GOVERNMENT OF INDIA
MINISTRY OF TOURISM

LOK SABHA
UNSTARRED QUESTION NO.†1954
ANSWERED ON 14.03.2022

ROLE OF ITDC IN PROMOTION OF TOURISM

†1954. SHRI SUMEDHANAND SARASWATI:

Will the Minister of TOURISM be pleased to state:

(a) the role of India Tourism Development Corporation (ITDC) in the promotion of tourism in the country and in the hospitality industry;

(b) the number of ITDC Hotels operating in the country at present;

(c) whether the Government has taken note of the huge loss incurred to ITDC in the recent years;

(d) if so, the steps taken by the Government to improve the economic condition of these Hotels; and

(e) if so, the details thereof?

ANSWER

MINISTER OF TOURISM   (SHRI G. KISHAN REDDY)

(a): At present, India Tourism Development Corporation Limited (ITDC) is running the following verticals:

➢ Ashok Group of Hotels Division; as part of its main objectives, ITDC has been running hotels, restaurants and catering establishments.

➢ Ashok Travels and Tours (ATT) Division is providing travel related services like air-ticketing, transport, accommodation, tours etc. to promote tourism in the country.

➢ Ashok Consultancy and Engineering Services (ACES) Division; undertakes various projects sanctioned by Ministry of Tourism and State Govt's. for development and expansion of tourism in the country.

ACES Division of ITDC since its inception has been providing services from Concept to Commissioning of Tourism Infrastructure Development, Hotels, Commercial, Educational, Landscaping, River Front Development Projects, and Theme Based Parks etc. The division also prepares Tourism Master Plans, Feasibility & Pre – Feasibility Reports, Cost- Benefit Analysis, Detailed Project Reports, Preparation of Drawings, Estimates & Tender documents for

development of Tourism Infrastructure. The division has been executing various Tourism Infrastructure Projects under Swadesh Darshan, PRASAD and CFA Schemes of Ministry of Tourism and State Govts.

For promotion of tourism and increase in tourist foot fall, SEL/ Multimedia shows and musical fountains are being implemented by the division. This division is the oldest entity in the country for implementation of SEL shows.

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

With the help of in-house design and print expertise, it also provides printing services. ITDC has made a mark in event management in a big way and with its rich expertise it has an illustrious client list comprising Government Ministries, Departments, Autonomous Bodies and Authorities.

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

➢ **Ashok Institute of Hospitality & Tourism Management (AIH&TM)**; ITDC's Human Resource Development Division provides quality hospitality education at under graduate and graduate levels, thus helping the hospitality industry with trained and quality manpower. In addition to above, HRD Division also trains workforce who are matriculate and above, so as to make them job worthy and Skill Upgradation courses for existing workforce in hotel industry to bring them at par with industry standards.

AIH&TM conducts the following programs/courses:

- AIH&TM is conducting 03 years B.Sc program in Hospitality and Hotel Administration (H&HA) in affiliation with NCHMCT/IGNOU.
- 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), Skill Testing and Certification (STC), Entrepreneurship Programme (EP) programmes of Ministry of Tourism.

- ITDC has created a parallel vertical within HRD Division of ITDC, under "Entrepreneurship Development Programme" by forming groups and societies through which graduates from hotel management institutes along with recently unemployed and other experienced hospitality professionals looking for new job opportunities in the hospitality sector would be provided with the 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. The training on Entrepreneurship Development Programme for the selected candidates is being imparted by NIESBUD, MSDE, Noida.

- 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 a 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, IREDA, CAG Office and in a process of finalizing the same with Karnataka Bhawan, J&K House, SMVDSB, Tamil Nadu House etc. AIH&TM has also received an appreciation for conducting the said training from these agencies.

- AIH&TM has successfully organized a live food demonstration for Vietnam Consulate in view of Azadi ka Amrit Mahotsav to celebrate 75 years of Independent India. These sessions showcased ITDC to the world audience and have been widely appreciated.

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 Tendering Process, Prevention of

Sexual harassment at work place, grooming classes, Vendors Workshop during vigilance awareness week for the employees of the Corporation.

➢ Ashok International Trade Division (AITD); operates 15 shops for Duty Free goods on Seaports which facilitates the International tourist travelling through sea route.

(b): At present the following Hotels are being operated by ITDC/JV Company:

#	Name of the hotel-ITDC	State/UT
1	Ashok Hotel	New Delhi
2	Samrat Hotel	New Delhi
3	Hotel Kalinga Ashok	Bhubaneswar, Orissa
4	Hotel Jammu Ashok (Operations closed)	Jammu, Jammu & Kashmir

#	Name of the Hotels- Joint Venture	State/UT	Joint Venture
1	The Ashok Beach Resort	Puducherry	ITDC: PIPDICL
2	Hotel Ranchi Ashok (operations closed)	Ranchi, Jharkhand	ITDC : BSTDC
3	Hotel Nilachal Ashok (operations Closed)	Puri, Odisha	ITDC : OTDC

(c): ITDC has not suffered losses during last 5 years except in the financial year 2020-21 due to COVID19 impact and lock down restrictions. Profitability position of the Company during last five years is as follows:

Rupees in Lakh

Financial Year	Profit After Tax (PAT)	Total Comprehensive Income (TCI)
2020-21	-2,720.29	-2,583.86
2019-20	2,195.47	1,429.90
2018-19	3,957.44	`4,135.04
2017-18	1,770.72	1,322.32
2016-17	1,143.20	1,062.33

(d): The following steps have been undertaken by ITDC for improvement in the hotels:

• Renovation of some rooms in The Ashok Hotel, New Delhi in recent past.
• Renovation of 48 rooms, addition of a new swimming Pool for guests and a new licensed F&B outlet has been done in Samrat Hotel, New Delhi.
• Tie up with most of the Online Travel Agents for online room bookings.
• Modernization & upgradation of products/services is a regular and continuous process in the hotels & catering establishments of ITDC.

(e): as replied in Point (d) above.

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