidelines for approval of operational motels have been notified on 25.09.2018.

6.3.6 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

6.3.7 Approval and Classification of Timeshare Resorts

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

6.3.8 Incredible India Bed & Breakfast / Homestay Scheme

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and get a taste of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and also to simplify the procedure of approvals, this Ministry has reviewed the scheme and has simplified the guidelines. The Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/



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

6.3.9 Approval of Stand - Alone Air Catering Units

This Ministry approves and classifies Stand-alone Air Catering Units in the country to ensure international standards in the air catering segment.

6.3.10 Approval of Convention Centres

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

6.3.11 Online Travel Aggregators (OTA's)

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

the Ministry of Tourism.

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

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances/ approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances / approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

6.3.13 Harmonized Master List of Infrastructure Sub – Sectors

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

6.4 Incentives for the Tourism Sector

The GST (Goods and Services Tax) Council announced a cut in the tax rate on hotel room



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

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

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

6.5 NIDHI Scheme

On 8 June 2020, Ministry of Tourism launched the National Integrated Database of Hospitality Industry (NIDHI) scheme which will serve as a common repository of data about unclassified tourist accommodation units in the country and assist States/UTs to develop policies and strategies for promotion and development of tourism at various destinations, help tourists to find information on places for accommodation at any destination, assess the carrying capacity of various destinations, assess requirements for skilled human resources, facilitate preventive action and placing adequate safety measures to deal with untoward incidents such as the COVID-19 pandemic.

Under the NIDHI Scheme, all types of accommodation units can be registered on the portal nidhi.nic.in. Registered units will be able to avail other value added services such as: (a) System for Awareness, Assessment and Training for Hospitality Industry (SAATHI) (b) Destination based skilling (c) MSME schemes and (d) Usage of digital and virtual technologies to minimize physical contact in post COVID-19 era.

6.6 SAATHI Initiative

The global COVID 19 pandemic highlighted the urgent need for all hospitality units to take suitable measures to restrict any further transmission of the virus while providing accommodation and other services post lockdown. To assist the hospitality industry in their preparedness to continue operations safely and mitigate risks arising out of the COVID-19 pandemic, the Ministry of Tourism has partnered with the Quality Council of India (QCI), to assist the Hospitality Industry through an initiative called SAATHI (System for Assessment, Awareness and Training for Hospitality Industry). This initiative is aligned with the Hon'ble Prime Minister's clarion call for "**Atmanirbhar Bharat**". The idea is not only to sensitize the industry on the COVID regulations by the government but also to instill confidence amongst the staff and guests that the hospitality unit has exhibited intent towards ensuring safety and hygiene at the workplace.

SAATHI aims to reach out to maximum hospitality units in 3 phases:

1. **Self-Certification:** This provides a detailed understanding of the Guidelines/key-elements to be followed. A hotel/unit goes through the SAATHI framework and agrees to follow the requirements wherever applicable to the fullest extent possible. A self-certification is issued.
2. **Webinars:** This phase builds capacities of the Hotels on the SAATHI key elements. Self-certified Hotel/units attend webinars to clarify doubts through live interactions.



3. Site-assessment (optional): In this phase on-ground implementation of the SOPs/Guidelines and identification of gaps is undertaken. If Hotel/unit desires, they may undertake site-assessment based on SAATHI framework through QCI accredited agencies and an assessment report with opportunities for improvement is shared with the assessed unit.

Details of expenditure

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

6.7 Incredible India Tourist Facilitator Certification Programme

The Ministry of Tourism, Government of India, continuously endeavors to build capacity of all stakeholders with whom the visitor is likely to interact desiring that each interaction results in superior experience for the visitors. As tourism around the world gets competitive, destinations need to differentiate themselves based on their distinct personalities and their ability to create a positive image in the minds of customers and prospective visitors to the country.

The objective of Incredible India Tourist Facilitator (IITF) Certification Programme **launched by the Ministry of Tourism**, is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India e-learning module. The institution of tourist facilitators would be a basic component of the infrastructural requirement both for International and Domestic tourism. There are two categories under the Incredible India Tourist Facilitator (IITF) Certification Program:

- (1) Incredible India Tourist Facilitator Program (Basic)
- (2) Incredible India Tourist Guide (IITG) Heritage & Adventure.

The programme is designed in a manner that the users can learn at their own time, space, path and pace. The candidate/person below the age of 40 years should have completed 10+2 or equivalent examination whereas the candidates/persons of 40 years of age and above should have completed 10 or equivalent examination conducted by any recognised Board by Government of India/State Government on or before the date of registration to the course.

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

The programme will benefit the Indian economy in general and Indian tourism in specific. It would enable creation of a pool of well trained and professional Tour facilitators. Thus, it would help in creating additional employment even in remote areas. It will help the tourists, as they would be able to get the support of tourist facilitators, who would be locals, at a reasonable price. The program is a digital initiative enabling Indian citizens to develop and enhance skills associated with Tourism thereby incorporating knowledge about facilitating tourists across the country.

6.8 Approval of Travel Trade Service Provider

This Ministry presently approves the following categories of Travel Trade Service Providers:

- i. Inbound Tour Operators
- ii. Travel Agents
- iii. Domestic Tour Operators



- iv. Adventure Tour Operators
- v. Tourist Transporters Operators

Revised guidelines of this scheme were issued on 18th July, 2011. The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies. Since January 2020, a total of 65 approvals were issued to the service providers of Travel Trade, as given below:

Category	Approval Issued during 1st January 2020 to 31st December 2020	Total approval as on date i.e. 31st December 2020
Inbound Tour Operators (ITO)	24	481
Travel Agents (TA)	15	191
Tourist Transport Operators (TTO)	04	108
Domestic Tour Operators (DTO)	19	136
Adventure Tour Operators (ATO)	03	50
Total	65	966

In all, the Ministry of Tourism has given recognition to 966 Stakeholders. Out of this, there are 481 ITOs, 191 TAs, 136 DTOs, 108 TTOs and 50 ATOs.

Keeping in mind that over a period of time, there have been widespread, global developments and advancements which have had a strong bearing on the Tourism sector and recognizing the need to continuously examine the sector vis-à-vis the changing traveller and industry landscape, the Ministry recognized the need to review and the guidelines for giving recognition to tourism service providers. Further, the Coronavirus (COVID-19)

pandemic had triggered an unprecedented crisis in the tourism sector. All these factors necessitated that the guidelines for giving recognition to tourism service providers are amended suitably. The Guidelines have accordingly been revised in December 2020 so as to enhance their reach and scope. The revised Guidelines would be effective from January 2021.

- The existing guidelines have been consolidated into one single Guideline for 'Recognition of Tourism Service Providers by the Ministry of Tourism'
- Recognition, under the revised guidelines, will be granted under three broad sub-categories
 - ✓ Tour Operators (Inbound, Domestic, Adventure, MICE)
 - ✓ Travel Agents
 - ✓ Tourist Transport Operators
- These three sub-categories will include Operators / Agencies making required arrangements for tourists **through online mode** also.
- A Category of Greenshoot / Start-up Agencies has been introduced for the first time, to encourage the principles of Aatmanirbhar.

6.9 Web-based Public Delivery System

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

All the applications are submitted on line through the URL <http://etraveltradeapproval.nic.in/> and examined, processed and approved / rejected within 60 days from



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

6.10 E- Visa

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

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

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

At present, the E-VISA scheme is available to the nationals of 171 countries, the latest being TOGO which has been added in February 2020.

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

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

- i. A new category of e-Tourist Visa for 5 years with multiple entry has been introduced in addition to the existing e-Tourist Visa for one year.
- ii. The duration of stay for e-tourist visa is 90 days in case of nationals of all countries who are eligible for grant of e-visa except nationals of USA, UK, Canada and Japan. For nationals of USA, UK, Canada and Japan continuous stay during each visit shall not exceed 180 days. In the case of e-Medical Visa and for e-Medical Attendant Visa, triple entry is permitted, and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e visa holder.
- iii. Further, a new category of e-Tourist visa which is valid for one month- double entry has also been introduced.
- iv. In addition to this, the visa fee has also been rationalized and has been fairly reduced which is as under: -
 - For 5 year e-Tourist visa - \$80
 - For 1 year e-Tourist Visa - \$40.
 - For one-month e-Tourist visa -
 - ✓ Lean tourist season (April to June)- \$ 10
 - ✓ Tourist season (July to March) - \$25.
- v. e-Conference Visa in line with e-conference visa for Government/P.S.U.

Conferences, would be granted for private conferences organized by private persons/companies/organizations.

- vi Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrollment. However, the foreigner can take exit from any of the authorized Immigration Check Posts (ICPs) in India.
- vii Bank charges have been changed from USD 2 to 2.5% of the e-TV fee. There is no bank charge for zero visa fees.
- viii Restriction of one application per email ID per month has been removed.

6.11 Market Development Assistance (MDA) Scheme for promotion of Domestic tourism

The global outbreak of COVID-19 in 2020 has been an unprecedented global health emergency with tremendous impact on societies and livelihoods. Travel and Tourism has been among the sectors most affected by this crisis with complete curtailment of all travel – domestic and international. When the situation eases, domestic travel and tourism is likely to spearhead revival of the Tourism sector in the country. The focus of the Ministry at present, is therefore on reviving and revitalizing the domestic tourism sector.

In view of the above situation, the Guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism have been modified to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders.

The objectives of the Scheme are:

- To motivate stakeholders to promote tourism destinations in the country, including lesser known and unexploited destinations as part of their marketing programmes for the domestic market.



Gate Way of India

- To familiarize stakeholders with tourism destinations and products across the country to enable them to promote and package them effectively amongst domestic consumers.
- To familiarise stakeholders with new destinations, products and developments in the field of tourism in the country.
- To encourage stakeholders to make tourism industry as a vital socio-economic activity of the country.

As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the following promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism, Trade and Hospitality Associations and by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country and for Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional



brochures / leaflets.

Apart from this, Financial support will be extended to Tourism Departments of State Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets and for Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarisation.

6.12 Multilingual Tourist Infoline

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

The objective of this multi-lingual helpline is to provide the support service in terms of providing information relating to travel and tourism in India to the domestic and international tourists in the designated languages and to advise the callers with advice of action to be taken during the times of distress while travelling in India and if need be alert the concerned authorities.

This is a unique endeavor by Ministry of Tourism, Government of India and gives the foreign tourists a sense of safety and security while travelling in India. The total no. of /queries received and handled in the Multilingual Infoline since February 2016 till Nov 2020 is 599028.

6.13 Protected Area Permit(PAP)/

Restricted Area Permit(RAP)

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

6.14 Regional Connectivity Scheme (RCS)

The RCS- UDAN is scheme initiated by Ministry of Civil Aviation in order to facilitate / stimulate regional air connectivity by making it affordable.

Under RCS UDAN-3 Tourism, Ministry of Tourism approached Ministry of Civil Aviation, with the purpose of further improving connectivity and got 46 tourism routes included for better connectivity of important tourists places including Iconic sites. Out of these tourism routes, currently 21 routes have already been operationalized.

Further to this, Ministry of Tourism has been supporting and giving its recommendations for inclusion of tourism routes and improving the air connectivity in the North Eastern region. The Ministry of Civil Aviation has recently finalised 78 Routes under RCD UDAN-4 which largely aim at increasing air connectivity to and within the North Eastern Region.

6.15 Tourist Facilitation and Information Counter

The Tourist Facilitation and Information Counter was opened on 5th November 2018 at T3 Terminal arrival gate of Indira Gandhi International Airport, New Delhi. Subsequently, the Tourism Ministry has also started Tourism Facilitation Counters at the airports of Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad i.e. a total

of 9 tourist facilitation counters have been opened at 9 different airports of India by Ministry of Tourism.

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

6.16 Improvement of Road connectivity and Way Side amenities to the important Tourist Destinations with the help of Ministry of Road Transport & Highways (MoRTH).

Ministry of Tourism (MoT) has been pursuing the matter regarding improvement of road connectivity to important tourist destinations with the Ministry of Road Transport & Highways (MoRTH) and had submitted a list of 50 Tourism Destinations to MoRTH for taking up in the first phase. MoRTH has been requested to consider setting up of Wayside Amenities, prominent signages and beautification of the area, at a distance of 15-20 km where good road connectivity already exists. Out of these 50 destinations, only 23 fall under the purview of MoRTH/NHAI, where work is in progress. The rest comes under the purview of PWD, BRO and the respective State Govts. The Ministry has accordingly addressed letters to the State Governments, PWD and BRO for improvement of road connectivity and provision of wayside facilities. Ministry of Tourism is further in the process of finalizing a further list of 50 Tourist Destinations to be sent to MoRTH to take up in the second phase. For this, Ministry is coordinating with States/UTs for their inputs. Meetings for the same have been held over two days i.e. 24th and 25th November, 2020.



A letter has also been addressed by the Ministry to the Director General, Border Roads Organisation, regarding Wayside Facilities already existing and / or planned to be developed on important tourism routes in Ladakh. It has been proposed to hold a virtual meeting with concerned officials in BRO to discuss the above.

6.17 Adopt a Heritage

The Ministry of Tourism, Government of India has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become “Monument Mitras” and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites. They would also look after the Operation & Maintenance of the same.

Under the project, 27 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-five (25) sites and two (2) Technological interventions across India.





CHAPTER-7

Human Resource Development



CHAPTER 7

Human Resource Development

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

It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 47 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 26 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadhishpur, Uttar Pradesh is under construction. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/ conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs offers skill level education.

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

For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for

studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 21 CIHMs, 26 SIHMs and 14 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, 26 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

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



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

7.3 Indian Institute of Tourism & Travel Management (IITTM), MOT

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

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

regular academic programs offered by IITTM.

7.4 National Institute of Water Sports (NIWS), Goa

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

7.5 MOT's Scheme of Assistance to IHMs/FCIs/IITTMS/NCHMCT etc.

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs etc." under



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

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

The Central Financial Assistance was meant for purchase of lab equipment, furniture, computers, and for the modernization and infrastructural upgradation of the Institutes. A budget provision of Rs.61.00 Crore has been made at RE for FY'2019-2020 out of which Rs.56.81 Crore has been utilized as on 31.03.2020.

7.6 Broad-basing of the Hospitality Education

The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings.

7.7 Indian Culinary Institute, Tirupati

The Ministry of Tourism has set up an Indian Culinary Institute (ICI) at Tirupati, at a total cost of Rs.97.92 Crore with the objective (i) to ensure the preservation of heritage Indian cuisine, (ii) to establish research, documentation, museum and resource centre of Culinary Arts & (iii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks. A Chapter of ICI Tirupati has been set up at NOIDA.

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

7.8 Capacity Building for Service Providers

7.8.1 The Scheme of "Capacity Building for Service Providers" (CBSP) of the Ministry of Tourism aims to provide education, training and certification to the tourism service providers at every level with its main objectives being to train and up-grade manpower at every



strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas. These trained service providers could be engaged in providing service directly to the tourist or involved in the important task of teaching, administering or planning.

- 7.8.2 The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the All India Council for Technical Education (AICTE), Indian Institute of Tourism & Travel Management (IITTM), NCHMCT, India Tourism Development Corporation (ITDC), State/UT/Central Training/academic Institutions and the specialized academic Training Institutes

in the private sector engaged in giving training in the hospitality sector.

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

- A. Hunar Se Rozgar Tak:-** The programme presently offers a total of eleven short duration courses of 160 hours to 700 hours. Out of these eleven courses eight viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office, Laundry Machine Operator, Kitchen Steward, Home Delivery Boy and Traditional Snack & Savory Maker are hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are no-hospitality courses and are fully funded by the Ministry of Tourism. The total achievement is 10922 persons trained / certified and about 2900 trainees under training at the end of the FY 2019-20.
- B. Skill Testing & Certification** of the existing service providers to test and



certify existing service providers in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. 8149 persons had been certified during the FY 2019-20.

- C. Entrepreneurship Programme:-** Five 150 hours courses are offered in the trades of (i) Cook – Tandoor , (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets under this Programme. A total of 2117 persons had been trained / certified at the end of FY 2019-20.
- D. Tourism Adventure Courses: -** The Ministry of Tourism has introduced Tourism Adventure courses under the scheme of ‘Capacity Building for Service providers’ in the FY 2018-19. The programme is being conducted by IITTM through IISM, Gulmarg. Three courses i.e. Parasailing, Trekking and Hot Air Ballooning are covered under this initiative and a total of 115 trainees trained and certified during the FY 2019-20.

This Ministry has also assigned target for conducting 15-day duration training programme for ‘Adventure Travel Escort’ through Indian Maintaining Foundation (IMF) to promote regional based specially structured adventure skill development courses. The target group of this programme would be 10th pass candidate who should be able to read, write and communicate well in English or Hindi.

- E. Linguistic Tourist Facilitators (LTF):** - The Ministry has introduced 6-week language courses i.e. English, Dutch, German, French, Japanese, Chinese etc. to train Guides/Tourist Facilitators and other service providers under its Suo-Motu-initiatives under the scheme of ‘Capacity Building for Service Providers’. The basic objective of this programme is to create trained

manpower in different foreign languages to facilitate tourists visiting India from different countries and to upgrade the skill of the existing service providers in order to deal effectively with foreign tourists in their own languages. The target group is +2 or equivalent in any discipline and the minimum age 20 years. IITTM has so far trained 310 persons during the FY 2019-20.

- F. Mid-Day Meal: -** In a joint initiative, the Ministry of Human Resource Development (MHRD) and Ministry of Tourism have put in place a programme of 10 days duration for training of cook-cum-helpers engaged in Mid-Day Meal Programme across the country at MoT sponsored IHMs & FCIs. This joint effort is regulated in terms of formally articulated guidelines. The motive of the Scheme is to train Master Cook and the workforce managing the Scheme in cooking varieties and methods, nutritional aspects of a meal, and of the hygiene that must attend the entire production and delivery chain to ensure delivery with standards that are acceptable. This calls for bringing up resource persons from amongst the existing service providers, who are trained to have these abilities and who, in turn, will serve as motivators and masters for others. In FY 2019-20, 33 trainees have been certified in FY 2019-20.

- G. Destination based skill development:-** The Ministry of Tourism has initiated the Destination Based Skill Development training programme at 7 Iconic Sites i.e. Taj Mahal at Agra, Humayun Tomb, Red Fort, Qutub Minar at Delhi, Mahabodhi Temple at Bihar, Colva Beach at Goa and Kaziranga at Assam in the current financial year, 2019-20. A total of 1219 trainees had trained / certified under



Destinations Based Skill Development Courses in FY 2019-20.

This programme was up-scaled to 150 destinations in the year 2020-21. The skill development programmes so far includes Hunar Se Rozgar Tak, Skill Testing & Certification, Entrepreneurship Programme and Tourism Awareness Programme. By considering the present situation and remaining period of the CFY, the Ministry had decided to reduce the target upto 8010 trainees against the total target of 30000 trainees for CFY.

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

As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shopkeepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme.

A total 5147 people had been certified under the Tourism Awareness Programme during FY 2019-20.

In concern of training programme FY 2020-21 (Till December, 2020)

All the courses / programmes under the scheme of Capacity Building for Service Providers (CBSP) have been suspended due to Covid-19 pandemic. The training programme under the CBSP scheme are gradually being commenced by few Institutes as the pandemic situation is getting normal.







CHAPTER-8

Publicity and Marketing



CHAPTER 8

Publicity and Marketing

The Ministry of Tourism promotes India in a holistic manner. As part of its marketing / promotional activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on Social Media during the year 2020.

Domestic Market

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

8.1 Events / Exhibitions

Major Events of the Ministry of Tourism

(A) The Ministry of Tourism successfully organized and celebrated Bharat Parv from January 26th to 31st, 2020 at Gyan Path and grounds in front of Red Fort as part of the Republic Day Celebrations. The Central Theme of Bharat Parv 2020 was '150 Years of the Mahatma'. The objective of organizing the Parv was to propagate the idea of

'Ek Bharat Shreshtha Bharat'. Elements related to these themes were highlighted. In order to follow the spirit of Ek Bharat Shreshtha Bharat, stalls of paired States/ Union Territories were set up adjacent to each other. Similarly, cultural programmes of the paired states were showcased, successively. A festive atmosphere was created during the Bharat Parva. Stakeholders from various State Governments / Union Territory Administrations, Central Ministries and other organizations participated in the Bharat Parva, 2020 during which they interacted with the visitors and information on various tourism destinations and products was also disseminated. As per the precedence, Concerts by the Armed Forces Bands (Dynamic and Static), Display of Republic Day Tableaux, Exhibition highlighting important phases of Mahatma Gandhi's life, Cultural and folk performances by troupes from different regions of the country including Delhi, Multi Cuisine Food Stalls from different States, Kitchen Studio, Display and Sale of Handicrafts / Handlooms Etc. were organized.

(B) Ministry of Tourism celebrated the World Tourism Day 2020 (WTD) on 27th September 2020 on Digital Platform in view of the Pandemic in Manthan (Conference Hall) at the Headquarters, Transport Bhawan,



Ministry of Tourism. Shri Dharmendra Pradhan, Hon'ble Minister for Petroleum & Natural Gas; Steel was invited as Chief Guest. The visitors were addressed by the Hon'ble Minister (Tourism). The initiatives launched during the virtual event were - (i) SAATHI application, (ii) Dekho Apna Desh Film, (iii) 'PATHIK', a film on IITFC initiative, aimed both at employment generation and also at capacity building for Tourism as a sector (iv) ICPB MICE Promotional Film (v) India Tourism Statistics at a Glance 2020. About 1000 participants attended the event digitally.

8.2 Domestic Promotion - 1st January, 2020 to 31st December, 2020

8.2.1 The Ministry of Tourism participated in various events with an objective to promote Tourism Promotional activities undertaken during the respective year details of some major events are as under;

- Radio Campaign for promoting Bharat Parv undertaken in January, 2020.
- SMS Campaign for promoting Bharat Parv undertaken in January, 2020.
- Print Advertisements released in major newspapers across India for promoting and Publicizing Bharat Parv in January, 2020

8.2.2 Promotion of Dekho Apna Desh

Webinars: As it is believed that domestic Tourism will be the first to take off once the situation improves and travel is resumed, the Ministry of launched the 'Dekho Apna Desh' Webinar series. The objective of this webinar series is to create awareness about and promote various tourism destinations of India – including the lesser known destinations and lesser known facets of popular destinations and awareness on preventive measures to be taken during travel etc. Between 01-01-2020 & 31.12.2020, totally



number of 68 webinars were organised including various subject such as:- **“World Heritage and Sustainable Tourism at Humayun’s Tomb”** , **“New Age Women in Responsible Tourism”** , **“NORTHEAST INDIA FOR THE IMMERSIVE TRAVELLER ”** , **“YOGA & WELLNESS - An Offering for Challenging Times!”** etc.

The National e-Governance Division (NeGD) created by the Ministry of Electronics & Information Technology (MeitY) has been playing a pivotal role in supporting the Ministry in conducting of the Dekho Apna Desh Webinars by providing technical assistance directly with a professional team thereby ensuring effective citizen engagement and communication with all stakeholders using the digital experience platform.

8.2.3 Engagement through Press Information Bureau PIB): All the major activities and initiatives undertaken by Ministry of Tourism since March 2020 (Post announcement of Lockdown) have been publicized through Press information Bureau including the countering of criticism of the Government in various section of the media. The press notes the Dekho Apna Desh Webinars are issued after each webinar is concluded

8.2.4 Celebrations of International Day of Yoga: The Ministry of Tourism’s organised a week-long celebrations of International day of Yoga from 15th - 21st June, 2020 with a series of activities undertaken by its Regional Offices across the country and launch of social media activities focused on the subject of Yoga under central theme “Yoga @ home & Yoga with family”.

During the Yoga Week celebrations, the IncredibleIndia Social media engagement included collaborating with Yoga enthusiasts who practice Yoga with their families. The daily posts include different Asanas every single day with their real life applications through pictures or videos. The Ministry is also ran engagement activities online where people shared their own pictures and answered to quizzes. The week will also include a few live sessions from Yoga enthusiasts.

8.3 International- Publicity-Marketing

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

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

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

8.3.1 6th International Day of Yoga:

The Ministry of Tourism’s week-long celebrations of International day of Yoga began on 15th June, 2020 with a series of activities undertaken by its Regional Offices across the



country and launch of a social media activities focused on the subject of Yoga under central theme “**Yoga @ home & Yoga with family**”. These activities have been planned with the motive to drive a self-conscious state of healthy mind and body during the lockdown, the activities have been made accessible through the virtual medium.

8.4 SOCIAL MEDIA PROMOTION

8.4.1 The audience engagement through Social media: With an objective to have conversation with travelers and building a bond beyond pure marketing of the destination in both domestic and overseas markets, the Ministry has been actively using its Social Media Handles. The Ministry of Tourism, at present, has two sets of Social Media handles (i.e. @incredibleindia with accounts on 8 social media platforms viz Facebook, Twitter, Instagram, YouTube, LinkedIn, Vimeo, Pinterest and Periscope & @tourismgoi with accounts on 3 platforms viz Facebook, Twitter and Instagram).

Holistic promotion & publicity of tourist destinations, products, tourism related information & key initiatives of Government has been promoted through social media channels of Ministry of Tourism. Further, the Ministry has effectively used its Social media handles to encourage the travelers to download the Arogya Setu App and also for Social awareness messaging sensitizing social distance, use of mask etc. Also, Ministry has aggressively countered the Fake News that were circulated in social media as a Ministry of Tourism order, regarding closure of hotels and restaurants in India till Oct 15, 2020.

Social Media Promotion of weekend getaways from major tourist destination. Further, efforts were made to accentuate other tourism aspects of India like Wildlife and Adventure. Various user generated interactive content (in form of short videos & images from different locations)

were posted which received a tremendous response from the audience.

During the entire month of June 2020, the theme ‘Yoga’ was highlighted on all social media handles of the Ministry to coincide with celebration of ‘International Day of Yoga’ on 21st June 2020. In addition, tweets/posts relating to celebration of International Day of Yoga from the social media handles of AYUSH were retweeted / shared.

On the occasion of Independence Day, campaign on lesser known freedom fighters & their contribution towards our country were undertaken. Regular posts and live updates on events & virtual events organized by the Ministry of Tourism were amplified on Social Media platforms, including Bharat Parv 2020, World Tourism Day Celebration 2020, Influencer Meet, and National Constitution Day.

In line with Hon’ble PM’s vision of promoting Indian toy industry, frequent posts were done for the same including channapatna toys, Kondapalli toys, etc. (With use of #Vocal4Local #AatmaNirbharBharat #Make In India). Also, the initiatives of Hon’ble PM for the Jan Andolan Campaign against COVID-19 were highlighted in the form of posts, reposts, stories, tweets & retweets.

A special attention was given towards initiatives such as #RCSUDAN 3 Scheme, #PRASHAD Scheme, #Ek Bharat Shreshtha Bharat. Also, Posts on promotion of SAATHI application & NIDHI was done to highlight the initiatives of the Ministry of Tourism in the hospitality industry. All travel safety guidelines issued by Mygov, MoCA, MoHFW & AAI were posted regularly

A three-day campaign was done for Gandhi Jayanti (highlighting the places related to life of Mahatma Gandhi) & on National Unity Day (highlighting the places near the Statue of Unity).



Amplification of virtual inauguration of “Thenzawal Golf Resort” in line with MoT’s effort to promote Golf Tourism & ‘Heritage Photography Contest’ with #YeMeraIndia to promote the significance of Indian Heritage was done.

Due to sustained promotion on social media in the last three years, led to substantial increase in the follower’s base of the social media handles of the Ministry. Present followers base of some of the popular social media handles of the Ministry are given below:

@ incredibleindia

Twitter - 2.4 Million followers

Facebook – 2.06 Millions followers

Instagram- 342.8K followers

Youtube – 85.3K Subscribers

@ tourismgoi

Twitter - 213.5K followers

Facebook – 91.5K followers

instagram- 27.1K followers

8.5 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.

- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.

8.6 Overseas Marketing

The Ministry of Tourism, through its 8 India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India’s share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.

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

8.6.1 Participation in International Travel Fairs and Exhibitions during the period 1st January - 31st December, 2020

India Tourism Offices overseas participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These included the following :

- FITUR, Madrid, Spain
- Vankantibeurs, Utrecht, The Netherlands
- Destination Show, Manchester, UK
- Vankantiesalon, Antwerp, Belgium
- The Holiday World Travel Show, Dublin, Ireland



- | | |
|---|--|
| vi. Holiday Fair, Brussels, Belgium | DC, USA |
| vii. EMITT, Istanbul, Turkey | xxii. WTM (Virtual), London, UK |
| viii. Reislivemessen, Oslo, Norway | xxiii. ATM (Virtual), Dubai, UAE |
| ix. CMT, Stuttgart, Germany | xxiv. Holiday World, Prague, Czech Republic |
| x. MATKA, Helsinki, Finland | xxv. UTAJAS Fair, Budapest, Hungary |
| xi. Bern Expo-Bern, Switzerland | xxvi. ASEAN Tourism Forum & TRAVEX, Brunei |
| xii. Fascination Asia, Hanover, Germany | xxvii. TITF, Bangkok, Thailand |
| xiii. FREE, Munich, Germany | xxviii. PTAA Expo, Manila, Philippines |
| xiv. BIT, Milan, Italy | xxix. AIME, Melbourne, Australia |
| xv. IMTM, Tel Aviv, Israel | xxx. ASTINDO, Jakarta, Indonesia |
| xvi. New York Times Travel Show (NYTTS), New York, USA | xxxi. PATA Travel Mart (Virtual) |
| xvii. Vitrina Touristica ANATO, Bogota, Colombia | xxxii. ITB Asia (Virtual), Singapore |
| xviii. Travel & Adventure Show, Chicago, USA | xxxiii. JATA Online Travel Mart, Japan, etc. |
| xix. Travel & Adventure Show, Los Angeles, USA | |
| xx. Spring RV Show and Sale-Travel & Tourism, Toronto, Canada | |
| xxi. Travel & Adventure Show, Washington | |

8.6.2 Road Shows:

As part of the promotional initiatives undertaken, Road Shows are organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business



meetings between the trade delegation from India and the travel trade in the respective countries. However, due to Corona virus (COVID 19) Pandemic, MOT could not conduct any Road show during this period.

8.6.3 Know India Seminars:

During the period 1st January to 31st December 2020, the Ministry of Tourism through its India Tourism Offices overseas has also organized Know India Seminars in Houston, Dallas and Los Angeles (USA); Toronto and Ottawa (Canada); Bogota (Colombia); Sao Paulo (Brazil); Adelaide (Australia); Luxembourg; and JATA/ JOTC Destination Webinar series in Japan.

Incredible India Dekho Apna Desh: As a part of the promotion by targeting NRI's, India Tourism New York organized Dekho Apna Desh, an event in Atlanta with the support of Consulate General of India, Atlanta, Georgia on 12th January, 2020 at Consulate Premises.

8.6.4 Food Festivals:

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, MOT extended support to Indian Food Festivals for sponsoring the visit of Indian chefs. During the period 1st January to 31st December 2020, Ministry of Tourism sponsored chefs for the Food Festivals in Brunei Darussalam from 14th -16th February, 2020.

8.6.5 Outdoor Publicity:

For greater visibility of "Incredible India", Ministry of Tourism through its India Tourism Offices overseas carried out outdoor branding in 100 buses in Melbourne, Sydney and Canberra (Australia); and outdoor branding on buses in Kunming, Chongqing and Chengdu (China). Outdoor advertising was also carried out at Suvarnabhumi Airport (Bangkok); billboard branding at Incheon International Airport (South Korea) and at two outdoor media sites in Singapore.

8.6.6 Hospitality Scheme:

The main objective of the scheme is to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. The invited guests get first-hand information / knowledge of the Indian tourism product and facilities during their familiarization tours under the hospitality programme of the Ministry of Tourism. Hospitality is normally extended to overseas Travel Writers, Journalists, Photographers, Film / TV Teams, Travel agents and Tour Operators, Agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities / Speakers and Door Prize / Contest Winners. During the period January-December 2020, guests were invited to cover important events in India, including 5th Statehood Day International Women's Polo Tournament held in Manipur, SATTE (Delhi), Outbound Travel Mart (Mumbai) etc.

8.6.7 Marketing Development Assistance (MDA):

Under the Marketing Development Assistance Scheme, financial assistance is provided to approved tourism service providers for undertaking tourism promotional activities including Sales-cum-study tours and Participation in Fairs/Exhibitions and Road Shows in the overseas markets. Tourism Departments of all States and Union Territories (UTs) are also eligible for financial assistance under the MDA Scheme for participation in Fairs / Exhibitions and Road Shows held overseas.

8.7 Incredible India Website

Incredible India digital platform aims to enhance the digital outreach of the varied tourism offerings across the country through the Incredible India website, transforming it into a one-stop digital information and service platform that serves all hospitality, travel & tourism related needs of a tourist. The website



Incredible India Website

boasts a clean design and intuitive and consistent site-wide navigation system, with improved menu functionality that directs tourists to the information, most relevant to them. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

Incredible India website envisages providing the modern-day tourists with a variety of services and a plethora of information for addressing significant requirements during their digital journey. In view of the same, a variety of information and services are being integrated with the Incredible India platform in collaboration with various agencies and ministries.

In order to make the content more engaging and informative, the following information/ services are now being provisioned on the Incredible India website, in collaboration with relevant agencies:

- Popular trips across India (48-hour itineraries, pan-India itineraries and road trips)

- Information around weather and seasons (integration with IMD)
- Information around public facilities (integration with SBM public toilets)
- Information around Banks and ATMs (integration with SBI)
- Hotel information from ITDC
- Audio guides from Audio Odigos
- Variety of information such as luxury trains, tour packages, among other such information from IRCTC

Besides the above-mentioned information, integration is also underway for online monument booking services (with ASI), hotel and flight booking services (with IRCTC), hotel database integration with NIDHI portal, and Tour Operator's database integration.

To provide reliable and updated information to tourists regarding States/UTs, Incredible India platform is also collaborating with respective States/UTs to gather enhanced information that is being provisioned on dedicated pages for each State and Union Territory within the website. This includes a variety of state-specific



information including itineraries, interesting facts, engaging media, experiences, events, blogs, among other such information.

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

Also, the website has been assisted with Adobe Solution suite to effectively engage with visitors across web and social media platform. The real time analytics features help to understand the tourist visitors' demographics and helps in profiling the visitors better.

The website is also translated in Arabic, Chinese, French, Russian, Spanish, German, Japanese and Korean languages.

Since launch (i.e. June 14, 2018), we have had 11 M visitors on the Incredible India website, engaging in the immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure. Top five countries' traffic information is as follows: India (16.7%), Russia (12.0%), US (10.8%), UK (7.3%), and Germany (6.1%).

8.8 Buddhist Website

Buddhist tourism in India, as a tourism product, has tremendous potential to draw the 500 million strong Buddhist across the world to "The Land of Buddha". India has a rich ancient Buddhist Heritage with several important sites associated with the life of Lord Buddha. The Indian Buddhist Heritage is of great interest to the followers of Buddhism the world over. Buddhism has remained a vital force, an

inspiration and above all, a guidance to our traditions and customs. In sum, its unique contributions in the various fields of culture has greatly enriched Indian cultural heritage, apart from adding to the religious diversity of the land.

The President also launched the Ministry of Tourism website on important Buddhist sites - indiathelandofbuddha.in on 23rd August 2018 during the International Buddhist Conclave (IBC), 2018. This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website. With the help of Adobe solution suite, the Ministry of Tourism will now be able to engage effectively with visitors across Web & Social channels and measure engagement, to deliver real time personalized experiences for each visitor, based on their interest and travel persona.

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

Since launch (i.e. Aug 23, 2018), we have had 1.43 M visitors on the Buddhist website. Top five countries traffic information is as follows: United States (13.2%), Australia (10.1%), UK (9.7%), Singapore (8.5%), and Germany (8.0%).



8.9 Incredible India Mobile App

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

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

‘Incredible India’ mobile application assists international and domestic tourists to access information about destinations, attractions and experiences that are also featured on the Incredible India website. Along with this information, the mobile app also features map integration, emergency contacts’ listing and a variety of other information. The mobile app provides useful information to tourists around must-visit destinations, popular experiences and events across the country, State and UT tourism information, among others.

The information provided on the mobile app is multilingual and can be viewed in English, Hindi, Chinese, Arabic and Spanish languages.

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

This mobile application has been developed as part of the initiative of the new Government in taking important positive decisions, especially, affecting the general public since it is taking over the charge. This will help the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. The app demonstrates Ministry of Tourism’s commitment use of technology for service delivery.

Following is the key information about the users of the mobile app:

- Average Session Length: 2.55 minutes
- Top 5 countries traffic: India (91.3%), US (2.1%), UK (0.7%), UAE(0.6%),Canada (0.3%),
- Crash Rate: 1.09%
- Total Launches: 47,863
- Total users: 15,902







CHAPTER-9

International Cooperation



CHAPTER 9

International Cooperation

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

Following are the key activities which were undertaken by the Ministry of Tourism in the area of International Cooperation during 2020:

I. Joint Working Group /Bilateral& other Meetings

- i. Hon'ble Minister of State (Independent Charge) for Tourism & Culture, Government of India accompanied by Joint Director General, Ministry of Tourism, Government of India and Additional Private Secretary to HM(T) attended the inaugural ceremony of "Visit Nepal Year 2020" and Ministerial Conclave as Guest of Honour held in Kathmandu, Nepal from 01st to 03rd January 2020.
- ii. A meeting was held between Secretary, Ministry of Tourism, Government of India and the Deputy Minister of Culture, Information and Tourism of the Kyrgyz Republic discussed various ways to promote tourism between two countries.

- iii. A meeting was held between Secretary, Ministry of Tourism, Government of India and Assistant Secretary of States for Education and Cultural Affairs, Government of United States of America in New Delhi on 30.01.2020.
- iv. The Global Tourism Crisis Committee related to COVID-19 held its 3rd virtual meeting on 16th April 2020. The meeting was headed by the Secretary General UNWTO and included participation of high-level representatives of the public and private sectors and international organizations such as World Health Organization, International Civil Aviation Organization, IATA, World Travel and Tourism Council, etc. The meeting was attended by Secretary (Tourism) who highlighted the efforts made by the Government of India /Ministry of Tourism to combat the crisis.

During the meeting, the participants were informed about the series of initiatives undertaken by UNWTO and other tourism stakeholders. The issues discussed also included measures taken by the participants globally, important initiatives for the future etc.

- v. In light of the COVID-19 pandemic, an Extraordinary Tourism Ministers Virtual Meeting of the G20 was held on 24th April, 2020. Hon'ble Minister for Tourism & Culture (Independent Charge), Ministry of Tourism, Government of India, participated in the afore-mentioned meeting which was chaired by H.E. Minister of Tourism,



Kingdom of Saudi Arabia. The purpose of the meeting was to facilitate collaborative action to protect tourism businesses, jobs and support visitors through this unprecedented challenge. Hon'ble Minister for Tourism & Culture (I/C), Ministry of Tourism, Government of India, participated in the aforementioned meeting and highlighted the initiatives/measures made by the Government of India /Ministry of Tourism to mitigate the risks and difficulties faced by the tourism industry stakeholders during the crisis.

- vi. Joint Secretary, Ministry of Tourism, Government of India, attended the Virtual Meeting of Tourism Expert Level of Shanghai Cooperation Organization (SCO) for developing tourism in SCO countries on 21st May 2020.
- vii. A Virtual Meeting of Heads of Tourism Administration of Shanghai Cooperation Organization(SCO) was held on May 22nd, 2020. The Ministry of Tourism, Government of India was represented by Director General and Joint Secretary.

Director General, while expressing her solidarity to all the SCO member countries facing the common crisis brought about by COVID-19 pandemic, also informed that due to the visionary and bold leadership of our Honorable Prime Minister of India, the present crisis is being effectively managed.

- viii. Joint Secretary, Ministry of Tourism, Government of India attended the UNWTO Crisis Committee virtual meeting held on 28th May 2020 to discuss UNWTO Global Guidelines to Restart Tourism
- ix. The 32nd UNWTO Commission for East Asia & the Pacific and UNWTO Commission for South Asia (Virtual Meeting) was held on Tuesday, 30 June 2020. Joint Secretary (Tourism) made an intervention on behalf of Ministry of Tourism, Government of India as CAP-

CSA Member on Policy Issues in Response to COVID-19.

During the meeting he enumerated the measures taken by Ministry of Tourism to restart the tourism activities, through the campaign, Dekho Apna Desh, through photographs and webinars on undiscovered destinations and unusual facets of popular tourist spots, encouraging Indians to explore their country to promote domestic tourism and help develop local economies.

- x. Joint Secretary (Tourism) attended the Second G20 Tourism Working Group Meeting which was held virtually on 2nd -3rd July, 2020 to share progress in implementing the Tourism Ministers' commitments on COVID-19 and discussed the two outcome reports on Inclusive Community Development through Tourism (by UNWTO) and Seamless Travel and Improved Traveler Experience (by OECD). Joint Secretary (Tourism) had attended these meeting and made an intervention.
- xi. The Joint Secretary, Additional Director General and Director (Market Research Division), Ministry of Tourism attended the 10th UNWTO (Virtual) Meeting of the Committee on Tourism and Competitiveness (CTC) on 30th July, 2020.
- xii. The first Virtual Core Group on Tourism (CGT) Meeting of the Indian Ocean Rim Association (IORA) was held on on 31st August 2020. The meeting was attended by JS(T) and Director(NT).
- xiii. Joint Secretary (T) attended the 24th ASEAN-India Tourism Working Group Meeting held virtually on 28th September, 2020 wherein the draft ASEAN India Tourism Cooperation Work Plan 2020-2022 was discussed.
- xiv. The 112th UNWTO Executive Council was held from 15-17 September 2020 at Tbilisi, Georgia. The proceedings were conducted in hybrid format (in-person



Chhatrapati Shivaji Terminus, Mumbai, Maharashtra

- and virtually). This meeting was the first major in-person event involving tourism and the United Nations since the Covid19 became a global pandemic. Ministry of Tourism was represented by the Ambassador of India to Spain, Embassy of India, Madrid.
- xv. India is a member of PBC and represents South Asia. Peru and Switzerland are Chair and Vice Chair of the PBC. The online meeting of UNWTO committee of Programme and Budget (PBC) was held on 11th September 2020. The meeting was attended by JS (T) and ADG (MR).
 - xvi. The inter-ministerial meeting to discuss the bilateral issues between India and Turkey was held on 3rd September 2020 under the chairmanship of Secretary (West) MEA. The meeting was attended by Joint Secretary (T) and Asst. D.G(IC)
 - xvii. The 9th Session of the India-Oman Joint Commission meeting was held on 19th October, 2020 under the co-chairmanship of the Hon'ble Minister for Commerce & Industry. The meeting was attended by Joint Secretary(T).
 - xviii. UNWTO Global Crisis Committee virtual meeting was held on 19th October 2020. The meeting was attended by Director General (Tourism). Since the start of the pandemic, UNWTO has been working closely with the World Health Organization (WHO) to guide the tourism sector as it faces up to the COVID-19 challenge.
- The World Tourism Organization (UNWTO) set up the Global Tourism Crisis Committee in March for launching the global guide for tourism recovery. The Committee organizes regular virtual meetings, reflecting the need for coordinated and efficient action by the private and public sectors, governments, international financing institutions, and the United Nations. UNWTO Members are a critical part of this committee, represented through the regional chairs and the chair of the Executive Council.
- xix. BRICS Tourism Minister's Meeting was held within the framework of the Russia's BRICS Chairmanship on 28th October 2020 and was attended by Hon'ble Minister for Tourism and Cultural, Ministry of Tourism, Government of India.



- xx. The Strategy for BRICS Economic Partnership 2025 (thereinafter – BRICS Strategy) defines a development path of BRICS and sets the framework for cooperation of its members in accordance with current economic trends and conditions. The BRICS countries express their aspiration to stimulate strong economic growth, confront macroeconomic shocks and financial volatility, support the multilateral trading system based on the rules and principles of the World Trade Organization (WTO), and resist emerging global uncertainty caused by a number of factors, including rise of unilateral and protectionist measures that run counter to the spirit and rules of the WTO.
- xxi. First meeting of UNWTO Committee for the Development of the International Code for the Protection of Tourist was held virtually on 30th October 2020 and was attended by Joint Secretary, Ministry of Tourism.
- xxii. The Virtual 8th Meeting of India-UAE High Level Task Force on Investment (HLTFI) was held on 3rd November 2020 and was attended by Joint Secretary (T). During the meeting JS (T) made a presentation on Investment Opportunities in Tourism and Hospitality Sector in India.
- xxiii. The Virtual Workshop on Leveraging Thematic Circuits Towards a BIMSTEC 2030 Tourism Strategy was held virtually on 25th November, 2020. The objective of the meeting was to gather feedback from the BIMSTEC Secretariat and the member states on the results of the study.

During the open Forum and Briefings from each country for update on latest status of tourism and COVID situations, Additional Director General (Tourism), as head of the Indian Delegation, made an intervention on behalf of India and highlighted the measures taken by the Ministry of Tourism to address the challenges posed by COVID-19 pandemic.



II. Other Important Activities

- i. Secretary (T) and Director, Ministry of Tourism, Government of India attended FITUR 2020 held at Madrid, Spain from 22nd to 26th January 2020. The India Pavilion was inaugurated by Secretary (Tourism) along with Ambassador of India to Spain in the presence of the members of travel trade, media etc. The India pavilion had 23 Co-exhibitors comprising tour operators, and representatives of Air India, IRCTC and ITDC etc.
- ii. A meeting was held between Joint Secretary, Ministry of Tourism and Economic Development Minister, Japan on 20.02.2020. Both sides discussed various issues regarding development and promotion of tourism between India and Japan.
- iii. A delegation led by the Deputy Assistant Secretary of State for Travel and Tourism delegation from the US met Joint Secretary, Ministry of Tourism, Government of India on 28.02.2020. The discussion revolved around 2020 Travel and Tourism Working Group Plan. Digital Tourism, investment in the tourism sector, safety of tourists for smooth and seamless travel, role of local bodies in USA in promoting tourism were also discussed.

III. Future proposed activities:

- i. The 113th Session of Executive Council of UNWTO would be held on 18-19th January 2021 in Madrid. The Indian delegation would be led by Ambassador of India to Spain, Embassy of India, Madrid.
- ii. India has been invited to attend the 24th Meeting of ASEAN Tourism Ministers and Related Meetings to be held on 2-5 February 2021 via video conference. The 25th ASEAN-India TWG is scheduled on 3rd February 2020 and the 8th M-ATM+ India is scheduled on 5 February 2020.





CHAPTER-10

India Tourism Development Corporation (ITDC)



CHAPTER 10

India Tourism Development Corporation (ITDC)

10.1 Introduction

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

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

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

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

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

ITDC Board appointed M/s Deloitte to advise ITDC to expand its existing business and to tap the potential business related with Tourism & Hospitality Sector.

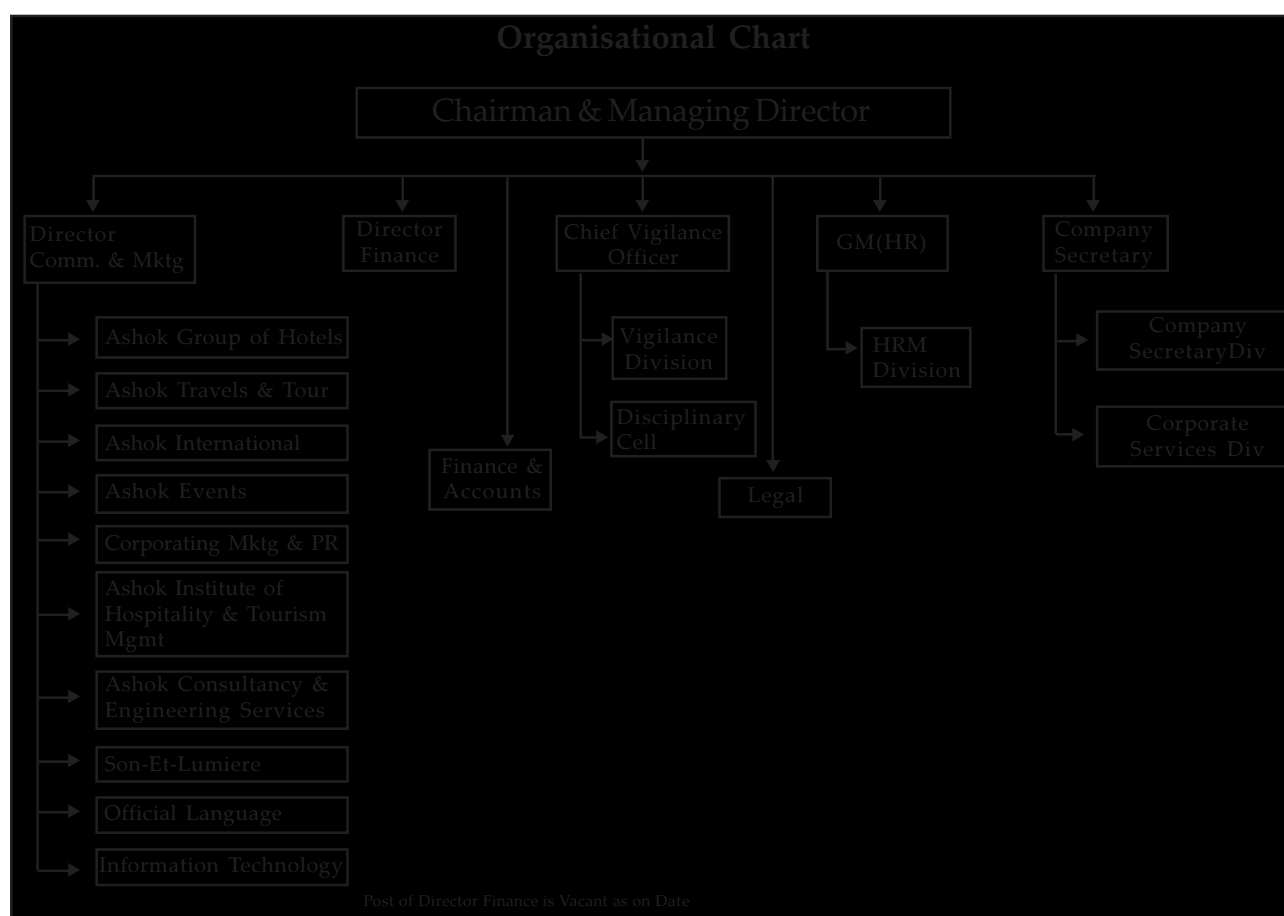
10.2 Organisational structure:

10.3 Network of ITDC Services

The present network of ITDC consists of 4 Ashok Group of Hotels, 4 Joint Venture Hotels out of which 1 Hotel unit is in operation, 7 Transport Units, 14 Duty Free Shops at Seaports, 1 Sound & Light Show and 4 Catering Outlets.

10.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 9.29 crore in the paid up capital of four subsidiary companies as on 15.12.2020:



Subsidiary Companies	ITDC's Investment (Rupees in crore)
Utkal Ashok Hotel Corporation Ltd.	1.19 cr in Equity Share 3.50 cr in Preference Shares
Ranchi Ashok Bihar Hotel Corporation Ltd.	2.50 cr
Pondicherry Ashok Hotel Corporation Ltd.	0.82 cr
Punjab Ashok Hotel Company Ltd.	1.28 cr
Total	9.29 cr

10.5 Capital Structure

The details are as under:-

(Rupees in crore)

	2017-18 (as per IND AS)	2018-19 (as per IND AS)	2019-20 (as per IND AS)
Authorized Capital	150.00	150.00	150.00
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	244.98	269.81	260.72
Net Worth	330.51	355.35	346.26

10.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its total Market Capitalization (on both BSE and NSE) is Rs 2375.81 cr. as on 15.12.2020. The Authorized and Paid-Up Capital of the Corporation as on date stood at Rs. 150 cr. and Rs. 85.77 cr. respectively. The pattern of



shareholding (as on 11.12.2020) is indicated below:-

Government of India	: 87.03%
The Indian Hotels Company Ltd.	: 7.87%
Qualified Institutional Buyers	: 2.69%
Other Bodies Corporate	: 0.08%

General Public, Employees & Other : 2.33%

10.7 Financial Performance

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

	2015-16	2016-17 (As per Ind AS)	2017-18 (As per Ind AS)	2018-19 (As per Ind)	2019-20 (As per Ind)
Turnover	465.69	356.11	366.42	371.72	357.49*
Profit before Tax	32.42	17.00	21.25	57.91	37.57**
Profit after Tax	22.5	11.43	17.71	42.15	22.48**
Foreign Exchange Earnings	17.95	15.20	15.27	18.65	16.11

*From Continuing Operations only

** From Continuing and Discontinued Operations

ITDC declared nil dividend for the financial year 2019-20.

10.8 Plan schemes

For the financial year 2020-21 the revised budget estimates for capital outlay is Rs 34.39 crore which includes renovation of Hotel properties and catering units for Rs. 29.70 crore.

10.9 Memorandum of Understanding (MoU)

The MoU signing with Ministry of Tourism for the year 2020-21 has been exempted due to disinvestment process of ITDC properties.

10.10 Disinvestment status of properties of ITDC and its Joint Venture Subsidiary Companies

As per Disinvestment Policy of the Government of India, 9 hotel properties including 3 Joint Venture Hotel properties (viz Hotel Lake View Ashok, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur, incomplete hotel project at Gulmarg, Hotel Janpath, New Delhi, Hotel Jaipur Ashok, Jaipur, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Donyi Polo

Ashok, Itanagar) have been transferred/handed over to the respective State Governments so far. Disinvestment/Divestment process of remaining properties i.e. Process for joint leasing in respect of Hotel Pondicherry Ashok, Puducherry; process for giving Hotel Kalinga Ashok, Bhubaneswar on Operation & Maintenance Contract is underway. Hotel operations of Hotel Ranchi Ashok at Ranchi are closed. Divestment of 51% equity of ITDC in JVC, Ranchi Ashok Bihar Hotel Corporation Limited is under advanced of transfer to the Govt. of Jharkhand. Incomplete Project at Anandupr Sahib is under way to be transferred to State Government. Hotel operations of Hotel Nilachal Ashok, Puri are closed since 2004. Disinvestment process of Hotel Nilachal Ashok, Puri is stayed as the matter is subjudice and pending with the Hon'ble Supreme Court. M/s Feedback Infra appointed as Transaction Advisor by DIPAM on 14.01.2020 for studying lease terms & conditions of land, O & M/Sub-leasing of Hotel Ashok and utilization of vacant land in Hotel Ashok-Samrat Complex. M/s Feedback submitted its report to DIPAM. Last



IMG was held by DIPAM on 20th July, 2020 to discuss the feasibility report.

The lease for the land for Hotel Jammu Ashok which was allotted in January 1970 to ITDC for a period of 40 years expired in January 2010. ITDC had been persistently following up for renewal of lease even prior to the expiry of the lease period. Now the J & K Government vide letter dated 20.03.2020 has informed about non-renewal of lease agreement. Accordingly, the operations of Hotel Jammu Ashok have been closed on 17.06.2020. Matter is being taken up with J & K Government for further settlement.

10.11 Ashok Group of Hotels

The flagship hotel of ITDC, hosted several prestigious functions and conferences organized by - Federation of Indian Chambers of Commerce and Industry, The Institute of Cost Accountants of India, National Highways Authority of India, Income Tax Appellate Tribunal, ICAI, ITAT Bar Association, The Institute of Chartered Accountants of India, Telecom Equipment & Services, Export

Promotion Council, The Principal Commissioner of Customs (Preventive), Oil India Ltd, Ministry of Women & Child Development (Beti Bachao Beti Pado), National Mission for Clean Ganga (NMCG), Dinner hosted by Ministry of Tourism, Ministry of Coal, Hindi Parliamentary Meetings of MMTC, Directorate General NCC, HAL Liaison Office, Punjab National Bank, SPMCIL, LIC of India, National Mission of Clean Ganga, Institute of Development Support, Hindi Parliamentary Meetings of HUDCO Limited, National Savings Institute, The Oriental Insurance Co. Limited, Office of Director General of Audit (Home Education & Skill Development). And the exhibitions - Indian Wedding Fair by Mystical Concepts and Jalsa by Andaz Colors Pvt. Ltd were held in the Convention Hall.

The Incredible India multi-lingual website (in Arabic, Chinese and Spanish) was launched at The Ashok Hotel, New Delhi on 2nd March, 2020 by Mr. Prahlad Singh Patel, Hon'ble Minister of Tourism in the presence of senior officials of



Ministry of Tourism; Ms. Meenakshi Sharma, Director General; Ms. Rupinder Brar, Additional Director General; Mr. Yogendra Tripathi, Secretary; Mr. Rakesh Kumar Verma, Joint Secretary and Mr. G. Kamala Vardhana Rao, Chairman & Managing Director, ITDC.

The first Surveillance Audit of the Food safety Management System (FSMS) for the continued ISO 22000 certification of the hotel was done by M/s BSI on 14th August, 2020 and the certification is valid upto June, 2021. The Lodging License which is valid upto March 2023 has been granted to the hotel by NDMC.

As part of the modernization and upgradation of the property; old lifts in Tea Lounge area (2 no's) are being replaced and the process to replace another three lifts in different areas is underway. The Server space and SQL server have been upgraded. A new telephone exchange from SIEMENS has been installed by MTNL on rental basis. E-office from NIC has been implemented in the hotel.

The hotel provided 2000 packed meals on a daily basis to the Govt. Hospitals and other Govt. establishments during lockdown (March and April) due to COVID 19 pandemic as part of the Corporate Social Responsibilities.

In June, 2020, ITDC signed MoU with AIIMS for monitoring preventive measures being taken by ITDC at its different hotels and other offices to provide safe, hygienic, and healthy environment to guests and staff in view of the COVID-19 pandemic.

Training sessions were conducted to sensitize the employees regarding the safety norms & protocols issued by statutory bodies. And a video presentation depicting the preparedness of the hotel for providing safe & hygienic environment was made for digital dissemination of the information to the valued guests and visitors patronizing the hotel.

Subsequent to the order issued by the Delhi Disaster Management Authority (DDMA), the

hotel resumed operations w.e.f. 24th August 2020 and the Hon'ble Minister of State for Tourism & Culture - Shri Prahlad Singh Patel inspected the preparedness of the hotel for providing safe, hygienic, and healthy environment to guests and staff in view of the COVID-19 pandemic.

As part of the emergency preparedness a few rooms were earmarked as isolation facility for housing suspected/sick guests. To ensure adherence to the norms & protocols; non-invasive thermal screening of all guests & employees entering the hotel premises is being done and the employees are using the prescribed Personal Protective Equipment like masks, gloves, face shield and head gear. Hygiene kits for guests (sanitizers, masks, gloves) have been placed at vantage points. Social distancing norms are being followed by all employees while greeting the guests respectfully with 'Namaste'. Common contact items like pens, bill folders, menu cards, keys cards, luggage handling, photo identifications, cash transactions etc. are being disinfected/sanitized regularly. Digital mode of payment is being encouraged and preferred. For encouraging social distancing, discreet messages (signage's & posters) have been placed across public areas. Automatic dispensers for hand sanitizer have been installed at all entry points and inside the guest elevators. An open air option for fine dining experience while maintaining safety and social distancing norms, is being provided in the lawns adjoining the Oudh Restaurant. For monitoring the health of the employees a 5 day camp was organized in association with NDMC.

Office spaces have been licensed to The Election Commission of India and Indian Railway Finance Corporation Limited

Hotel Samrat: The hotel hosted and/or was associated with various important functions organized by the Ministry of Tourism, Rail Vikas Nigam Limited, ONGC, Association of Domestic Tour Operators of India (ADTOI),



Coal India, Council of Scientific & Industrial Research.

Some of the major groups which stayed in the hotel were from Balmer Lawrie & Co. Ltd, Lok Sabha Secretariat (BPST), Central Coal Fields Ltd., Coal India Ltd, DGMS, Eastern Coalfields Ltd, FSSAI, Global Hindu Federation, Indian Air Force, Indian Navy, Indira Gandhi National Forest Academy, Ministry of Defense, National Disaster Management Authority, Research & Information System, South Eastern Coal Fields, UPSC, AIIMS Jodhpur, Bharat Cooking Coal Ltd., BOSCH, C-DAC, FSSAI, HSA Advocates, Indian Institute Of Coal Management, Indian Red Cross Society, Institute Of Social Studies Trust, Ministry of Defense, National School Of Drama, Aeronautical Development Agency, Custom/GST Officers group, Mahanadi Coal Fields Ltd., South Eastern Coalfields, Indian Evacuees Group, etc.

During the shooting of Aamir Khan Production movie “Lal Singh Chaddha” in The Ashok Hotel, rental space along with 900 plus packed meals were provided to the organizers and the crew.

A new menu for in room dining has been introduced considering the latest requirements. The tea Lounge is being upgraded and a new menu would be introduced shortly.

The hotel provided boarding and lodging facilities to guests arriving under the aegis of “Vande Bharat Mission” by Govt of India and to the foreign nationals stranded due to lockdown. The hotel implemented the norms & protocols directed by DDMA and other authorities and imparted training to employees on the same.

The hotel sold 1489 packed meals which have been well accepted and are popular. In addition to the Indian fare, options like Chinese, Continental, South Indian, etc. have been introduced.

Hyderabad House: Prestigious events hosted by the Hon’ble Prime Minister of India for the President of USA, President of Brazil, Prime Minister of Sri Lanka, Vice President of Vietnam, President of Portugal and the President of Myanmar were successfully catered to. The establishment also catered to the



Bravery Awards, the visiting delegations from various countries and other important events hosted by MEA.

The unit also made the catering arrangements for several VIP events at the Jawaharlal Nehru Bhawan, South Block, PM House, etc.

Vigyan Bhawan: Several important conferences, some of which were attended by the Hon'ble President of India and Hon'ble Prime Minister of India; organized by the Ministry of Road Transport & Highways, GST Council, Min of Drinking Water & Sanitation, Ministry of Social Justice & Empowerment, Central Council for research in Unani medicine, Narcotics Control Bureau, MIT World peace university, Ministry of Panchayati Raj, Ministry of Ayush, etc. were successfully catered to.

The guidelines issued time to time by the authorities and MoH&FW were strictly adhered to and mandatory use of facial PPE's, use of disposable hand gloves, use of alcohol based sanitizers etc. was ensured alongwith cleanliness and sanitization norms for offices and equipment used in the unit.

Parliament House Catering Unit: As per the mandate given by the Parliament of India to ITDC for taking over the catering operations from Northern Railways, a new unit with the nomenclature Parliament House Catering Unit (PHCU) has been set up which commenced operations from 16th November, 2020.

The PHCU is responsible for providing VVIP catering services inside the Parliament House to the Hon'ble Vice President of India, Hon'ble Prime Minister of India, Hon'ble Speaker, Lok Sabha, Hon'ble Deputy Chairman Rajya Sabha, Cabinet Ministers, Leader Of Opposition, all the Members of Parliament in Lok Sabha & Rajya Sabha, visiting foreign delegation, Secretary General - Lok Sabha & Rajya Sabha and other high ranking officials. Services would also be provided in numerous Banquet Halls, Committee Rooms in addition to the Pantries attached to the offices of

dignitaries inside and outside of Parliament House Estate (PHE). Approximately 5000 persons working in the PHE are availing the services offered by PHCU, ITDC on a regular basis.

Food Promotions: To showcase the Arunachal Culture a food promotion was organized in The Ashok wherein finest examples of the Arunachali Cuisine were served to the discerning guests while enjoying the live performance by the local dance troupe. Handicrafts & organic spices were also displayed for sale.

And to celebrate the occasion of International Women's Day a special discount was offered to ladies on the F&B Offerings. Food Promotions for celebrating the "Independence Day", "World Tourism Day", "Navratri", etc. were also organized.

Food Festival Abroad: Chef Kirti Rastogi and Sh. Tara Dutt Bhat successfully planned and executed the Indian Food Festival in Brunei, Darussalam which was well appreciated.

17th ICF Annual Chef Awards 2020: The ITDC Culinary Team won the following awards:-

- Golden Hat Chef Award
- Master Craftsman North Indian Cuisine
- Master Craftsman Halwai

10.12 Ashok Events

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

The division has made a mark in event management in a big way and with its rich expertise has an illustrious client list comprising Government Ministries, Departments,



Autonomous Bodies and Authorities.

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

The major events handled by the Ashok Events Division during the period 1st April, 2020 to 15th December, 2020 which was otherwise adversely affected by Government guidelines on account of the Covid 19 pandemic include:-

- “14th National Statistics Day” (Virtual, Interactive and Webcasting) organized by the Ministry of Statistics & Programme Implementation, Government of India at NITI Aayog on 29th June, 2020.
- “Vriksharopan Abhiyan” organized by Coal India Ltd. at the residence of Hon’ble Home Minister, Government of India on 23rd July, 2020.
- “6th National Handloom Day Celebrations – 2020” organized NHDC, Ministry of Textiles in virtual platform mode at Udyog Bhawan, New Delhi with 100 plus locations all over the country on 7th August, 2020.
- Swachh Mahotsav – Celebrating Urban Swachhata Champion Awards Ceremony organized by Ministry of Housing & Urban Affairs at Nirman Bhawan, New Delhi on 20th August, 2020.
- National Sports and Adventure Awards organized by Ministry of Youth Affairs & Sports at Hall No:5, Vigyan Bhawan, New Delhi on 29th August, 2020.
- Inauguration of MSME Technology Centre, Bhiwadi through virtual platform, organized by MSME at Bhiwadi on 31st August, 2020
- “Brainstorming Session with Influencers and Travel Media” organized by Ministry of Tourism on 8th September, 2020.
- National Service Scheme Awards 2018-19 organised by Ministry of Youth Affairs & Sports at Hall 5, Vigyan Bhawan, New Delhi on 24th September, 2020.
- World Tourism Day 2020 virtual event held on 27th September, 2020 at Manthan, Transport Bhawan, New Delhi.
- Virtual Inauguration by Hon’ble Prime Minister of India of Sarai – Sewer Treatment Plant; Jagjeetpur – Sewer Treatment Plant; Chandighat (Ganga Museum) at Haridwar and Lakhar Ghat - Sewer Treatment Plant; Muni Ki Reti - Sewer Treatment Plant & Chor Pani – Sewer Treatment Plant at Rishikesh, Uttarakhand being organized by National Mission for Clean Ganga (NMCG) & Wildlife Institute of India, Dehra Dun on 29th September, 2020.
- “Ganga Avalokan” Exhibition at Chandighat, Haridwar. Inaugurated on 29th September, 2020 and would be for a duration of one year.
- “Ganga Utsav-2020” organized by National Mission for Clean Ganga (NMCG) at Suite 292, 294 & Banquet Hall, The Ashok Hotel, New Delhi from 2nd to 4th November, 2020.
- “World Toilet Day” organized by Department of Drinking Water & Sanitation, Ministry of Jal Shakti at Banquet Hall, The Ashok Hotel, New Delhi on 19th November, 2020.
- “Comprehensive Analysis and Holistic Management of Local Rivers and Water bodies”, 5th India Water Impact



Summit IWIS 2020 from 10-15 December, 2020 at NMCG.

10.13 Ashok International Trade (AIT)

The AIT Division of ITDC is an ISO 9000:2015 certified division and facilitates duty free shopping facilities to international travelers. ITDC is making efforts to consolidate its duty free business at the seaports. ITDC seaport duty free outlets are aligned with the Indian Government plans to India Tourism Development Corporation (ITDC) create cruise tourism around India's coastal towns. Presently division has duty free shops at Kamarajar, Kolkata, Haldia, Mangalore, Visakhapatnam, Goa, Paradip, Mumbai, Kakinada, Krishnapatnam, Cochin, V.O Chidambaranar and JNPT seaports. This year in February division has operationalised its duty free shop at JNPT (Jawaharlal Nehru Port-Mumbai). The new shop at Chennai port is also ready for operationalisation and awaiting the customs permission. The Division has also been successful in acquiring right to develop and operate duty free shop at Deendayal Port-Kandla and plans are underway to operationalise this shop at the earliest.

Despite the ongoing Pandemic situation, the division foremost efforts are on ensuring smooth and uninterrupted operations at all its shops post lockdown.

AITD will also continue to keenly follow business opportunities arising in airports travel retail space and bid for concession rights of sustainable duty free shops.

10.14 Ashok Travels & Tours (ATT)

Ashok Travels and Tours (ATT) is the travel wing of ITDC and is its third biggest vertical after Hotels and Events in terms of turnover generated. ATT has its presence in 05 cities across India at Delhi, Kolkata, Chennai, Bangalore and Hyderabad.

ATT is the preferred agency for providing airline ticketing to Government of India and its offices

and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and has also forayed into Cargo business. In view of the potential that travel and tours trade holds, ATT has been increasing its share of the pie in the travel trade and Cargo handling.

ATT has started Implant office at Indian Institute of Technology, Patna to cater to its travel requirements in addition to various new accounts that have been added to its portfolio during the year.

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

10.15 Public relations & culture division

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

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

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

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

10.16 Ashok consultancy and Engineering services

One of the premium division of ITDC, The Ashok Consultancy and Engineering Services Division (an ISO 9001:2015 certified Division) undertakes services from concept to



commissioning of Tourism Infrastructure Projects, Up-gradation and renovation of ITDC properties and SEL shows. Besides, it provides consultancy services to Ministry of Tourism, State Tourism Departments and other private entities.

The ACES division is actively involved in the preparation of Tourism Master Plans, Detailed Project Reports, Feasibility Reports and also provides Consultancy Services to Ministry of Tourism, various State Governments and private agencies, etc. It has a team of experienced engineers and architects who are well versed in the development of tourism infrastructure. The division has executed more than 100 tourism infrastructure projects and has also prepared about 90 Detailed Project Reports in the tourism field so far.

The Division is executing Tourism Infrastructure project in Kerala at Sivagiri for Rs. 70.00 Cr under SWADESH Darshan Scheme and a project of Rs 78.00 Cr at Puri in Orissa under PRASAD scheme of MOT. Recently, the division has been sanctioned a project “Development in Beltaal lake at Damoh in Madhya Pradesh” for

Rs 26.00 Cr. The division is also preparing DPR for a private entity for developing a resort at East Godavari district in Andhra Pradesh for Rs 25.00 Cr. Besides various other prestigious projects, the division is executing some most prestigious SEL shows in various states of the Country which comprises SEL/Multi media shows at of Leh and Kargil in Ladhakh, Sarkhej Roza - Ahmedabad, Yadavindra Garden- Haryana, Udaigiri Khandagiri caves – Bhubaneshwar, Brahmsarover- Kurukshetra, Puttaparthi- Andhra Pradesh and Nigeen lake- Srinagar. Sound and Light/Multimedia Show project at Diu Fort, DIU completed by ITDC was inaugurated by The Hon’ble President of India on December 2020.

10.17 Ashok institute of hospitality & tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) an ISO 9000:2015 certified Hospitality training Institute is the Human Resource Division of India Tourism Development Corporation Ltd. The institute is spread over two campuses, one at Hotel Samrat, Centre of Excellence, New Delhi and other at



Qutab Campus in Qutab Institutional Area, New Delhi. Institute came into existence in 1971 for in-house training of employees of ITDC. The institute is offering various degrees, diploma and certificate courses in the area of hospitality. AIH&TM is conducting three years B.Sc program in Hospitality and Hotel Administration (H&HA) in affiliation with NCHMCT/IGNOU.

AIH&TM also conducts following programs/courses:-

- B.Voc (in Food Production) and Diploma in Hospitality Management in collaboration with Jamia Millia Islamia University.
- One year Diploma courses in Food Production, Bakery & Confectionery, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.
- Hunar se Rozgar (HSR) and Skill Testing and Certification (STC) programmes of Ministry of Tourism
- On the job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- Customized training programmes for various Government departments/institutions.
- Apprenticeship training under Ministry of Skill Development and Entrepreneurship.
- In these tough times of COVID-19 pandemic, HRD Division of ITDC has compiled a manual on Post COVID Operations at hotels and is being followed at every hotel and catering unit of ITDC.
- ITDC has signed an MoU with APSSDC

to promote skill education in Hospitality Sector at Andhra Pradesh.

- AIH&TM has conducted various training programmes virtually on Hospitality Operations Post COVID-19 for the staff and executives of reputed organizations like IRCTC, Madhya Pradesh State Tourism Development Corporation and in a process of finalizing the same with IREDA, Karnataka Bhawan, J&K House etc. AIH&TM has also received an appreciation for conducting the said training from these agencies
- In addition to above the Institute also conducts training programmes for its employees on regular basis. The institute during the year is conducting various programmes on work-life balance and leadership development exclusively for women employees of the Corporation.
- ITDC has launched an “Entrepreneurship Development Programme” for the youths and graduates from hotel management institutes along with recently unemployed and other experienced hospitality professionals looking for new job opportunities in the hospitality sector. ITDC alongwith NCHMCT and NIESBUD will form groups and societies and will impart entrepreneurial training to the selected candidates and provide non-financial support for running catering and other hospitality-related establishments (canteen/café, Event Management, Manpower Services, Banquet services, Pest control, packaged foods etc.) in government and private offices/institutions and in other commercial buildings in various locations.



10.18 Environment Management initiatives

ITDC Performance Standards have recognized as a benchmark for environmental and social risk management by achieving certifications from various organizations. The Ashok Hotel, New Delhi is LEED Gold certified hotel under US Green Building Council since February 2017 and the hotel is in the process of obtaining for the LEED Platinum certification. Recently, the Ashok Hotel has also been certified under Energy Management System (ISO 50001:2018). Similarly, Hotel Samrat is also in the process of obtaining for LEED Gold Certification from US Green Building Council.

For sustainable wastewater treatment, STP/ETP's have been installed in all of ITDC's properties. The Ashok / Samrat Hotel have a capacity of 1 MLD STP and Hotel Kalinga Ashok, Bhubaneswar has a capacity of 30KLD of STP/ETP. Also, Organic waste convertor to reduce hazardous waste harmful to environment is utilized at Hotel Ashok and Hotel Samrat.

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

10.19 Corporate Social Responsibility (CSR)

During the financial year 2019-20 CSR

expenditure was Rs. 38.97 Lakhs utilized for purchase of Life Support Ambulance in district Damoh and towards contribution to PM Cares Fund.

10.20 Human Resource Management

The total manpower of ITDC for the year 2020-21(as on 01.12.2020) is 698 comprising of 164 Executives and 534 Non-Executives. This includes 201 employees belonging to Scheduled Caste, 17 to Scheduled Tribe and 48 from Other Backward Classes. Further out of total manpower strength, 103 are women employees.

10.21 Industrial Relations

The overall Industrial Relation situation in ITDC continued to be harmonious and cordial.

10.22 Information Technology Initiatives

The file movement has started through e-office for an efficient, transparent and good governance. Meetings including Board Meetings are being held through Video conferencing to maintain social distancing, saving time, money & improving communication. Further mobile apps on android & iOS platform for Hotels, SEL Booking and Tour Package Inquiry has been Implemented. Contactless payment option through wallet & UPI has been started. The existing internet lease line have been upgraded for faster communication, online meetings, webinars etc.







CHAPTER-11

Statistics, Surveys and Studies



CHAPTER 11

Statistics, Surveys and Studies

11.1. Information and Research Activities

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

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

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

11.2. Foreign Tourist Arrivals (FTAs)

FTAs during 2020 were 24.62 million (Jan-Nov)(Provisional) with a growth of -74.6% over same period of the previous year.

During 2020, a total of 8.38 million (Jan-Nov) foreign tourists arrived on e-Tourist Visa registering a growth of -67.2%.

11.3 Arrivals of Non Resident Indians (NRIs)

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 6.98 million arrivals of NRIs in India during 2019.

11.4 International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2019, there were 17.91 million ITAs in India.

11.5 Foreign Exchange Earnings (FEEs)

FEEs during the period during Jan 2020 – March 2020 were Rs.44,203 crores (Provisional estimates) with a growth of -15.6% over same period of previous year.



FEEs during the period during Jan 2020 – March 2020 were US\$ 6.159 billion (Provisional estimates) with a growth of -17.1% over same period of previous year.

11.6 Indian National Departures

The Numbers of Indian Nationals Departures from India, during 2019 were 26.91 million as compared to 26.29 million, during 2018, registering a growth of 2.4%.

11.7 Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 2321.98 million domestic tourist visits all over the country during the year 2019.

11.8 Surveys & Studies

The Surveys & Studies commissioned by the Ministry of Tourism are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Government/UT Administrations for the preparation of Master Plans, Feasibility Studies and conducting statistical survey/studies.

Details of Surveys, Studies, etc. currently ongoing and completed during 2020-21 and financial assistance provided to Institute for conducting research promotion workshops, etc. (as on 31.12.2020) are given at Annexure-V.

11.9 Tourism Satellite Account (TSA)

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

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

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

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

The 3rd TSA of India was prepared in 2018 for the reference year 2015-16 (using figures of National Accounts Statistics with base year 2011-12 of CSO). As per estimation in accordance with 3rd TSA for intervening years and subsequent years namely 2013-14, 2014-15, 2016-17, 2017-18 and 2018-19, the contribution of tourism to GDP and employment of the country is as given below:



	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Share in GDP (in %):	5.68	5.81	5.09	5.04	5.00	5.00
Direct (in %)	3.06	3.14	2.65	2.62	2.6	2.6
Indirect (in %)	2.62	2.67	2.44	2.42	2.4	2.4
Share in Jobs(in %)	11.91	12.14	12.38	12.2	12.29	12.95
Direct (%)	5.19	5.3	5.4	5.32	5.36	5.65
Indirect (%)	6.72	6.84	6.98	6.88	6.93	7.3
Direct + Indirect jobs due to tourism (in million)	67.19	69.56	72.26	75.71	80.54	88.72

Note: The above estimates have been updated using NAS 2020



Statue of Unity





CHAPTER-12

North-Eastern Region and Jammu & Kashmir - Special Emphasis



CHAPTER 12

North-Eastern Region and Jammu & Kashmir - Special Emphasis

12.1 North Eastern Region

North East Region of India comprises eight States namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The location of the region is strategically important as it has international borders with Bangladesh, Bhutan, China and Myanmar. The North Eastern Region is endowed with diverse tourist attractions and each State has its own distinct features. The Ministry of Tourism provides special emphasis on the development and promotion of tourism for North Eastern States. The initiatives of the Ministry of Tourism include:

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

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

- v. Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist infrastructure, promotion of fairs/ festivals & tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, market research, etc.
- vi. As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism and Hospitality Associations including ADTOI, ATOAI, FHRAI, IATO, ABTO, ICPB, IHHA, ITTA, HAI, TAAI, TAFI & FAITH and by reputed Commerce, Industry and Trade Organizations/ Associations in the



Camel Safari-hunder-nubra, J&K

country, such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce and any other trade association recognised by the Ministry of Tourism from time to time; Participation in Conferences / Seminars / Conventions / organised by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country and for Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets. Apart from this, Financial support will be extended to Tourism Departments of State Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Online Promotion of tourism destinations and products, tour packages in the domestic

market, including production of digital promotional brochures / leaflets and for Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarisation.

Apart from this, one additional tour (above the three tours) will be permissible for visiting any State in the North East region, J&K and Ladakh. As regards the revised guidelines for the recognition of Tourism Service Provider the Criteria for Grant of Recognition Green Shoots/ Start Ups and for Experienced Travel Agents / Tour Operators & Tourist Transport Operator operating in North East Region/ UT of J&K/ Ladakh/ A&N/ Lakshadweep Islands has been relaxed in terms of Paid Up Capital, Annual turnover & Office Space.

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

For a better and smooth travel experience of Tourists in the restricted/Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and



as a result of this Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands.

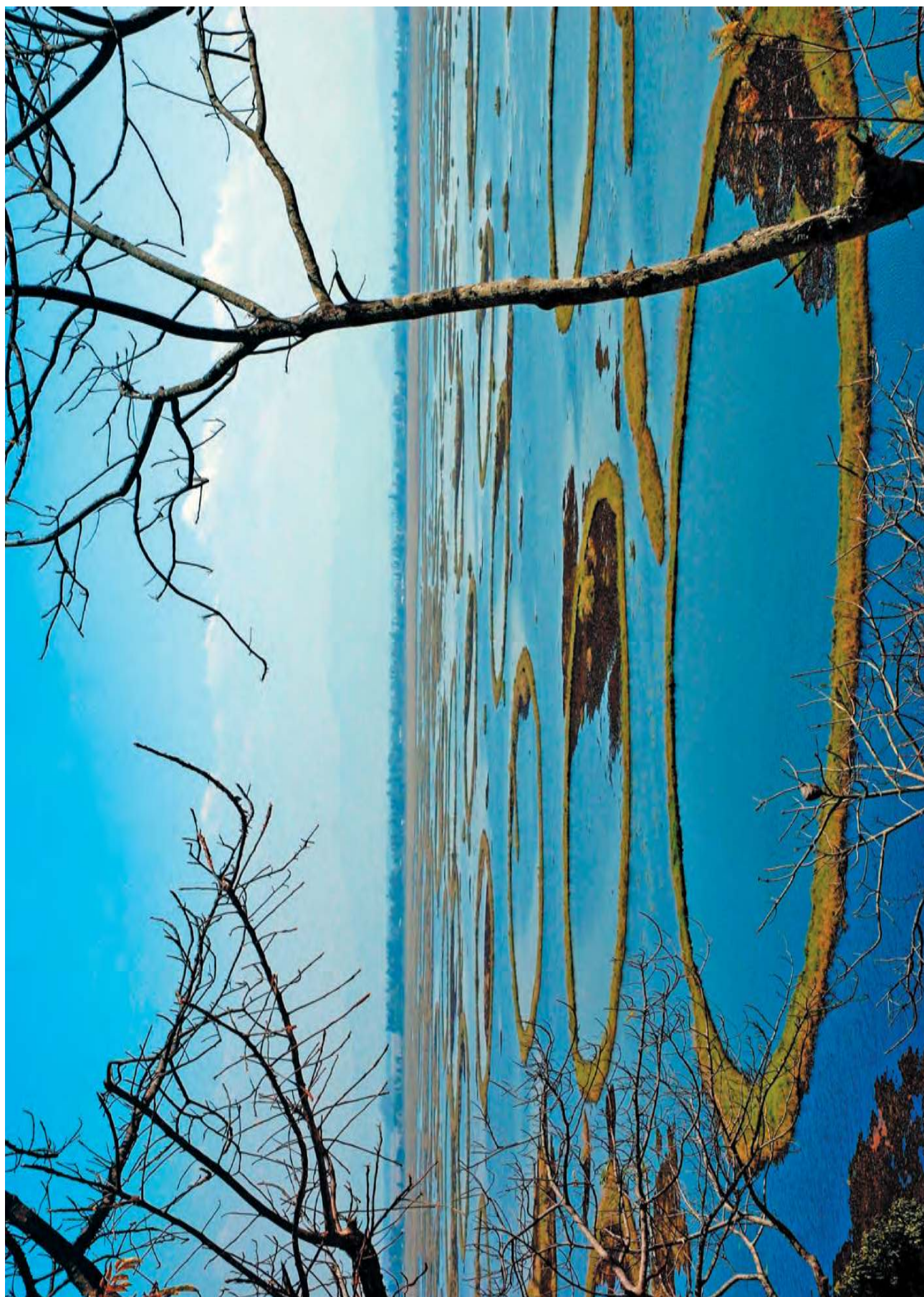
12.3 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Ministry of Tourism undertakes various promotional activities for the promotion

of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.

- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.
- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.





Hornbill Festival, Nagaland





CHAPTER-13

Gender Equality



CHAPTER 13

Gender Equality

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

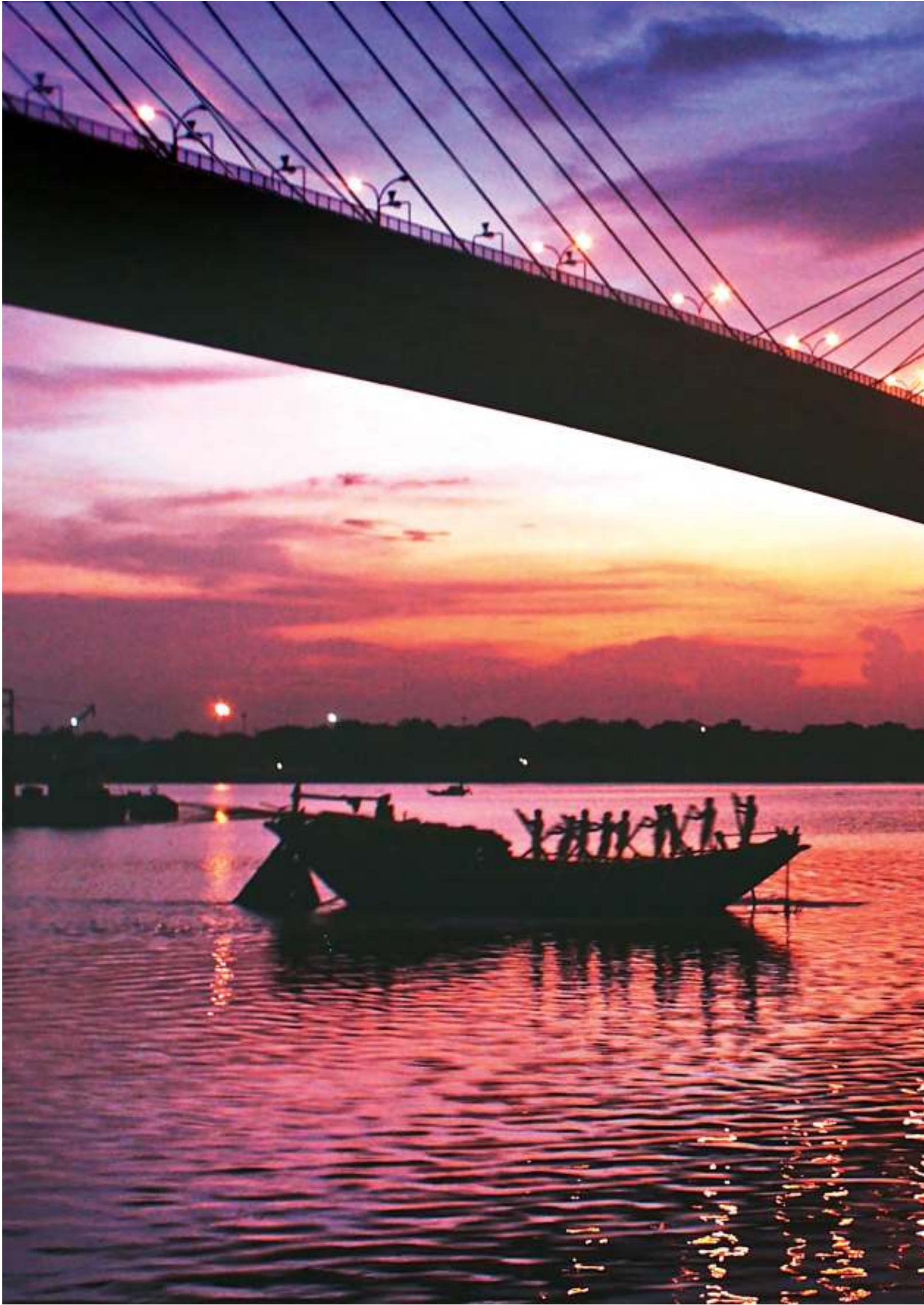
The Ministry ensures that women officials are regularly participated in the various training programmes for their capacity building.

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

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









CHAPTER-14

Welfare Measures



CHAPTER 14

Welfare Measures

14.1 Scheduled Castes/Scheduled Tribes Cell

The Liason Officer for the Scheduled Castes/ Scheduled Tribes Cell in the Ministry who attends to the grievances on service matter of Scheduled Castes and Scheduled Tribes employees of the Ministry and its attached/ subordinate offices is a Deputy Secretary/ Director level officer. The Cell mainly acts for compliance of orders issued in respect of reservation policy from time to time.

14.2 Reservation for SC, ST and OBC candidates

All recruitment in the Ministry and its subordinate offices are being made as per the **orders of reservation issued by Government from time to time and reservation rosters** are maintained

accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.

14.3 Reservation for Divyangjan

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





Locals Jamnagar Gujarat





CHAPTER-15

Vigilance



CHAPTER 15

Vigilance

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

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

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

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

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

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





Jama Masjid, Delhi





CHAPTER-16

Court Cases



CHAPTER 16

Court Cases

The details of Court Cases pending in the in the CAT, New Delhi as on 31.12.2020 are as under :

Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
1	O.A. No. 100/3786/2016	CAT New Delhi	Shri Bal Kishan, Staff Car Driver	Seniority issue for promotion to Special Grade of Staff Car Driver.
2	O.A. No. 180/502/2018	CAT Ernakulum Bench	Shri N. Velmurgan, AD	Allegation of taking bribes for hotel classification.
3	O.A.No. 1529 of 2018	CAT Chennai	Shri Sanjay Shreevats, RD, ITO, Chennai	Challenged the holding of the written exam and interview for the post of DDG/RD in overseas offices.
4.	OA NO.4367/2020	High Court of Delhi	Shri R.K. Mishra, AD, ITO Indore	Challenged the selection process in the grade of Asstt. Director for overseas posting
5.	OA No.1765/2020	CAT, New Delhi	Shri T.W. Sudhaker, the then Asstt. DG	Releasing provisional Pension
6.	W.P.(C) No 5710 of 2013	High Court of Delhi	Today Hotels vs. BSES Rajdhani & Anr	Power tariff set by BSES Rajdhani, petition for charging industrial unit rate rather than Commercial rate of electricity
7.	W.P. (C) No.7053 of 2011	Rajasthan High Court, Jaipur	Ayush Hospitality and Health Services Pvt. Ltd	Capital subsidy
8.	W.P.(C) 31623/ 2010	High Court of Kerala	VJM Rescrs Investments (SA) (Pty) Ltd.Vs. Samudra Retreats Kovalam, Pvt. Ltd. and 4 ors.	Classification of Hotel
9.	No. W.P. (C) 2812 of 2013	High Court of Kerala Ernakulam	Mr. Sasidharan Hotel Noopura Residency, Pazhayannur, Thrissur, Kerala	The inspection of the hotel in 04 Star Category was postponed on 28.01.2013 on receipt of a fake orders of court received at Hqtrs. The owner of the hotel has filed this



				petition and obtained orders of the court for inspection on 30.01.2013.
10.	No. W.P (C) 5372 of 2013	High Court of Kerala Ernakulam	M/s Harbour Hotel,Maliankara North Paravur Kerala.	Based on the Govt. of Kerala notification dated 12.02.1013 the petitioner has interpreted that from 12.02.2013 onwards no new bar licenses will issue by the State of Kerala and it should be treated that the local law does not permit the issuance of bar license in the State. Hence clause 8 (f) of the Ministry of Tourism guidelines dated 28.06.2012 is applicable in the case of the petitioner treating it as bar license prohibited in State.
11.	No. W.P (C) 5325 of 2013	High Court of Kerala Ernakulam	Hotel Aquarock Mannathala Thiruvantha- puram	Based on the Govt. of Kerala notification dated 12.02.1013 the petitioner has interpreted that from 12.02.2013 onwards no new bar licenses will issue by the State of Kerala and it should be treated that the local law does not permit the issuance of bar license in the State. Hence clause 8 (f) of the Ministry of Tourism guidelines dated 28.06.2012 is applicable in the case of the petitioner treating it as bar license prohibited in State.
12.	W.P. (C) 15435/ 2013	High Court of Kerala	Hotel Well View Residency Vs. The Member Secretary (HRACC)	Classification of Hotel without Bar License
13.	W.P.(C) 14208/ 2013	High Court of Kerala	Nirmallyam Residency Hotels P. Ltd. Vs. Union of India	Classification of Hotel without Bar License
14.	W.P. (C) 11479/ 2014	High Court of Kerala	Sri N. Dharmadan (SR.) vs Union of India	Classification of Hotel
15.	W.P.(C) 2687/ 2014	High Court of Kerala	Paravoor Galaxy Hotels (P) Ltd. vs. The Member Secretary (HRACC)	Classification of Hotel



16.	Complaint No. C615/2014 B	Kerala Lok Ayukta	Complaint filled P.L. Jacob against Athirapilly Residency Hotel Pvt. Ltd.	Complaint against hotel for submitting wrong documents for getting classification
17.	WP(C) 30865/2017	High Court of Kerala	Mrs. Pathuma Bheevi vs DSP, Ernakulam Rural, Aluva RD(South), Secy (T), Govt. of Kerala, Excise Commr., Deputy Excise Commr., Secretary (Fin), Govt. of Kerala Secy, Perumbavoor Municipality Managing Partner, Hotel Ritz International, Ms. Sindhu, Dist. Collector, Superintending Engineer PWD.	Case is regarding bar license, parking rules violation, public nuisance etc. against Hotel Ritz International, which is presently a 3 star classified hotel.
18.	WP(C) 10818/2017	High Court of Kerala	Mr. Somashekharan Nair vs Nedumangad Municipality & Others	Against Classification of Hotel Indraprastha, Nedumangad.
19.	WP(C) 11263/2017	High Court of Kerala	Hotel Abhirami, Trivandrum vs Excise Commr., Dy. Excise Commr., Secy Taxes G Dept., Secy (T), Govt. of Kerala	Case is regarding 3 star classification of the petitioner hotel and Bar License. Hotel already issued 3 star classification
20.	O.A. No. 063/00643 of 2019	CAT, Chandigarh	Sh. Neeraj Aggarwal, Applicant	Non-selection to the post of Principal IHM, Kufri, Shimla
21.	O.A. No. 00041 of 2020	CAT, Bangalore	Dr. S. Kannan, Applicant	Seeking order to modify the clause for category -A for the post of Principal

22.	O.A. No. 180/232 of 2019	CAT, Ernakulum Bench	Sh. L.V. Kumar Applicant	CBI had recommended departmental action against the applicant
23.	WP. No. 7483 of 2012	High Court bench at Gwalior	Sh. MPS Yadav	Regarding the qualification prescribed in the DR Notification for the post of Assistant Professor in IITTM in the year 2012



Khajuraho, Chitragupta Temple







CHAPTER-17

Departmental Accounting Organisation



CHAPTER 17

Departmental Accounting Organisation

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

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

Budgetary provision for Ministry of Tourism for the financial year 2020-21 is as under:

Revenue Section	2499.83 Crore
Capital Section	0.00 Crore
Total	2499.83 Crore

The departmentalized accounting organization of Ministry of Tourism comprises of Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing.

17.2(1) Principal Accounts Office

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

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

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

Issue of Inter Departmental Authorisation to various agent Ministries.

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

17.2(2) Pay & Accounts Office

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

- (i) Pre-check of bills submitted by Non-Cheque Drawing & Disbursing Officers of the Ministry.
- (ii) Authorization of funds to domestic and overseas Cheque Drawing & Disbursing Officers through issue of "Letter of Credit". There are 19 domestic CDDOs and 8 overseas CDDOs located in various countries.
- (iii) Post-check of all paid vouchers/ payments made by domestic as well as overseas offices.
- (iv) Release payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- v) Compilation of monthly account based on monthly expenditure, receipts and payment authorizations, and by duly incorporating reconciled accounts of CDDOs.



- (vi) Maintenance of General Provident Fund accounts, and remittance of New Pension Scheme contribution to trustee banks. Settlement of Inward and outward claims. Authorization/ payment of pension, Commutation, Gratuity, Leave Encashment, etc to the retiring employees.

17.2(3) Internal Audit

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

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

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

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

In all there are 57 auditable units in the Ministry of Tourism; out of which 49 units are located in India and 8 units in abroad. 27 Autonomous Bodies and 30 CDDOs/NCDDOs (05 RDIT, 15 IT Domestic, 08 IT Overseas, 01 PAO (Tourism)

and 01 Ministry of Tourism (HQ).

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

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

No. of Units	Para Outstanding as on date
49	858

17.3 Initiatives for e-Governance:

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

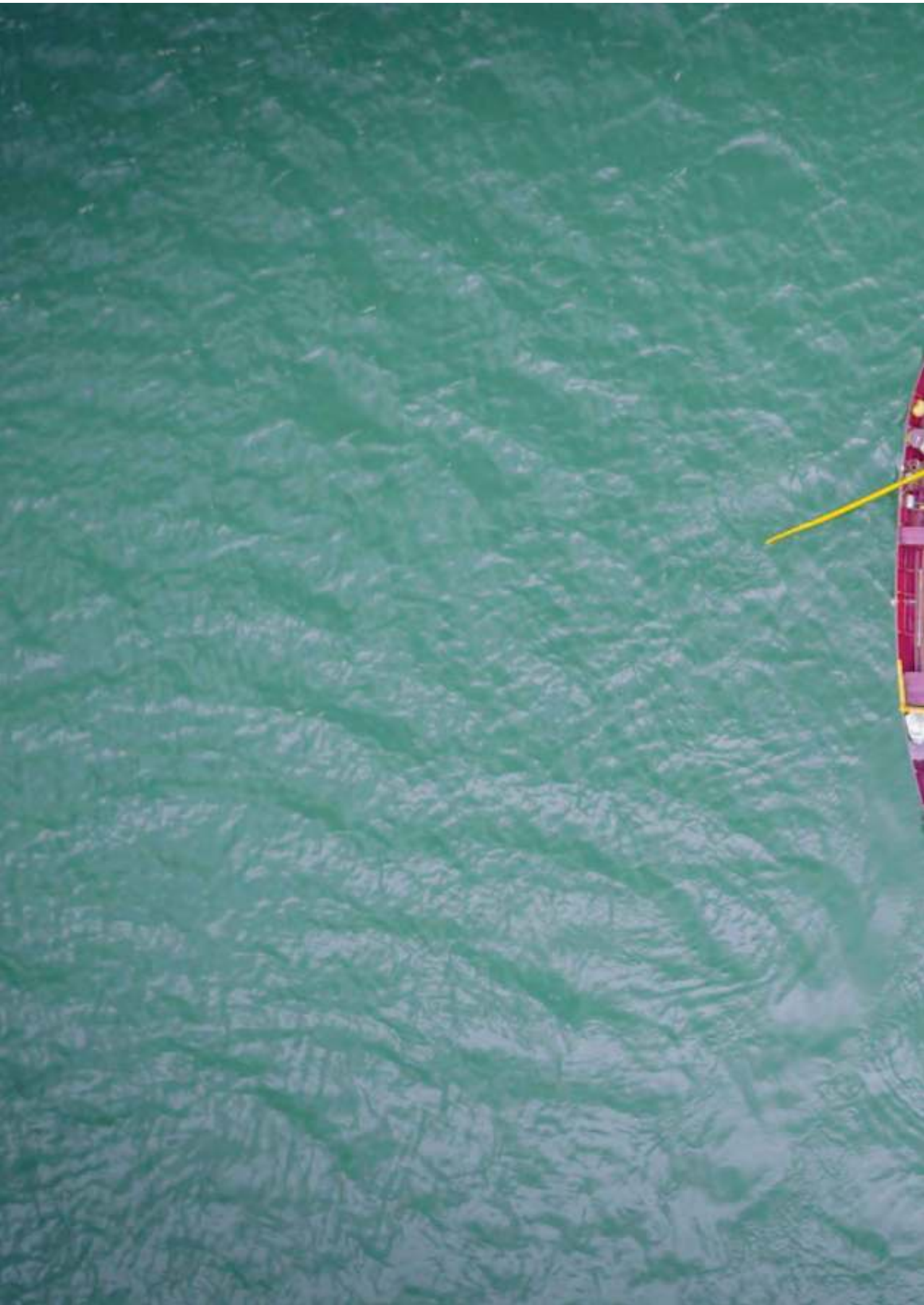
17.3(1) Public Financial Management System (formerly CPSMS)

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

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

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







CHAPTER-18

Important Audit Observations



CHAPTER 18

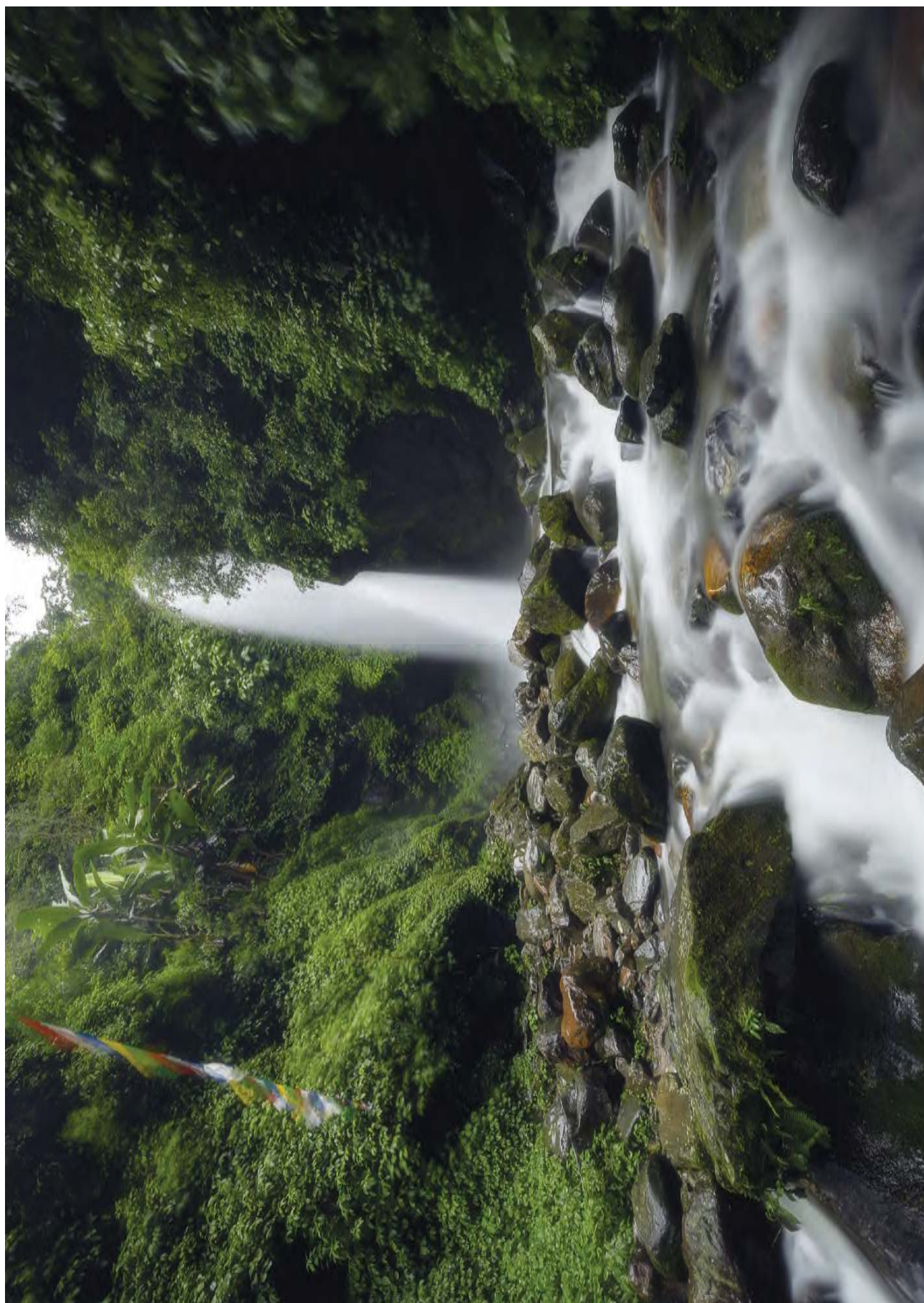
Important Audit Observations

As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there are 3(three) C&AG Audit paras pending against the Ministry of Tourism as on 31st December, 2020.

Six Public Accounts Committee (PAC) paras of 132nd report of 16th Lok Sabha were pending

against the Ministry in respect of “Irregularities in Procurement of Goods and Services. Award of Work of Non Existent Firms, Unrealized VAT Refunded and Excess Payment of Departmental Charges.” However, Action Taken Notes (ATNs) in respect of all pending PAC paras have been submitted to PAC branch for their action in the matter.





Pelling, Khangchendzonga Waterfalls, Sikkim





CHAPTER-19

Implementation of Right to Information (RTI) Act, 2005



CHAPTER 19

Implementation of Right to Information (RTI) Act, 2005

19.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of section 4 (I) (B) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organization set – up functions and duties of its officers and employees etc. Records and documents etc. have been made available on the Ministry's official website www.tourism.gov.in under a distinct section namely RTIA. It has also been hyperlinked'

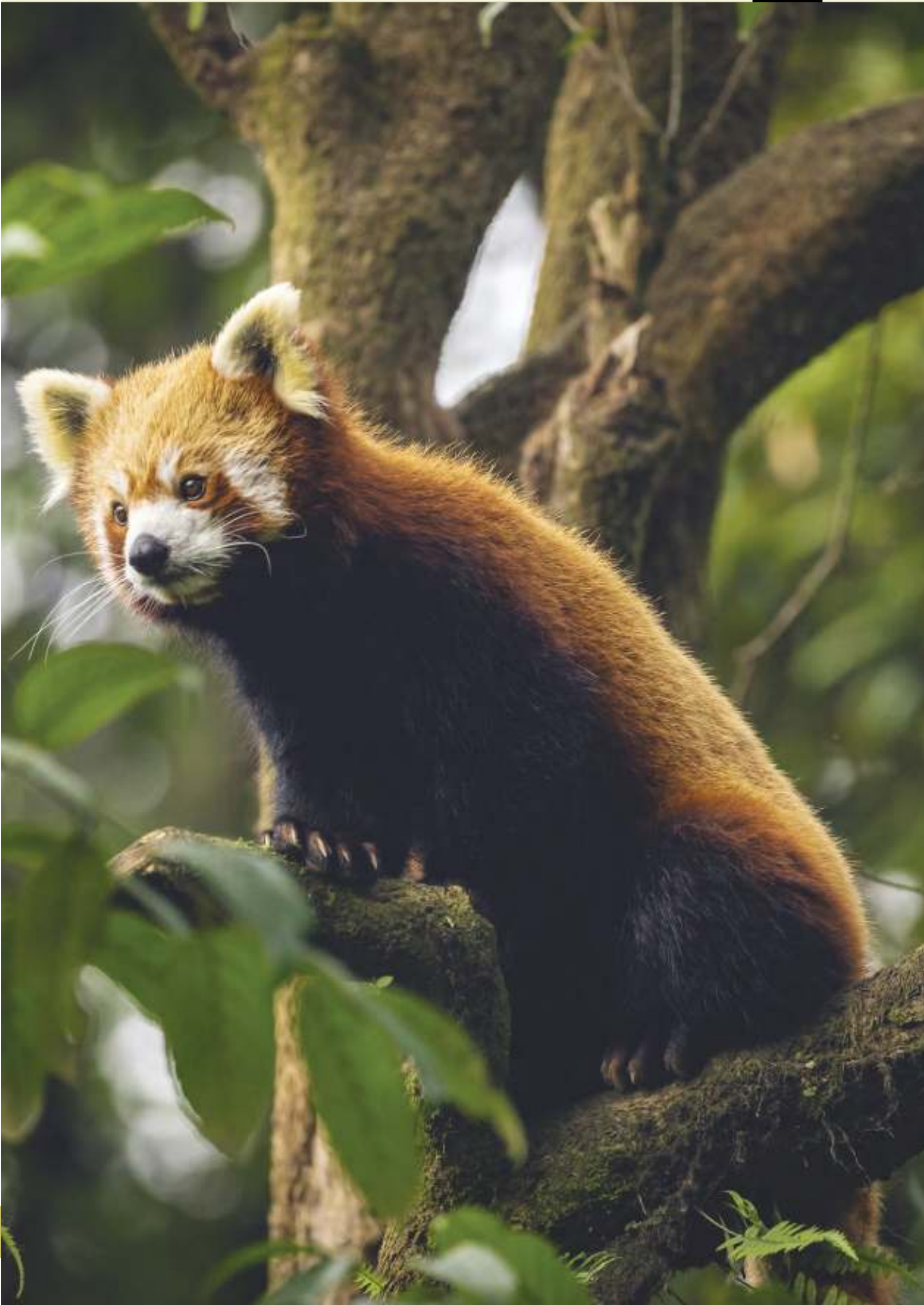
19.2 Information regarding activities of this Ministry is available for public on the above said website and is also kept in the library.

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

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

19.5 As per quarterly report submitted of this Ministry of Central Information Commission, New Delhi, a total of 653 RTI applications were received during the period from 1st January, 2020 to 31st December, 2020 and suitable action has been taken in a time bound manner.









CHAPTER-20

Progressive Use of Official Language Hindi



CHAPTER 20

Progressive Use of Official Language Hindi

20.1 Progressive Use of Official Language Hindi

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

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

1. Compliance with Section 3 (3)

As per the directives of the Deptt. of official language compliance of section 3 (3) and rule 5 of Official Language act is ensured in the Ministry and its affiliated and subordinate offices. All the letters received in English are replied to in Hindi. The correspondence of the ministry is gradually increasing and all measures are being taken to achieve target set out in the annual programme. All the officer and staff of the ministry are doing more and more notings in Hindi in the files.

2. Committees

- i. **Official Language Implementation Committee:** Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly

meetings are organized on regular basis. In these meetings, the work done by the sections of the ministry in Hindi is reviewed section-wise. Due to the situation arises from pandemic Covid 19 the OLIC meetings, were organized through telephonic conversations and video conferencing.

- ii. **Committee of Parliament on Official Language:** During the year to examine the use of Hindi in the Subordinate Offices of the Ministry the second sub-committee of the Committee of Parliament on Official Language inspected Ministry's work as well as the officers under control of the Ministry. In the inspection of the Ministry Secretary (Tourism) replied to the questions asked by the members of the Committee. During the inspection meetings of offices under control of the Ministry, Economic Advisor and officers of Hindi Section were present as representatives of the Ministry. Assurances given to the Committee in inspection meetings are completed within the period of six months or as per the directions of the Committee. The follow up action on the assurances given to the committee by Secretary (Tourism) was started instantly by the Hindi section of the Ministry.

3. Special measures to promote the use of Hindi:

- i. **Incentive Scheme and Cash Prize:**



Annual Incentive scheme of the Department of Official Language for doing official work in Hindi is applicable in the Ministry for the year 2019-20.

- ii. **Hindi Day and Hindi month:** Hindi month was organized from 14 to 30 September, 2019 in Ministry of Tourism. On the eve of Hindi Day, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister (IC) was released on Ministry's website and message of Secretary (Tourism) on Hindi day was released, among Officers & Staff of the Ministry in the notice board of e-office.
- iii. **Hindi Workshop:** Workshops are being organized regularly to remove hesitation and resolve day to day problems of working in Hindi for officers & staff.
- iv. To help all the officers and employees in official work in Hindi, the phrases used in day to day work have been sent to higher officers by email so that they can work in Hindi in e-office. Apart from this the same phrases has been uploaded on the notice board of e-office so that all the officers and employees of the Ministry can use them.

v.

Inspection of offices by Ministry officials: Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry/ Department. Due to the situation arises from Covid 19 the inspection was postponed.

4. Specific functions

- i. **Rahul Sankrityayan Tourism Award Scheme:** In this Ministry, a scheme is being run in the name of "Rahul Sankrityayan Paryatan Award Scheme" since 1989. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi on tourism. Prizes were given to writers of selected books for the year 2017-18 and 2018-19.
- ii. **Publication of Home Magazine "Atulya Bharat":** In the pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely "Atulya Bharat" is being published on quarterly basis regularly by the Ministry. The editions of this year were bit delayed due to pandemic Covid 19 but after the start of the unlock the work of the magazine started rapidly and so far 20 editions have been published.







CHAPTER-21

Swachh Bharat Mission



CHAPTER 21

Swachh Bharat Mission

21.1 Swachhta Action Plan (SAP)

“Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering the importance of cleanliness & hygiene, Ministry of Tourism has implementing the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior to create awareness among School / college students and stake-holders. Due to Covid-19 pandemic this year Ministry of Tourism undertaking SAP activities on VC mode through webinars, audio-visual etc. in selected 12 States/UTs at 55 sites/places during the year 2020-21.

21.2 Swachhta Pakhwada

Keeping in view of the gravity of Covid -19 pandemic, this year the Ministry of Tourism had organized Swachhta Pakhwada activities from **16th – 30th September 2020** on VC mode through webinars, audio-visual etc. across the

country through its Indiatourism offices, India Tourism Development Corporation (ITDC) and educational institutions under Ministry of Tourism like Indian Institute of Tourism and Travel Management (IITTM), Institute of Hotel Management (IHM) etc., a total no. of 534 activities / webinars on the various topics like importance of cleanliness & sanitation during the Covid period, steps taken to prevent the spread of Corona Virus, Water Conservation & Rain water Harvesting etc. had been organised across the country.

21.3 Swachhta Hi Seva (SHS)

Due to Covid-19 pandemic, this year the activities under Swachhta Hi Seva could not be undertaken.

21.4 Swachhta Award

In order to recognize the efforts of State/UT Governments to maintain tourist places clean, awards titled “**Swachh Paryatan Sthaan**” earlier known as **Swachhta Award** and “**Best Civic Management of a tourist destination in India Award** under category A for city, B for Town / Urban Local Bodies and C for Village has been instituted by the Ministry.





स्वच्छ भारत
एक कदम स्वच्छता की ओर



IHM
Institute of Hotel Management
Hyderabad



Ministry of Tourism
Government of India

Swachhata Pakhwada

Invites you to join in for a webinar on

“Importance of cleanliness & sanitation in the COVID era”



Speaker
Ms. Suchitra Naidu
Retd. Corporate
Housekeeper, The Park
Group



Speaker
Mr. Biswadeep Chowdhury
Executive Housekeeper,
The Westin Mindspace,
Hyderabad



Mr. Sanjay K. Thakur
Principal
IHM-Hyderabad



Moderator
Mrs. S. Saraswati
Placement In-charge
Senior Lecturer
IHM-Hyderabad

Date: 17/9/2020 Time: 11:00Am-12:00 noon

Google Meet: <https://meet.google.com/kze-aria-qlu>

IHM-Hyderabad, organized a webinar. “Importance of cleanliness & sanitation in the COVID era”.



Officials of Ministry of Tourism taking Swachhta Pledge.





ANNEXURE



Golkonda Hyderabad, Telangana

ANNEXURE-I

India tourism Offices in India

Regional Offices

- | | |
|--------------|---------------------------|
| 1. Chennai | 5. Goa |
| 2. Guwahati | 6. Hyderabad |
| 3. Kolkata | 7. Imphal |
| 4. Mumbai | 8. Indore |
| 5. New Delhi | 9. Jaipur |
| | 10. Kochi |
| | 11. Naharlagun (Itanagar) |
| | 12. Patna |
| | 13. Port Blair |
| | 14. Shillong |
| | 15. Varanasi |

Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar



Star Fish, Agatti Island, Lakshadweep

ANNEXURE - II

Indiatourism Offices Abroad

Sr. No.	Overseas Indiatourism Office	Revised Jurisdiction
1.	Beijing	China, Mongolia, Hong Kong and Macau
2.	Dubai	Entire Africa including Mauritius and Madagascar and Entire Middle East, Turkey and Cyprus.
3.	Frankfurt	Austria, France, Switzerland, Germany, Italy, Malta, Portugal, Spain, Israel, Denmark, Finland, Iceland, Norway and Sweden.
4.	London	Belgium, Ireland, Luxembourg, Netherlands and United Kingdom,
5.	Paris	CIS countries (Armenia, Azerbaijan, Belarus, Kazakhstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan), Georgia, Ukraine, Baltic countries (Estonia, Lithuania, Latvia), Eastern Europe (Albania, Bosnia, Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Macedonia, Montenegro, Poland, Romania, Serbia, Slovak Republic and Slovenia) and Greece
6.	New York	Entire U.S.A, Canada, Caribbean Islands, Central & South America
7.	Singapore	Singapore and other ASEAN Countries, Australia, New Zealand, Fiji and other island nations in the Pacific
8.	Tokyo	Japan, North & South Korea, Taiwan

India tourism Offices Domestic

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



Annexure-III

SENIOR OFFICERS OF THE MINISTRY

Secretary

Shri Arvind Singh, Secretary to the Government of India

Special/Additional Secretary Level Officer

Ms. Meenakshi Sharma, Director General (Tourism)

Joint Secretaries and equivalent

Shri Sanjay Pandey, Joint Secretary & Financial Advisor

Ms. Rupinder Brar, Additional Director General

Shri Rakesh Kumar Verma, Joint Secretary

Shri Gyan Bhushan, Economic Advisor

Ms. Anita Baghel, Additional Director General



Annexure-IV

Details of Amount released under Swadesh Darshan Scheme upto 31st December, 2020

(in Rs. Crore)

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. / revised amount Sanctioned	Amount released
Year 2014-15					
1.	Arunachal Pradesh	North-East Circuit	Development of Circuit at Bhalukpong- Bomdila and Tawang.	49.77	39.81
2.	Andhra Pradesh	Coastal Circuit	Development of Circuit at Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam - Kotipallyanjuna	67.84	67.84
			Total of 2014-15	117.61	107.65
Year 2015-16					
3.	Manipur	North-East Circuit	Development of Circuit at Imphal-Khongjom	72.23	61.32
4.	Sikkim	North-East Circuit	Development of Circuit linking Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang-Sherathang- Tsongmo- Gangtok-Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu-Gurudongmer- Mangan- tamil-TuminLingee-Singtam (exit).	98.05	92.77
5.	Uttarakhand	Eco Circuit	Development of Circuit at Tehri- Chamba- Sarain around Tehri Lake.	69.17	65.71
6.	Rajasthan	Desert Circuit	Development of Shakambhari Mata Temple, Sambhar Salt Complex, DevyaniKund, SharmisthaSarovar, Naliasarand Other Destinations.	63.96	51.17
7.	Nagaland	Tribal Circuit	Development of Circuit at Peren- Kohima- Wokha	97.36	87.62
8.	Madhya Pradesh	Wildlife Circuit	Development of Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench.	92.22	81.15



9.	Andhra Pradesh	Coastal Circuit	Development of Nellore, Pulikat Lake, Ubbilamadugu water falls, Nelapattu Bird Sanctuary, Mypadu Beach, Ramatheertham	49.46	47.76
10.	Telangana	Eco Circuit	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaivanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62	87.04
11.	Kerala	Eco Circuit	Development of Pathanamthitta- Gavi- Vagamon- Thekkady	76.55	61.24
12.	Mizoram	North East Circuit	Integrated Development of Thenzawl & South Zote, Districts Serchhip and Reiek	92.26	87.65
13.	Assam	Wildlife Circuit	Development of Manas- Pobitora- Nameri- Kaziranga- Dibru- Saikhowa.	94.68	81.77
14.	Puducherry	Coastal Circuit	Development of Dubrayapet, Arikamedu China Veerampattinam, Chunnabmar, Nallavadu, Manapet, Kalapet, French Quarter, Tamil Quarter and Yanam	85.28	61.82
15.	Arunachal Pradesh	North East Circuit	Integrated Development of Jirigaon, Nafra, Seppa, Pappu, Pasa, Pakke Valleys, Lumdung, LafangSohung Lake, Taro Yar, New Sagalee, Ziro, Yomcha	96.72	84.24
16.	Tripura	North East Circuit	Development of North East Circuit: Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat- Dumboor- Narikel Kunja- Gandachara- Ambassa	82.85	79.67
17.	West Bengal	Coastal Circuit	Development of Beach Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Fraserganj- Bakhlai- Henry Island	85.39	68.31
18.	Chhattisgarh	Tribal Circuit	Development of Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur- Ratanpur- Kurdar- Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon- Jagdalpur- Chitrakoot- Tirthgarh.	96.10	80.44



19.	Maharashtra	Coastal Circuit	Development of Sindhudurg Coastal Circuit (Shiroda Beach, Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek), Devgad (Fort & Beach), Mitbhav, Tondavali, Mocehmad and Nivati Fort).	19.06	16.43
			Total of 2015-16	1362.96	1196.12
Year 2016-17					
20.	Goa	Coastal Circuit	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail.	97.65	91.00
21.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourism Infrastructure Projects- Bhagwati Nagar	77.33	60.47
22.	Telangana	Tribal Circuit	Integrated Development of Mulugu-	79.87	75.88
			Laknavaram- Medavaram- Tadvai-Damaravi- Mallur- Bogatha Waterfalls.		
23.	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng- Mawdiangdiang – Orchid Lake Resort.	99.13	92.91
24.	Madhya Pradesh	Buddhist Circuit	Development of Sanchi-Satna- Rewa-Mandsaur-Dhar.	74.02	69.08
25.	Kerala	Spiritual Circuit	Development of Sabarimala - Erumeli-Pampa-Sannidhanam.	99.99	20.00
26.	Manipur	Spiritual	Development of Shri Govindajee	53.80	43.04
		Circuit	Temple, Shri BijoyGovindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple.		
27.	Gujarat	Heritage Circuit	Development of Ahmedabad-Rajkot- Porbandar –Bardoli- Dandi.	71.77	62.63
28.	Haryana	Krishna	Development of Tourism	97.35	77.88
		Circuit	Infrastructures at Brahmsarovar, SanhitSarovar, Narkatari, Jyotisar in Kurukshetra.		
29.	Rajasthan	Krishna	Integrated Development of Govind	75.80	60.64
		Circuit	Dev ji temple (Jaipur), KhatuShyam Ji (Sikar) and Nathdwara (Rajsamand).		



30.	Sikkim	North East circuit	Development of Tourist Circuit Linking Lingmoo-Lingee- Maka-Temi-BermoikNamchi- Okharey-Sombaria-Daramdin- Melli (Exit)	95.32	76.25
31.	Madhya Pradesh	Heritage circuit	Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu	89.82	85.33
32.	Kerala	Spiritual Circuit	Development of Sree Padmanabha Temple,Aranmula- Sabrimala	92.22	73.77
33.	Bihar	Tirthankar circuit	Development of Vaishali- Arrah- Masad- Patna- Rajgir- Pawapuri- Champapuri.	37.19	26.19
34.	Bihar	Spiritual circuit	Integrated Development of Kanwaria Route: Sultanganj- Mojma-Banka.	44.76	42.52
35.	Odisha	Coastal circuit	Development of Gopalpur, Barkul, Satapada and Tampara.	70.82	52.96
36.	Nagaland	Tribal circuit	Development of Mokokchung– Tuensang-Mon	98.14	88.33
37.	Uttara-khand	Heritage circuit	Development of Kumaon Region – Katarmal –Jogeshwar-Baijnath-Devidhura.	76.32	67.62
38.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama	84.46	67.35
39.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K	90.43	74.70
40.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist facilities at Mantalai & Sudhmahadev	90.85	75.11
41.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Anantnag- Kishtwar-Pahalgam – Daksum – RanjitSagar Dam.	87.44	69.96
42.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh	96.93	48.46
43.	Uttar Pradesh	Buddhist Circuit	Development of Srawasti, Kushinagar, & Kapilvastu.	99.97	72.56
44.	Uttar Pradesh	Ramayana Circuit	Development of Chitrakoot and Shringverpur	69.45	64.09



45.	Andaman & Nicobar Islands	Coastal Circuit	Development of Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair.	26.91	11.78
46.	Tamil Nadu	Coastal Circuit	Development of Chennai- Mamamallapuram – Rameshwaram – Kulasekaranpattinam – Kanyakumari	72.26	68.60
47.	Uttar Pradesh	Spiritual Circuit	Development of Shahjahanpur- Basti- Ahar-Aligarh-Kasgunj- Sarosi-Pratapgarh-Unnao- Kaushambi- Mirzapur-Gorakpur- Kairana- Doamriyagunj- Bagpat- Barabanki- Azamgarh	65.61	62.33
48.	Uttar Pradesh	Spiritual –II Circuit	Development of Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi	67.51	64.14
49.	Uttar Pradesh	Heritage Circuit	Development of Kalinjar Fort (Banda)- MarharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal (Fatehpur)- MavaharSthal (Ghosi)- Shaheed Smarak (Meerut)	33.17	26.54
50.	Bihar	Buddhist Circuit	Construction of Convention Centre at Bodhgaya	98.73	78.91
51.	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar	90.98	72.78
52.	Himachal Pradesh	Himalayan Circuit	Integrated Development of Himalayan Circuit in Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	80.69	59.85
53.	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip - Khawhphawp - Lengpui – Durtlang -Chatlang- Sakawrhmutuaitlang - Muthee – Beratlawnng -Tuirial Airfield – Hmuifang	99.07	49.53
54.	Rajasthan	Spiritual Circuit	Development of Churu (Salasar Balaji)– Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak,	93.90	68.24



			Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji- Chittorgarh (Sanwaliyaji)		
55.	Gujarat	Heritage Circuit	Development of Vadnagar- Modhera and Patan	91.42	85.06
			Total of 2016-17	2871.09	2286.13
Year 2017-18					
56.	Bihar	Rural Circuit	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.65	22.33
57.	Goa	Coastal Circuit	Development of Rua De Orum Creek - Don Paula - Colva - Benaullim	99.35	79.48
58.	Gujarat	Buddhist circuit	Development of Junagadh- Gir Somnath- Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana	28.67	19.21
59.	Puducherry	Heritage Circuit	Development of Franco- Tamil Village, Karaikal, Mahe and Yanam	66.35	33.17
60.	Puducherry	Spiritual Circuit	Development of Karaikal, Yanam and Puducherry	40.68	30.94
61.	Rajasthan	Heritage Circuit	Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Nahargarh Fort)- Alwar (Bala Quila)- Sawai Madhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (Jaisalmer Fort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i- Nilofar and Purani Chawni)- Nagaur (Meera Bai Smarak)	90.92	49.8
62.	Telangana	Heritage Circuit	Development of Heritage Circuit: QutubShahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb	96.90	70.61
63.	Bihar	Spiritual Circuit	Development of Mandar Hill & Ang Pradesh	47.52	38.02
64.	Madhya Pradesh	Eco Circuit	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River.	94.61	79.70



65.	Uttar Pradesh	Ramayana Circuit	Development of Ayodhya.	127.21	106.64
66.	Andhra Pradesh	Buddhist Circuit	Development of Buddhist Circuit: Shalihundam - Thotlakonda - Bavikonda- Bojjanakonda- Amravati- Anupu in Andhra Pradesh under the theme of Buddhist Circuit of Swadesh Darshan Scheme.	52.34	26.17
			Total of 2017-18	789.20	556.07
Year 2018-19					
67.	Maharashtra	Spiritual Circuit	Development of Waki- Adasa- Dhapewada- Paradsingha- Chota Taj Bagh- Telankhandi- Girad	54.01	16.67
68.	—	Development of Wayside Amenities	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Lucknow-Ayodhya- Lucknow; Gorakhpur-Kushinagar; Kushinagar-Gaya- Kushinaga in collaboration with MoRTH	17.93	12.29
			(Sub- Scheme)		
69.	Uttar Pradesh	Spiritual Circuit	Development of Jewar-Dadri- Sikandrabad-Noida-Khurja-Banda.	12.03	6.33
70.	Jharkhand	Eco Circuit	Development of Dalma- Chandil- Getalsud- Betla National park- Mirchaiya- Netarhat.	52.72	15.07
71.	Tripura	North East circuit	Development of SurmaCherra- Unakoti- Jampui Hills - Gunabati- Bhunaneshwari- Matabari- Neermahal- Boxanagar- Chottakhola- Pilak- Avangchaarra	65.00	0.00
72.	Punjab	Heritage Circuit	Development of Anandpur Sahib – Fatehgarh Sahib – Chamkaur Sahib – Ferozpur – Amritsar – Khatkar Kalan – Kalanour - Patiala	91.55	23.83
73.	Kerala	Spiritual Circuit	Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam	69.47	0.00
74.	Kerala	Rural Circuit	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77

75.	Meghalaya	North East Circuit	Development of West Khasi Hills (Nongkhlaw- KremTiro - Khudoi & Kohmang Falls – Khri River- Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang-Iooksi), Garo Hills (Nokrek Reserve, KattaBeel, Siju Caves)	84.97	25.49
76.	Uttar Pradesh	Spiritual Circuit	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj)	15.76	9.46
			Total of 2018-19	543.81	132.91
			GRAND TOTAL TILL 31.12.2020	5684.67	4278.88



Jabalpur, Dhuandhar Falls



Details of Amount released under PRASHAD Scheme during Jan.-Dec. 2020

(in Rs. Crore)

Sl. No	Name of the project with State	Amouont Release
1	Development of Omkareshwar, MP	4.21
2	Development of Varanasi Phase II, UP	4.72
3	Development of Somnath Promenade, Gujarat	7.28
4	Development of Cruise Tourism at River Ganga, Varanasi, UP	3.43
5	Development of Kamakhya under PRASHAD Scheme, Assam	2.54
6	Development of Somnath Promenade, Gujarat	2.30
7	Somnath Promenade Remaining part of 3rd instalment	1.57
8	Development of Varanasi Phase II, UP	8.59
9	Development of Hazratbal Shrine at Srinagar, Jammu & Kashmir	1.95
10	Developemnt of Velankanni, Tamil Nadu	0.38
11	Development of Nada Saheb and Maa Mansha Devi Temple, Haryana	7.67
12	Development of Pilgrimage Amenities at Somnath	10.10
13	Developent of Govardhan, UP	6.45
14	Development of Omkareshwar, MP	3.33
15	Development of Amaravari, Guntur District of Andhra Pradesh	5.08
16	Development of Kanchivaram, Tamil Nadu	0.81
17	Development of Baba Baidyanathji Dham, Jharkhand	9.00
18	Development of Pilgrimage Facilitation at Nagaland	5.95
19	Development of Badrinath Ji, Uttarakhand	9.02
20	Development of Govardhan, UP	7.64
21	Developemnt of Nada Saheb and Maa Mansha Devi Temple Haryana	6.22
22	Development of Pilgrimage Facilitation at Meghalaya	6.53
	Total	114.78



Details of Amount released under Central Agencies Scheme in the year 2020

(Rs. in Crore)

Sl. No.	Name of Projects	Agency	Amount released
	2019-20		
1	Restoration/Renovation of Jallianwala Bagh Memorial at Amritsar, Punjab (Other Charges)	ASI	5.12
2	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi	Aga Khan Foundation	0.96
	2020-21		
1	CFA for Development of Jetties at nine (09) main points of embarkation/disembarkation of River Cruise on National Water ways No. 1& 2 (2019-20)	IWAI	7.00
2	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochin Port Trust	2.00
3	Restoration/Renovation of Jallianwala Bagh Memorial at Amritsar, Punjab	ASI	1.95
4	Restoration/Renovation of Jallianwala Bagh Memorial at Amritsar, Punjab	ASI	1.60
5	CFA for Creation of additional tourism facilities at the Cochin Port Trust Walkway.	Cochin Port Trust	1.39
6	Developing infrastructure at Cochin Port Cruise Terminal at Cochin Port Trust	Cochin Port Trust	0.19
7	Proposal for Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC	ITDC	10.08
8	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochi Port trust	2.28
9	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	5.16
10	Project for Infrastructural Development at JCP Attari	BSF	2.04
	Total		39.77

Details of Amount released under Fairs & Festival of DPPH Scheme in the year 2020
(in Rs. Crore)

Sl. No.	Name of States	Name of Festivals	Amount released
	2019-20		
1	Punjab	CFA for organizing Holla Mohala at Sri Anandpur Sahib	0.25
2	Chhattisgarh	CFA for organizing National Tribal Dance Festival	0.20
3	Uttarakhand	CFA for organizing Tehri Lake Festival	0.25
	2020-21		
1	Madhya Pradesh	Baiga Olympic	0.20
2	Mizoram	Anthurium Festival & Winter Festival	0.25 0.25
3	Sikkim	Red Panda Festival, Jorethang Maghey Mela and Pelling Winter Tourism Festival	0.50
		Total	1.90





Annexure-V

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| <p>A. Completed Surveys/Studies of Ministry of Tourism Completed during Jan. 20 to Dec. 2020</p> <p>i. A study “to assess Employment level and Skill gap in Hospitality and Allied Sectors”.</p> <p>ii. Evaluation of scheme of MR-PS</p> <p>iii. 3rd Tourism Satellite Account of India.</p> <p>iv. Regional Tourism Satellite Account for States/UTs</p> | <p>ii. CFA to Financial Support for Annual Tourism Research Journal of IHM Pusa.</p> <p>iii. CFA to “Inventorisation & Prioritizations of Potential World Heritage Sites in Madhya Pradesh Under MR-PS in MOT.</p> <p>iv. CFA for “Feaibility study for listing of Bhopal, Indore, Gwalior, Chanderi in Unesco Creative cilties Network “ Under Market Resources Professional Scheme (MR-PS) in MoT.</p> |
| <p>B. Ongoing Surveys/Studies of Ministry of Tourism 2020-21</p> <p>i. Study on Capacity Building for Data on Domestic and Foreign Tourist Visitors/ Visits in the States/UTs”</p> <p>ii. Study on Culinary Heritage of Himalayas</p> <p>iii. Study on ‘Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India’</p> <p>iv. Study on” Assessing Impact of taxation/ incentives on accommodation tariffs of the hotel industry in India vis-à-vis other countries</p> <p>v. Study on Role of Luxury Tourist Train in Promoting Tourism in India</p> <p>vi. Study on “Analysis & development of action plan based on world economic forum ranking system for Travel & Tourism competitiveness for India”</p> | <p>v. CFA to North Eastern Hill University for organizing Global Hospitality and Tourism conference during 18th, 19th and 20th March 2021.</p> |
| <p>C. Ongoing CFA of Ministry of Tourism 2020-21</p> <p>i. CFA to University of Petroleum & Energy Studies (UPES), Utrakhand for organizing a two days’ conference “Resumption of Indian Tourism Industry in New Normal-Events” during 28th-29th January 2021.</p> | <p>D. Completed Central Financial Assistance (CFA) Sanctioned to Central Universities, Institutes of Hotel Management under MOT, Indian Institutes of Travel and Tourism Management etc during 2020-21 for Meeting /Conferences/ Seminars/ Workshops/etc. organized for the purpose of getting inputs from experts, state Government, Industry, Intellectuals, etc for development of Tourism</p> <p>i. CFA to IHM Bhubanerswar Central Financial Assistance CFA to IHM Bhubaneswar for organizing a two days’National conference on “Entrepreneurship in Hospitality & Tourism Industry : Emerging Trends & Challenges” during 14-15 Feb 2020.</p> <p>ii. CFA to IHM, Bhopal seeking Central Financial Assistance (CFA) for conducting International conference on Gen-Next Hospitality-Future Trends in Hospitality Industry: New age hotels and alternative accommodation during 17-18 January, 2020.</p> |



