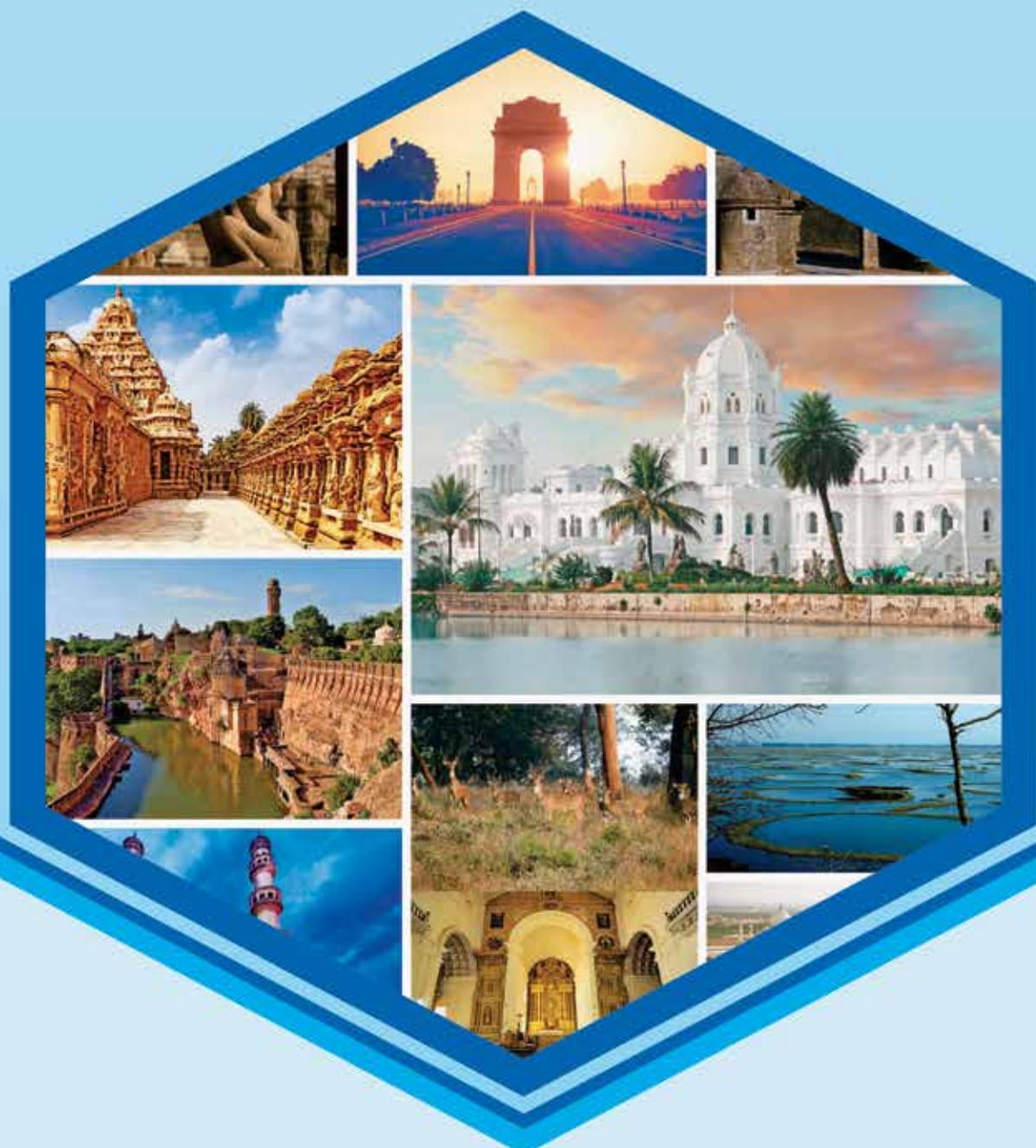




## STATEMENT CONTAINING BRIEF ACTIVITIES OF THE MINISTRY OF TOURISM 2018



Ministry of Tourism  
Government of India



# **STATEMENT CONTAINING BRIEF ACTIVITIES OF THE MINISTRY OF TOURISM**

## **2018**



**सत्यमेव जयते**

**Ministry of Tourism  
Government of India**



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# **Chapter-1**

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## **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 As tourism is concerned, the year 2017 was a remarkable year for India as it received more than 10 million (10.04 million) tourists for first time, registering 14% growth in 2017 over 2016. The FTAs in India during Jan-Nov 2018 was 93.67 million (Provisional) with a growth of 5.6 % over corresponding period of 2017.
- 1.4 Foreign Exchange Earnings (FEEs) has shown a growth of 19.1% in US Dollar term against a modest growth of 7.5% world-wide during 2017. India received an estimated US \$ 27.31 billion during 2017 as FEEs through tourism and the same in Rupee term was Rs.1,77,874 crore with a growth of 15.4%. During Jan-Nov in 2018, FEEs was Rs. 1,75,423 crore with a growth of 10.7% over the corresponding period of previous year.
- 1.5 Facilitative visa regime is a pre requisite for increasing inbound tourism and Ministry of Tourism takes the initiative of pursuance with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2017, e-Visa facility had been extended to the nationals of 166 countries with five sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa', 'e-Medical Visa', "e-Conference Visa" and "e-Medical Attendant Visa". Iran, Kyrgyzstan and Qatar are the latest additions in extending e- Visa facility.
- 1.6 During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2% over 2016 and the same was 2.1 million during January-November, 2018 registering a growth of 41.5% over the corresponding period of the previous year.
- 1.7 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.

- 1.8 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. 5873.26 crore has been sanctioned for 73 projects with a total release of Rs. 2769.25 crore till 14.12.2018 covering all thematic circuits under the Swadesh Darshan Scheme.
- 1.9 Under PRASHAD scheme, 41 sites have been identified at present in 25 states for development. Since the inception of the scheme, an amount of Rs. 727.16 crore has been sanctioned for 24 projects with a total release of Rs. 342.91 crore till 14.12.2018.
- 1.10 Ministry of Tourism extends its financial support to Central Agencies like ASI, Port Trusts in India, India Tourism Development Corporation (ITDC) etc. to develop the potential destinations under their jurisdictions/control as overall development of places of tourist interest under their control may not be possible through their own resources. A total of Rs 44.53 crore has been released to various Central Agencies for creation of tourism infrastructure related projects during 2018(till 14.12.2018).
- 1.11 Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.
- 1.12 With an objective of developing heritage sites and making them tourist friendly, to enhance tourism potential and cultural importance in a planned and phased manner a collaborative effort, “Adopt A Heritage: Apni Dharohar, Apni Pehchaan” was taken by Ministry of Tourism with Ministry of Culture and Archaeological Survey of India (ASI), States / UT Administrations. It aims to encourage public sector companies, private sector companies and corporate citizens / NGOs / individuals to take up the responsibility.
- 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 The revised ‘Indian Adventure Tourism Guidelines’ which covers the Safety and Quality Norms on Adventure Tourism was launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities.

- 1.15 In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner. The 4th meeting of the National Medical and Wellness Tourism Board was held on 12.04.2018.
- 1.16 For educating the tourism stakeholders on importance of Sustainable and Responsible Tourism practices and to ensure and promote Sustainable and Responsible practices in the tourism industry, a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) has been made. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the Sustainable Tourism Criteria of India (STCI) amongst stakeholders. A hotel of 5 workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.
- 1.17 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). 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.
- 1.18 A 24x7 Toll Free Multilingual Tourist Info Line (1800111363 or on a short code 1363) in 10 International Languages besides Hindi & English is being run by the Ministry of Tourism for providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and for assisting them with advice while travelling in India. The calls made by tourists (both international and domestic) while in India will be free of charge. The international languages handled are Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish, in addition to English and Hindi. A total of 4, 93, 127 queries have already been received and handled till 26.11.2018 in the Multilingual Infoline since February 2016.
- 1.19 For the recognition of the Travel Trade Service Providers, Ministry of Tourism has set up a Web-based Public Delivery System with the objective to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from the Ministry and also to bring in transparency in granting the approvals.
- 1.20 Sensitization workshops are being conducted on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. Incredible

India B&B Establishments approved by the Ministry automatically get recognised by these State Governments.

- 1.21 Ministry of Tourism has launched its “Incredible India Tourist Facilitators” online Certification Course on World Tourism Day, 27th September 2018 with the objective to provide online training and accreditation of the Tour Facilitators through a centralized PAN India Guide e-learning module. The system will provide basic, advanced and language course for tour facilitation and guiding. It would enable creation of a pool of well trained and professional Tour Facilitators.
- 1.22 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 43 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 22 State IHMs) and 13 Food Craft Institutes (FCIs), which have come up with the support of the Ministry.
- 1.23 Apart from this, the Indian Institute of Tourism and Travel Management (IITTM), an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centres at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports). IITTM is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry.
- 1.24 The “Incredible India 2.0” Campaign of the Ministry marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign.
- 1.25 The Ministry of Tourism launched the new Incredible India website (<https://www.incredibleindia.org>) on 14th June 2018. The website showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage, adventure, culture, yoga, wellness and more. The website follows the trends and technologies of international standards with an aim to project India as a “must-visit” destination, among its overseas travellers.
- 1.26 Incredible India mobile application, launched on 27 September 2018 is a Hybrid Application for easy navigation and accessibility of content with features like Maps, Emergency response, Favourite destinations that are embedded in mobile applications to assist tourist during journey. Information regarding upcoming events will be notified to the user which will ensure that the tourist is updated on the go about recent events.
- 1.27 During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry has launched website **IndiatheLandofBuddha.in**. The website highlighted footsteps of Buddha, Heritage sites and Buddhist monasteries.

- 1.28 With a view 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, the Ministry of Tourism organized the International Buddhist Conclave (IBC) on the theme, “Buddha Path – The Living Heritage”, in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh from 23rd – 26th August, 2018 at New Delhi, Ajanta (Maharashtra) followed by site visits to Rajgir, Nalanda and Bodhgaya (Bihar) and Sarnath (Uttar Pradesh). Japan was the ‘Partner Country at IBC-2018.
- 1.29 The Ministry of Tourism organizes International Day of Yoga on 21st June. Fourth edition of International Day of Yoga was organised on 21st June 2018 at the Iconic Qutab Minar complex in Delhi with the participation of 33 international guests of Media personnel/ Tour operators/ Photographers/ Opinion makers from all over the globe. The programme followed by a FAM trip covering Delhi, Pune and Lonavala.
- 1.30 With the active involvement of various Central Ministries, India Tourism Offices, Institutes of Hotel Managements, State Governments / Union Territory Administrations etc., ‘Paryatan Parv - 2018’ was organized during 16th to 27th September, 2018 comprising more than 3150 activities across 32 States /UTs.
- 1.31 The Ministry of Tourism presents National Tourism Award every year to the State Governments / Tourism stake holders for excellence in the field of tourism. The National Tourism Award function for the period 2016-17 was organized on 27th September, 2018 at Vigyan Bhawan, New Delhi to coincide with World Tourism Day.
- 1.32 To address the importance of “Swachhta” in tourism sector, Ministry has framed its “Swachhta Action Plan” involving 3 different activities of creating cleanliness awareness among tourists, students, teachers, school /college staffs, stake-holders of tourist centers, pilgrimage centers, famous archaeological monuments etc. To encourage State Governments to maintain the tourist place clean, a new award category titled Swachhta award has also been instituted by the Ministry for best maintained tourist place in the country in the National Tourism Awards.
- 1.33 Ministry of Tourism, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, organized a Social Media Key Influencers’ Campaign “The Great Indian Blog Train” in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States.
- 1.34 Ministry is giving special emphasis on promotion and development of tourism in North East region and Jammu & Kashmir. International Tourism Mart is organised annually with an objective to showcase the untapped tourism potential of the North East region in the domestic and international markets and to increase tourism in the region. 7th edition of International Tourism Mart was organized from 22nd to 24th November, 2018 in Agartala.

- 1.35 On steady persuasion of Ministry of Tourism, the entire area of the states of Manipur, Mizoram and Nagaland have been excluded from the Protected Areas regime till 31.12.2022 (applicable for both domestic and foreign tourists except nationals from Afghanistan, China and Pakistan).
- 1.36 For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations and sovereign Governments. Six Memorandum of Understanding /Agreements have been signed with the countries Oman, Bulgaria, Malta, Romania, Columbia and Korea during 2018. The main objective of these MoU/Agreements, inter alia, are to increase tourist arrivals, promote human resource development in tourism and travel related industries, to encourage cooperation between tourism stakeholders including Hotels and Tour operators, to participate in travel fairs /exhibitions in each other's country.
- 1.37 During 2018, 4 international joint working group meetings were organized by Ministry of Tourism. Hon'ble Minister of Tourism as well as officials at various levels attended 5 bilateral meetings as well as 21 other important meetings/events at various parts of the world during the year.

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# **Chapter-2**

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## **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 K.J. Alphons is the Minister of State (Independent Charge) for Tourism.

Secretary (Tourism), who is also the ex-officio Director General (DG) of 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:-**

- (i) All policy matters including:
  - a. Development Policies
  - b. Incentives
  - c. External Assistance
  - d. Manpower Development
  - e. Promotion & Marketing
  - f. Investment Facilitation
  - g. Growth Strategies

- (ii) Planning
- (iii) Co-ordination with other Ministries, Departments, States/Union Territory Administrations.
- (iv) Regulation:
  - a. Standards
  - b. Guidelines
- (v) Infrastructure & Product Development:
  - a. Central Assistance
  - b. Distribution of Tourism Products
- (vi) Research, Analysis, Monitoring and Evaluation
- (vii) International Co-operation and External Assistance:
  - a. International Bodies
  - b. Bilateral Agreements
  - c. External Assistance
  - d. Foreign Technical Collaboration
- (viii) Legislation and Parliamentary Work
- (ix) Establishment Matters
- (x) Overall Review of the Functioning of the Field Offices
- (xi) Vigilance Matters
- (xii) Official Language: Implementation of Official Language Policy
- (xiii) VIP References
- (xiv) Budget Co-ordination and Related Matters
- (xv) Plan Co-ordination
- (xvi) Overseas Marketing (OM) Work
- (xvii) Welfare, Grievances and Protocol

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

- (i) Assistance in the formulation of policies by providing feedback from the field offices
- (ii) Monitoring of plan projects and assisting in the plan formulation
- (iii) Co-ordinating the activities of the field offices and their supervision
- (iv) Regulation:

- a. Approval and classification of hotels, restaurants, Incredible India Bed & Breakfast (IIB&B) units
  - b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.
- (v) Inspection & Quality Control:
- a. Guide service
  - b. Complaints and redressal
- (vi) Infrastructure Development:
- a. Release of incentives
  - b. Tourist facilitation and information
  - c. Conventions & Conferences
- (vii) Human Resource Development:
- a. Developing HRD Institutions
  - b. Setting standards and guidelines
- (viii) Publicity & Marketing:
- a. Policy
  - b. Strategies
  - c. Coordination
  - d. Supervision
  - e. Promotion & Marketing
  - f. Hospitality programmes
- (ix) Parliamentary Work
- (x) Establishment Matters of the Directorate General of Tourism as well as of the Ministry of Tourism.

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# **Chapter-3**

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## **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 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 each other keeping aspirations in sync with the larger benefit of tourism.

#### **3.2.2    Partner Ministries**

In this bid to strive for convergence, the Ministry of Tourism works in close collaboration with the 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    Executorial Arms of the Government**

The Ministry has a strong liaison with the executorial / 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), India Tourism Development Corporation (ITDC), Indian Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society, etc.

#### **3.2.4    Industry Associations**

Ministry of Tourism is in constant dialogue with Industry associations namely - Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry

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

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

The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary facilitates resolution of Inter-Ministerial issues involved in the development of tourism in the country. 8th Meeting of the IMCCTS was held on 10th August 2018 and important Inter-Ministerial issues relating to development of tourism were discussed in the meeting.

### **3.2.6 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 20th October, 2016 under the chairmanship of Hon'ble Minister (Tourism) with a tenure of 3 years. The committee constitutes important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from industry associations. Last meeting of the NTAC was held on 12th April, 2018.

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# **Chapter -4**

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## **Tourism Infrastructure Development**

- 4.1 Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure goes into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs. At present the following Schemes for Tourism Infrastructure creation are operative in the Ministry of Tourism.
- 4.1.1 **Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN:** Swadesh Darshan scheme, launched during 2014-15, has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 5873.26 crore has been sanctioned for 73 projects with a total release of Rs. 2769.25 crore (till 14.12.2018) covering all thematic circuits under the Swadesh Darshan Scheme.
- 4.1.2 **National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):** The Scheme, launched during 2014-15, has the objective of holistic development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/upgradation 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.
- Under PRASHAD scheme, 41 sites have been identified for development at present in 25 states which are Amaravati and Srisailam (Andhra Pradesh), Kamakhya (Assam), Parasuram Kund (Lohit District, Arunachal Pradesh), Patna and Gaya (Bihar), Balmeshwari Devi Temple (Rajnandgaon, Chhattisgarh), Dwarka and

Somnath (Gujarat), Gurudwara Nada Saheb, Panchkula (Haryana), Maa Chintpurni (Una, Himachal Pradesh), Hazratbal and Katra (Jammu & Kashmir), Deogarh and Parasnath (Jharkhand), Chamundeshwari Devi, Mysuru (Karnataka), Guruvayoor, St. Thomas International Shrine, (Malayattoor), Cheraman Juma Mosque (Thrissur, Kerala), Omkareshwar and Amarkantak (Madhya Pradesh), Babedpara, West Jaintia Hills and Sohra (Meghalaya), Aizawl (Mizoram), Kohima and Mokokchung Districts (Nagaland), Trimbakeshwar (Maharashtra), Puri (Odisha), Amritsar (Punjab), Ajmer (Rajasthan), Kanchipuram and Vellankani (Tamil Nadu), Tripura Sundari (Tripura), Varanasi, and Mathura (Uttar Pradesh), Badrinath, Kedarnath, Gangotri and Yamunotri (Uttarakhand) and Belur (West Bengal). Since the inception of the scheme, an amount of Rs. 727.16 crore has been sanctioned for 24 projects with a total release of Rs. 342.91 crore till 13.12.2018.

**4.1.3 ICONIC TOURIST SITES:** Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified following 17 sites in the country for development under Iconic Tourist Sites Development Project with various objective like; Holistic development of selected Iconic Sites to global standards, Develop sustainable tourism infrastructure, Robust Operations and Maintenance plan, Publicity & Promotion of Iconic Sites, Employment generation through community participation.

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

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

- 4.1.4 **Assistance to Central Agencies for tourism infrastructure development:** Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential can be developed through Central Agency. A total of Rs 44.53 crore has been released to various Central Agencies for creation of tourism infrastructure related projects during 2018(till 14.11.2018).
- 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.
- 4.2 **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 organising fairs/ festivals/ tourism related events. A total of Rs. 6.08 crore has been released to various States/UTs for organising fairs and festivals during 2018 (till 14.12.2018).

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# **Chapter - 5**

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## **New Tourism Products (Niche Tourism)**

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

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

### **5.1 CRUISE TOURISM**

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers. The Ministry of Tourism has also sanctioned various projects for the development of Cruise Terminals and related infrastructure in Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs.119.55 crore under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development'.

#### **5.1.1 Task Force on Cruise Tourism**

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

action plan that is needed to move India from its current position to become a preferred cruise destination in the world. On the recommendation of Task Force, the following measures were recently taken for the development of cruise tourism:

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

#### 5.1.2 **Ocean Cruise**

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

#### 5.1.3 **River Cruise**

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

#### 5.1.4 **Identification of Cruise Circuits and development of necessary infrastructure**

In the meeting chaired by the Hon'ble Prime Minister on 21st June 2014, it was decided that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for carrying out cruise tours on waterways and also take measures to develop necessary infrastructure.

Accordingly, a Working Group was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:

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

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, river fronts etc., and
- iii. Proper maintenance of tourist places

## 5.2 ADVENTURE TOURISM

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

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

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

- The Ministry of Tourism has also formulated a set of guidelines in 2012 on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities. These guidelines have been reviewed and the revised guidelines ‘Indian Adventure Tourism Guidelines’ (Version 2.0) have been launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been uploaded on the website of the Ministry of Tourism titled [www.tourism.gov.in](http://www.tourism.gov.in). The same have also been forwarded to the State Governments and Union Territory Administrations for compliance.
- The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.

- A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The first meeting of the Adventure Tourism Task Force was held on 21st December 2016 and the last meeting was held on 11.08.2017.

### 5.3 MEDICAL TOURISM

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

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

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

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

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

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

In order to provide dedicated institutional framework to take forward the cause of

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

### **5.3.3 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".

## **5.5 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 Presently the 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 is under way through National Productivity Council.

## 5.6 **POLO TOURISM**

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

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

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

### 5.7.1 **Initiatives taken by the Ministry of Tourism for promotion of MICE during 2018**

Ministry of Tourism, Government of India participated in International Road Shows in various cities in Europe to promote India as a destination for Conference and Meeting-“MICE”. These Road Shows were jointly organized by the Ministry of Tourism and India Conventions Promotion Bureau (ICPB) from 26th to 29th June 2018 at Paris, Brussels, Geneva and Zurich.

## 5.8 **PROMOTION OF ECO TOURISM**

- 5.8.1 The Ministry recognizes following cardinal principles for development of ecotourism:
  - i. It should involve the local community and lead to the overall economic development of the area.

- ii. It should identify the likely conflicts between use of resources for 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 FILM TOURISM**

The Ministry of Tourism has issued guidelines (dated 25th July 2012) for extending financial support to State Governments/ Union Territory Administrations, for promotion of ‘Film Tourism’. The financial assistance is provided up to Rs.2.00 lakh per film for components such as Space Hiring/ Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts to promote Cinema of India as a sub brand of “Incredible India” at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

## **5.10 PROMOTION OF SUSTAINABLE/ RESPONSIBLE TOURISM**

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) on 15th March, 2016 to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. The target group includes hoteliers, tour operators, individuals from transport industry, resort managers, tourist guides, community representatives and government departments (culture, forest, environment, Archaeological Survey of India (ASI), museums, district officials) etc. A total of 5 such Workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.

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# **Chapter-6**

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## **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.

### **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 and heritage category 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 properties in other categories viz, tented accommodation, apartment hotels, convention centres, Guest Houses, Bed & Breakfast establishments, air catering units and restaurants.

#### **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.

### **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.

## **6.4 Recent Policy Measures/Reforms Adopted**

The MoT has been conducting sensitization workshops on promotion of Home stays/ Incredible India Bed & Breakfast Establishments in all States through its domestic offices. Some State Govts. such as Uttar Pradesh and Delhi have already developed their policies on Home stays in sync with the guidelines of MoT. Incredible India B&B Establishments approved by the Ministry automatically get recognised by these State Governments. Other State Govts and UT Administrations have been requested to pass similar notifications. The Ministry commissioned a detailed study on convergence and formulation of common national standards for accreditation of B&B/Homestay Establishments and evolving guidelines for accreditation of online travel agents (OTAs) through the Indian Institute of Management in Travel and Tourism Studies.

### **6.4.1 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.

#### **6.4.2 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.

#### **6.5 Incredible India Tourist Facilitator Certification Programme**

Ministry of Tourism has launched its “Incredible India Tourist Facilitators” Certification Course. Ministry is moving away from the existing system of licensing. An online Learning Management System for the Tourist Facilitators has been launched on World Tourism Day, 27th September 2018. Registration for the certification has already been commenced with effect from 15.11.2018. The objective is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India Guide e-learning module. The system will provide basic, advanced and language course for tour facilitation and guiding. It would enable creation of a pool of well trained and professional Tour Facilitators.

#### **6.5.1 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, 2018 total 193 approvals were issued to the service providers of Travel Trade, as given below:

<b>Category</b>	<b>Approval Issued during 1st January 2018 to 26th November 2018</b>	<b>Total approvals so far issued</b>
Inbound Tour Operators (ITO)	96	475
Travel Agents (TA)	42	213
Tourist Transport Operators (TTO)	16	147
Domestic Tour Operators (DTO)	30	105
Adventure Tour Operators (ATO)	09	52
<b>Total</b>	<b>193</b>	<b>992</b>

#### **6.5.2 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 also 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 online through the URL <http://etraveltradeapproval.nic.in> and examined, processed and approved / rejected within 45 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

#### **6.6 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 over a period of time. The Ministry supported the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorization (ETA) (renamed as e - Visa) strongly and committed all support to Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing this Programme. The Government of India launched the e - Visa on 27.11.2014.

The e-Tourist Visa was introduced in September 2014 for 46 countries. Prior to the launch of the scheme, the e-TV facility was available for nationals of 12 countries only. 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 with five sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa', 'e-Medical Visa', 'e-Conference Visa' and 'e-Medical Attendant Visa'. The activities included in e-conference visa are attending a conference/seminar/workshop organized by a Ministry or Department of the Government of India, State Government or UT Administrations etc. and their subordinate/attached organizations & PSUs and the activities allowed in e-medical attendant visa is to visit as an attendant to an e-medical visa holder. E-Visa scheme is now available to the nationals of 166 countries. The latest three country added is Iran, Kyrgyzstan and Qatar.

e-Visa is valid for entry through 26 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 and Madurai.) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore). Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrollment. However, the foreigner can take exit from any of the authorized Immigration Check Posts (ICPs) in India.

#### **6.6.1 Revision of e-Tourist Visa Fee**

The Government of India has revised the e-Visa fee in four slabs of 0 (zero), USD 25, USD 80 and USD 100. Bank charges have been reduced from USD 2 to 2.5% of the e-TV fee, which at the highest slab works out to USD 1.5 as compared to USD 2 earlier. There is no bank charge for zero visa fees.

#### **6.7 Market Development Assistance (MDA) Scheme for promotion of Domestic tourism**

For long, it has been felt that the existing MDA scheme is silent on promoting India within India itself. It was decided that the scope of the present scheme of Hospitality programme should be modified to also make it inward looking, considering that the country offers vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities.

##### **The emphasis of this scheme is:**

- i. To motivate travel agents/tour operators, and especially those who are yet to promote India to include tour packages to various destinations, preferably less popular and unexploited destinations in the country in their marketing programme.
- ii. To encourage domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multi-dimensional tourist destination. To familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

Ministry of Tourism also provides financial assistance to tourism service providers approved by the Ministry of Tourism, or by the State Tourism Departments in case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

## **6.8 Multilingual Tourist Infoline**

The Ministry of Tourism has launched the 24x7 Toll Free Multilingual 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 1800-11-1363 or on a short code 1363 and operational 24X7 (all days) in a year offering a “multi-lingual helpdesk” in the designated languages 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 also 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. The total no. of queries received and handled in the Multilingual Infoline since February 2016 till 26.11.2018 is 493127.

## **6.9 Adopt a Heritage**

The ‘Adopt A Heritage: Apni Dharohar, Apni Pehchaan’, a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), States / UTs, envisages developing heritage sites and making them tourist friendly, to enhance tourism potential and cultural importance in a planned and phased manner. It aims to encourage public sector companies, private sector companies and corporate citizens / NGOs / individuals to take up the responsibility. The response to the project has been very encouraging as agencies who have come forward for adoption includes not only public and private industry/individuals but also schools & law firms. A total of 580+ registrations has been received of which 35 agencies (referred as Monument Mitras) have been awarded Letters of Intent (LoI) to adopt a total of 106 monuments/tourist sites across India. Ten MoUs have been signed for which implementation is in progress.

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# **Chapter-7**

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## **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 43 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 22 State IHMs) and 13 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. 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 are concerned with skill level education.

The Central Financial Assistance (CFA) is extended for setting up of new IHMs/FCIs and creation of infrastructure necessarily to offer course(s) specific to hospitality, food craft (including management courses) or travel/tourism, subject to fulfilling the terms and conditions of the guidelines of the scheme for Assistance to IHMs /FCIs/ IITTM/ NCHMCT/ ICI/ University/Polytechnics/Schools etc.

During the calendar year 2018, the Ministry has commenced the short term skill development programme through camp of IITTM at Shillong and Bodhgaya. New Institute viz Indian Culinary Institute, Triupati and its centre at Noida has commenced 3 years BBA ( Culinary Arts) from academic year 2018-19 from new campus building.

The Ministry has also extended financial assistance to the tune of Rs. 46.74 crore during financial year 2018-19 (as on 20.11.2018) for setting up of new Institutes/strengthening of existing Institute.

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

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 21 CIHMs, 22 SIHMs and 13 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, 20 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 case of other courses, 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.

A proposal for upgradation of National Council of Hotel Management and Catering Technology (NCHMCT) to an Institution of National Importance (INI) to be named as National Institute of Hospitality Management (NIHM) has been initiated.

#### **7.3 Indian Institute of Tourism & Travel Management**

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.

- i. Two-year full time MBA (Tourism and Travel Management) programme from its Gwalior, Bhubaneshwar, NOIDA, Nellore and Goa centres.
- ii. Three-year full time BBA (Tourism and Travel) from all centres.
- iii. Short-term Skill Development Programmes/courses.

#### **7.4 National Institute of Water Sports NIWS Goa**

NIWS, Goa was incorporated in the IITTM in the year 1995. The setting up 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. It will evolve into a pioneer and modal institute by attaining the status of a world class institute in this domain. It will be a core centre of Manpower training and development in Water Sports activities.

#### **7.5 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 Administrations upto a ceiling of Rs.16.50 crore for establishment of an Institute of Hotel Management (IHM), Rs.7.50 crore for a Food Craft Institute (FCI), Rs.2.40 crore 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.
- During 2018-19, a budget provision of Rs. 85.00 crore has been made under the scheme, of which Rs. 46.40 crore has been released (as on 18.12.2018).

#### **7.5.1 Broad-basing of the Hospitality Education**

- The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings.
- During 2018-19, for opening of new hospitality tourism courses, Bundelkhand University has been sanctioned an amount of Rs.2.40 crore, of which Rs.1.20 crore has also been released.

#### **7.5.2 Indian Culinary Institute, Tirupati**

- The Ministry of Tourism has set up an Indian Culinary Institute at Tirupati, AP 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.
- ‘Indian Culinary Institute’ (Tirupati) is being funded under the continuing Scheme of Assistance to IHMs/FCIs/NCHMCT/IITTM etc.

- The ‘Indian Culinary Institute’ at Tirupati, Andhra Pradesh is being managed by a Board of Governors, with Minister for Tourism, Government of India, as its Chairman and will function under the direction and control of Ministry of Tourism.
- The total expenditure (Plan) for the development of the Institute has been assessed at Rs.97.92 crore for the proposed ‘Indian Culinary Institute’ at Tirupati, Andhra Pradesh.
- The ‘Indian Culinary Institute’ at Tirupati, Andhra Pradesh has commenced 3 years BBA Culinary Arts from 2018-19 with an intake of 60 students each for ICI, Tirupati and Noida.
- A Chapter of ICI Tirupati has also been set up at NOIDA.

## 7.6 Capacity Building for Service Providers

- 7.6.1 The Scheme of “Capacity Building for Service Providers” (CBSP) of the Ministry of Tourism aims to provide education, training and certification to the tourism service providers at every level with its main objectives being to train and upgrade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas. These trained service providers could be engaged in providing service directly to the tourist or involved in the important task of teaching, administering or planning.
- 7.6.2 The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the AICTE, Indian Institute of Tourism & Travel Management, NCHMCT, Tourism Departments of State / UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/Central Training/academic Institutions and the specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.

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

- Hunar Se Rozgar Tak:-** The programme presently offers short duration a total seven courses of 160 hours to 700 hours. Out of these seven courses four viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office Associate are hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are no-hospitality courses are fully funded by the Ministry of Tourism. The total achievement is 8855 against the target 20060 and 3783 trainees are under trainees for the calendar year 2018.
- 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. A total achievement is 4559 against the target 16670 for the calendar year 2018.

- C. **Entrepreneurship Programme:-** As part of the Suo-Motu initiatives of the Ministry of Tourism under the Scheme of “Capacity Building for Service Providers”, it has been decided to provide financial assistance to Govt. sponsored Tourism & Hospitality Institutes, Kerala Institute of Tourism & Travel Studies (KITTS) and India Tourism Development Corporation (ITDC) to conduct “ENTREPRENEURSHIP PROGRAMME”. The following 150 hours courses will be offered in the five trades i.e. (i) Cook – Tandoor , (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets under this Programme. This programme was launched on 3rd July, 2018 and a total 237 persons have since been trained against the target of 8250 for the calendar year 2018.
- D. **Other Programmes:-** Tourism Awareness/Sensitization programmes for existing service providers alongwith other programmes i.e. language programme for tour and tourist facilitators and tourism adventure and Travel Adventure Escort programmes are also conducted under this Scheme. Each course is of 2 to 15 days duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

This Ministry has executed a plan for holistic development of 17 identified iconic tourist sites across different states. As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shop keepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme under which 4,560 persons are proposed to be trained in the first phase.

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# **Chapter-8**

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## **Publicity and Marketing**

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

### **A. Domestic Market**

The Ministry of Tourism uses Events as one of the important tools for promotion of Tourism. The Ministry of Tourism organizes promotional events such as Bharat Parv, Paryatan Parv etc. with the objective to spread the message of ‘Dekho Apna Desh’, ‘Tourism for All’ etc. and to create awareness about the importance of Tourism. In addition, financial support is also extended to the events having potential to promote tourism.

#### **8.1 Events / Exhibitions**

##### **8.1.1 Major Events of the Ministry of Tourism**

The Ministry of Tourism organizes events such as Bharat Parv, Paryatan Parv etc. with the objective to promote and spread the message of ‘Dekho Apna Desh’, ‘Tourism for All’ etc.

- Bharat Parv is organized at Red Fort Lawns to coincide with the Republic Day Celebrations. In the year 2018, the event was organized from 26th to 31st January, 2018. Republic Day Tableaux were displayed for public viewing during the event whereas armed forces bands displayed their performance to create a mood of patriotism. In addition, food stalls, theme pavilions by State Governments, handicraft / handloom stalls, exhibition by I&B etc. were set up and cultural programmes were organized by the State Governments and NZCC to add flavor to the celebrations.
- Paryatan Parv 2018 was organized by the Ministry of Tourism from 16th to 27th September, 2018; at National Level during which more than 3150 activities across 32 States /UTs were held through various Central Ministries, India Tourism Offices, Institutes of Hotel Managements, State Governments / Union Territory Administrations etc. The Delhi leg of the event was organized at Rajpath Lawns during this period. In this period also, food stalls, handloom / handicraft stalls, theme pavilions etc. were set up whereas Cultural Programmes were organized by the State Governments / NZCC. The event in Delhi contained 18 Theme Pavilions, 54 Food Stalls, 76 Craft Stalls,

Kitchen Studio, Yoga Demo & Training and Exhibition by I&B. The armed forces bands also performed during Paryatan Parv 2018.

- National Tourism Awards: - The Ministry of Tourism presents National Tourism Award every year to the State Governments / Tourism stake holders for excellence in the field of tourism. The National Tourism Award function for the period 2016-17 was organized on 27th September, 2018 at Vigyan Bhawan, New Delhi to coincide with World Tourism Day.

#### **8.1.2 Events Support**

- The Ministry of Tourism has in place guidelines for extending Financial Support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the Country. In addition, the Ministry has guidelines for extending Financial Support to Commerce, Trade and Industry Organisations for organizing Tourism and Tourism Related Events. Certain deliverables such as projection of Incredible India logo, showcasing MoT's promotional films etc. are provided by the organizers in lieu of such supports extended by the Ministry of Tourism.
- During the year 2018, Federation of Associations in Indian Tourism & Hospitality organized India Tourism Mart (ITM) from 16th 18th September, 2018. This event was organized with the support of the Ministry of Tourism and State Governments. More than 200 international delegates attended the event and interacted with the exhibitors and Indian Counterparts. The Ministry of Tourism hosted a dinner along with cultural programme on 17th September, 2018.

#### **8.1.3 Participation in Exhibitions**

The Ministry of Tourism participates in various tourism related exhibitions such as SATTE, OTM, GITB etc. These participations are usually undertaken through India Tourism Offices.

### **8.2 Domestic Campaigns**

The Ministry of Tourism annually releases global print, electronic and online media campaigns in the international markets under the Incredible India brand-line, to promote various tourism destinations and products of the country. These campaigns are released in the important as well as potential source markets for Indian Tourism.

#### **8.2.1 The following Media Campaigns were released during 2018**

**Television:** Global Media Campaigns launched on leading international Television Channels:-

CNN, BBC, Discovery, TLC, National Geographic Channel, Euro Sports, Euro News, CNBC, CBS – USA and TABI – Japan. Campaigns targeting Indian Diaspora released on the major

Indian International Television Channels popular with the Diaspora such as Zee, Star, Sony, Colors, NDTV, Aaj Tak, Times Now.

**Digital & Social Media:** Digital & Social Media Campaigns released on Facebook, Twitter, LinkedIn, YouTube, Google Search, Display and Gmail, Trip Advisor, Expedia, Time.inc, The Economist, National Geographic Traveller, NY Times, Forbes, Nikkei & Asahi (Japan), C-trip (China), Channel News Asia (Singapore), t-online, Focus.de and Holidaycheck.de (Germany), Le Monde (France), Life.ru (Russia), X-Social Ad Network (China & Russia) and on websites / portals across 17 countries & regions (USA, Canada, UK, Germany, France, Japan, Italy, Korea, Russia, Australia, Spain, Singapore, Thailand, Malaysia, Middle East, LATAM & China), through the HTTPOOL Ad Network.

**Print:** Print Campaigns released in leading Travel and Life Style magazines including Departures (USA & UK), Conde Nast Traveller (USA, UK & China), Travel+Leisure (USA, China & SEA), National Geographic Traveller & Endless Vacation (USA), Abenteuer und Reisen & Geo Saison (Germany), Elle (France), Burda (Russia) Australian Geographic & Australian Gourmet Traveller.

## 8.2.2 DOMESTIC PROMOTION AND PUBLICITY

The following Domestic Campaigns have been released during 2018 :

- TV Campaigns were released on Doordarshan and on private channels in the country on to promote tourism to the North-East Region and to the State of Jammu & Kashmir. Various TV campaigns were also released in these channels on various subjects like yoga, identified Iconic sites, Swachhta at tourist sites, Statue of Unity.
- Digital Outdoor Campaign on Swachhta.
- Online Campaign on Swachhta at Tourist Sites, for promoting tourism to the North East Region, promoting and publicising the Statue of Unity
- Campaign in Cinema Houses to promote niche products like Yoga and to promote and publicise the Statue of Unity
- Radio and SMS Campaign and Print Advertisements for promoting Bharat Parv 2018 and Paryatan Parv
- “Do You Know” Campaign released on Doordarshan to coincide with Paryatan Parv.
- Photo Contest – ‘Musafir Hoon Yaaron!’ undertaken on Doordarshan to coincide with Paryatan Parv.

### **8.2.3 PRODUCTION OF CREATIVES AND COLLATERALS**

- i. Promotional Films on (i) Yoga – “Yogi of the Racetrack”, (ii) Wellness – “Reincarnation of Mr. & Mrs. Jones”, (iii) Luxury – “Maharani of Manhattan”, (iv) Cuisine – “The Masala Masterchef”, (iv) Wildlife – “The Sanctuary in Paris”, (v) “India - the Land of Buddha”, in association with CNN, (vi) Kumbh Mela, in association with BBC and (vii) Chennai.
  - ii. Short Films / Television Commercials (TVCs) promoting Wellness, Adventure, Spirituality, Vintage Cars, Wildlife, Heritage, Nature, Royal Residences, produced in association with BBC
  - iii. Short Films / Television Commercials (TVCs) on Red Fort, Qutab Minar, Badrinath, Kedarnath, Gangotri, Yamunotri, Beaches of Goa, Churches & Convents of Old Goa, Ahmedabad Heritage City, Sanchi, Bhimbetka, Elephanta Caves, Somnath, Konark, Thanjavur and Konark produced in association with Discovery Channel.
  - iv. Wall Calendar 2018 on the theme “India at Night” and Desk Calendar 2018 on the theme “India for Everyone”.
  - v. India Map and City Maps of Agra, Ahmedabad, Jaipur and Kochi.
- 8.2.4 The new Television Commercials produced on niche products - Yoga, Wellness, Wildlife, Luxury, Cuisine as well as on India – The Land of Buddha have been aired globally and collectively registering around 190 million views on Social Media.

### **8.2.5 SOCIAL MEDIA PROMOTION**

- Social Media Accounts for the Ministry have been opened on Google+, YouTube, Facebook, Twitter, Instagram, Periscope, Vimeo, Pinterest and LinkedIn. These accounts are regularly enriched with informative posts and updates including live updates during important events organized by the Ministry.
- The Ministry of Tourism, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, organized a Social Media Key Influencers’ Campaign “The Great Indian Blog Train” in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States. A total of 57 Bloggers from 23 countries including India travelled for a week on four luxury trains, i.e Palace on Wheels, Maharaja Express, Deccan Odyssey and Golden Chariot. The objective of the campaign was to position luxury trains of India as a unique tourism product both in the domestic and overseas markets. The campaign generated widespread publicity for the luxury trains as well as the destination visited, by way of blogs, videos and photos published by the Bloggers on their experiences of their journey.
- Wide publicity was given on social media channels of Ministry of Tourism on India’s participation as Partner Country in the world’s leading travel fair

‘FITUR-2018’ held in January 2018 at Madrid, Spain.

- Amplified the four nation ‘Incredible India’ Road Shows organised in May 2018 in Myanmar, Vietnam, Cambodia and Bangkok. Road shows were also organised in New York, Houston, Chicago and Los Angeles in June 2018.
- During the entire month of June 2018, 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, 2018.
- Wide publicity with live feeds to events organized by the Ministry, viz. Bharat Parv, Paryatan Parv, International Buddhist Conclave, International Tourism Mart, National Tourism Awards, ITM – North East, etc.
- Participation of the Ministry in events like WTM, London was amplified on Social Media
- Extensive Promotion of Statue of Unity undertaken on Social Media accounts

## B **Overseas Market**

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

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

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

### 8.3 **Participation in International Travel Fairs and Exhibitions during 2018**

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 FITUR (Madrid) Spain, ITB Berlin, Arabian Travel Mart Dubai, IMEX Frankfurt, B-Travel Barcelona, Rochexpo Annecy France, Glasgow Mela, JATA Tourism Expo Japan, Busan International Travel Fair (Busan), Beijing International Travel Mart, Meeting Canada Incentive Works (MICE) at Toronto, Feria International De Turismo (FIT) Buenos Aires, Vancouver International Travel Expo, IMEX at Las Vegas, Salon International Travel Voyages Montreal, TTG Travel Experience Rimini, International Golf Travel Market Slovenia, Oman Health Exhibition & Conference, B-Travel Barcelona,

Top Resa Paris, OTDYKH International Trade /Leisure Travel Moscow, ASTANA Leisure, TITF Tashkent, UITM Kiev, INWETEX Travel, Leisure & Adventure at St. Petersburg, Myanmar International Tourism Expo Yangon, MATTA Kuala Lumpur, ITE Ho Chi Minh City, PATA Travel Mart Langkawi, ITCMA Bangkok, ITB Asia Singapore, Corporate Travel Expo Canberra, Travel Industry Exhibition Melbourne, Luxperience Sydney, PAICE Auckland, WTM London, IBTM World Barcelona, Spain etc.

### **8.3.1 Feria International de Turismo (FITUR) – 17th to 21st January 2018**

India was the Partner Country at FITUR 2018 held in Madrid (Spain) from 17th to 21st January, 2018. The Ministry of Tourism, Government of India utilized the opportunity of FITUR to ensure widespread publicity; to offer maximum support to its tourism industry; and to highlight India's diverse range of tourism products.

The Main Hall, registration counters, badges, venue, press area, passages, visitor guide books, press note book, city buses, metro, hoardings, billboards etc. were branded with Incredible India theme. A joint press conference was held in Feria de Madrid, wherein the organizers of FITUR, officially declared 'India' as the Partner Country.

The Incredible India Pavilion at FITUR 2018 with the theme of 'Sanchi Stupa' had 32 travel trade partners as co exhibitors which included State Tourism Departments, Hotels, Travel Agencies, Resorts and Operators. The Indian delegation was led by Director General, Ministry of Tourism.

### **8.3.2 International Tourism Bourse (ITB) 2018**

The International Travel Bourse (ITB), was held in Berlin from March 7-11, 2018. The Incredible India Pavilion accommodated 42 co-exhibitors comprising tour operators, hoteliers, State Governments, PSUs etc. from India. Hon'ble Minister of State for Tourism, Shri K.J. Alphons, led the Indian delegation to ITB 2018. The India Pavilion won the Best Exhibitor Award under Asia, Australia, Oceania category.

An Incredible India Press Conference was organised on 7th March, 2018 where Hon'ble Minister launched the new video "Yogi on the Race Track" which crossed 2 million views in just two days after the launch. Some of the other activities included Breakfast Meeting with Press & Media, German tour operators and important members of trade from India, an India Evening attended by tour operators, travel agents, stakeholders, journalists etc. and a Bilateral meeting between Hon'ble Minister for Tourism and Secretary-General, UNWTO. A Joint Workshop on Sustainable Tourism Development was organised by Federal Ministry of Economic Cooperation and Development (BMZ), Embassy of India, Berlin and AWE on 12th March, 2018 on promoting tourism from Germany to India and increasing the outbound footfall from Germany.

### **8.3.3 World Travel Market (WTM) London November 05-07, 2018**

India is a land of colourful and vibrant festivals which form a very important part in the lives of every Indian as they are celebrated by one and all. These celebrations reflect India's rich culture and tradition and what better occasion to showcase the vibrancy of the various festivals of the country and dance forms in the India Pavilion at WTM

London alongside the action packed travel trade events during the 3-day long event from 5th to 7th November, 2018. The theme of the India Pavilion at WTM 2018 was ‘Festivals of India’.

The India Pavilion had 26 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. who showcased their various tourism destinations and tourism products to the global travel fraternity present in the Mart. The India Pavilion showcased the various festivals of India through graphics, videos and celebration of some festivals during the Mart. The first day showcased Baisakhi followed by Goa Carnival on the second day, and Diwali on the last day of the Mart.

‘An India Evening’ was organized on 6th November, 2018 which was attended by around 150 persons comprising members of the UK travel trade, media etc. The theme of the evening was centred around Diwali and the evening also showcased cultural performances from different parts of India. A film on Kumbh Mela was launched during the India Evening.

#### **8.3.4 Road Shows**

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

During the year 2018, Ministry of Tourism organised Road Shows in the following countries:

- ASEAN Region in May 2018: Yangon (Myanmar), Ho Chi Minh City (Vietnam), Phnom Penh (Cambodia) and Bangkok (Thailand)
- USA in June 2018: New York City, Houston, Chicago and St. Louis
- China in August 2018: Beijing, Guangzhou, Wuhan and Shanghai; and Public Event in Shanghai on 1st September, 2018
- Russia & Nordic Countries in October 2018: Moscow, St. Petersburg, Helsinki and Stockholm
- Europe with India Convention Promotion Bureau in June 2018: Paris, Brussels, Geneva and Zurich
- Europe with Pacific Asia Travel Association (India Chapter) in October 2018: Milan, Rome, Barcelona, Geneva, Paris and Frankfurt

During the period the India Tourism Offices overseas also organized “Know India” Seminars in Tokyo, Nagoya, Busan, Buenos Aires, Argentina, New York, USA, Cardiff, Glasgow among others.

#### **8.3.5 4th International Day of Yoga**

The Ministry of Tourism organized the 4th International Day of Yoga in Delhi on 21st June 2018. The event was attended by 33 international guests that included Media

personnel/ Tour operators/ Photographers/ Opinion makers from all over the globe.

The group of 33 delegates participated in the International Yoga Day celebrations organized by the Ministry of Tourism at the Iconic Qutab Minar complex in Delhi. Thereafter, the group continued on a FAM trip covering Delhi, Pune and Lonavala. The group also visited Nisargopchar Ashram at Urli Kanchan, near Pune, Kaivalyadhama Ashram, Vedanta Academy and Karla Caves in Lonavala as per the proposed itinerary.

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

#### **8.3.6 International Buddhist Conclave 2018**

With a view to showcase and project this 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, the Ministry of Tourism, Government of India, organized the International Buddhist Conclave (IBC) on the theme, “Buddha Path – The Living Heritage”, in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh from 23rd – 26th August, 2018 at New Delhi, Ajanta (Maharashtra), followed by site visits to Rajgir, Nalanda and Bodhgaya (Bihar) and Sarnath (Uttar Pradesh). Japan was the ‘Partner Country’ at IBC 2018.

The Hon’ble President of India Shri Ram Nath Kovind inaugurated the International Buddhist Conclave (IBC) at Vigyan Bhawan, New Delhi on 23rd August, 2018. This was followed by a presentation by the Ministry of Tourism and the State Governments, an Investors Summit, Panel discussion on ‘Role of Living Buddhist Heritage in the Contemporary Society’ and a B2B meeting between Foreign and Indian Tour Operators.

During the inaugural session of the Conclave, the Ministry launched its website **landofbuddha.in** and a new 60 second film showcasing the Buddhist sites in the country.

#### **8.3.7 Food Festivals**

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, MOT extended support to Indian Food Festivals by sponsoring the visit of Indian Chefs. During the period the Ministry of Tourism sponsored chefs for the food festivals in Tunisia, Thailand (5), Shanghai, Mexico, St. Petersburg, Moscow, Bangkok, Samui, Hua Hin, Chiang Mai, Hanoi among others.

#### **8.3.8 Outdoor Publicity**

For greater visibility of “Incredible India”, Ministry of Tourism through its India Tourism Offices overseas carried out airport branding in New York, Dallas, Los Angeles, Sao Paulo, Dubai, Paris, London, Hong Kong, Singapore and Bangkok. Outdoor advertising was also carried out on buses, bus shelters, taxies, subway station, underground tube stations, digital screen billboard advertisement, branding on online boarding passes of Air Brussels, etc. were undertaken by the Ministry through its overseas offices.

#### **8.3.9 Hospitality Scheme**

The main objective of the scheme is to effectively project India as an attractive multi-

dimensional tourist destination offering a vast range of attractions. The invited guests get first-hand information / knowledge of the Indian tourism product and facilities during their familiarization tours on the Ministry's hospitality. Hospitality was offered to Travel Writers, Journalists, Photographers, Film / TV Teams, bloggers, agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities / Speakers and Door Prize / Contest Winners etc. These guests were also invited to cover important events in India, including Incredible India Bloggers Express, Global Exhibition on Services (GES), 4th International Day of Yoga, 6th International Buddhist Conclave etc.

#### **8.3.10 Marketing Development Assistance (MDA)**

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

### **8.4 New Incredible India Website**

The Ministry of Tourism launched the new Incredible India website on 14th June 2018. The website showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage, adventure, culture, yoga, wellness and more. The website follows the trends and technologies of international standards with an aim to project India as a “must-visit” destination, among its overseas travellers.

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. Ministry of Tourism has partnered with Google Arts & Culture, in bringing online a series of compelling visuals that will give the user an immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure, on the new website.

The website will be dynamic and constantly evolving, with new design and theme, periodically. Going forward, the website will be available in Hindi and leading international languages. Website Link: <https://www.incredibleindia.org>

### **8.5 Incredible India Mobile Applications**

Incredible India mobile application, launched on 27 September 2018 is a Hybrid Application for easy navigation and accessibility of content with features like Maps, Emergency response, Favourite destinations that are embedded in mobile applications to assist tourist during journey. Information regarding upcoming events will be notified to the user which will ensure that the tourist is updated on the go about recent events.

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# **Chapter-9**

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## **International Cooperation**

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations 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 Co-operation (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 MoUs are in place for 69 countries out of which 41 are valid and 28 have expired.

Following are the key activities undertaken in the area of International Cooperation during 2018:

### **I. Joint Working Group Meetings**

- I. The 1st meeting of the Joint Working Group (JWG) between India and South Africa was held in New Delhi on 28th April 2018. The Indian delegation was led by Joint Secretary (Tourism) and comprised officials from the Ministry of Tourism, MEA, representatives from private sector. The South African delegation was led by Aneme Malan, Deputy Director General, Tourism Research, Policy and International Relations and included representatives from Embassy of South Africa.
- II. The 2nd meeting of Joint Working Group between India and Cambodia was held in Phnom Penh on 10th May 2018. The Indian delegation was led by Secretary (Tourism) and comprised Additional Director General, Deputy Director General from the Ministry of Tourism. The delegation also included representatives from Private sector. The Cambodian delegation was led by Secretary of State of Tourism.
- III. The 1st meeting of Joint Working Group between India and Uzbekistan was held in Tashkent on 17th August 2018. The Indian delegation was led by Additional Director General (Marketing & Research) from Ministry of Tourism and included representative from Embassy of India in Tashkent.
- IV. The 2nd meeting of Joint Working Group between India and Nepal was held in Kathmandu on 6th July 2018. The Indian delegation was led by Joint Secretary (Tourism) and comprised Joint Secretary, Ministry of Road Transport and Highways. The delegation also included representatives from Private sector. The Nepali delegation was led by Joint Secretary, Ministry of Culture, Tourism and Civil Aviation.

### **II. List of Bi-lateral and other Meetings**

- i. A delegation led by Hon'ble MOS (IC) Tourism and consisting of Director

- General (Ministry of Tourism) and Additional Private Secretary to Hon'ble Tourism Minister visited Buenos Aires, Argentina in connection with G-20 Summit of Tourism Ministers on 16th & 17th April 2018 and New York on 19th -20th April 2018. The 8th Meeting of the Tourism Ministers of the G-20 Economies was held in Buenos Aires, Argentina on 17th April 2018 under the Argentine Presidency. Focus was on the Future of Work - Tourism's leading role in sustainable development: a driver for employment.
- ii. Joint Secretary, Ministry of Tourism led the Indian Delegation during the first meeting of India-Spain Tourism Experts Panel held on 21st May 2018. The Indian delegation also included a representative each from travel trade and IT sector.
  - iii. The Ministry of Tourism organised a meeting between Hon'ble Minister (Tourism), Sh. K.J. Alphons and Ambassadors of different countries with the support of Ambassador Forum on 10th July 2018 at Hotel Ashok, New Delhi.
  - iv. A meeting was held on 8th August 2018 between Hon'ble Minister (Tourism), Sh. K.J. Alphons and a delegation led by Mr. Bakhtiyor Umarov, Chairman of the State Committee of the Republic of Uzbekistan at New Delhi. Both sides discussed further cooperation in tourism sector and signing of fresh Agreement between both the countries.
  - v. A meeting between Hon'ble Minister (Tourism), Sh. K.J. Alphons and the Vietnamese delegation was held on 17th October 2018 at New Delhi. Both sides discussed strengthening tourism cooperation between both countries.

### **III. Other Important Activities**

- i. Director General, Additional Director General, Ministry of Tourism, Government of India attended FITUR from 17th to 21st January 2018 at Madrid, Spain inaugurated by Majesties King Felipe VI and Queen Letizia of Spain in the presence of Indian Ambassador to Spain. India was the premier partner country at FITUR 2018, Madrid. The Ministry of Tourism projected India as a year round "must visit-must re-visit" destination at FITUR 2018.
- ii. Minister of State (Independent Charge) for Tourism, Government of India attended the 8th ASEAN-India Tourism Ministers' 2018 meeting held on 26th January 2018 at Chiang Mai, Thailand. He co-chaired the meeting along with the Thailand Tourism Minister. The ministers agreed to further enhance ASEAN-India cooperation in tourism under the framework of the 2012 Memorandum of Understanding between ASEAN and India on strengthening Tourism Cooperation with intensified efforts and activities.
- iii. Minister of State (Independent Charge) for Tourism accompanied by Joint Secretary (T), Private Secretary to Hon'ble Minister of State (Independent Charge) for Tourism, and Assistant Director General (Publicity), Ministry of

- Tourism, Government of India attended the Internationale Tourisme-Börse (ITB) 2018 held at Berlin, Germany from 07th to 11th March 2018.
- iv. A delegation led by Hon'ble Minister of State (IC) for Tourism consisting of Joint Secretary (Tourism) and Tourist Information Officer, Ministry of Tourism visited Wuhan, Hubei Province, China to attend the 1st Tourism Ministers' meeting of Shanghai Cooperation Organization (SCO) Member States from 07th to 11th May 2018.
  - v. A delegation led by Minister of State (IC) for Tourism consisting of Joint Secretary (Tourism) and Additional Private Secretary to Hon'ble Minister (IC) for Tourism visited San Sebastian, Spain to attend the 108th Session of the UNWTO Executive Council from 23rd to 25th May 2018. The Programme and Budget Committee meeting of UNWTO was held on 23rd May 2018..
  - vi. On the side-lines of the 108th Session of Executive Council of UNWTO, Shri K.J. Alphons, Minister of State (IC) for Tourism also had a bilateral meeting with Mr. Zurab Pololikashvili, Secretary General of UNWTO on 23rd May 2018 and discussed on developing a Joint Action Plan focused on Tourism Innovation and Digital Transformation including stating the position of India in the Action Plan.
  - vii. Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India was deputed to attend the Buddhist Circuit workshop organized by Tokyo Development Learning Centre in collaboration with UNESCO and UNWTO in Tokyo, Japan on 14th & 15th June 2018.
  - viii. A delegation was led by Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism, Government of India consisting of Shri Suman Billa, Joint Secretary, Shri Sanjiv Kumar Vashist, Assistant Director (OM) and Shri Joemon Job, Assistant Private Secretary to HM (T), Ministry of Tourism, Government of India to conduct/attend Incredible India Road Shows organized by the Ministry of Tourism at New York, Houston, Chicago, St. Louis in USA from 18th to 22nd June 2018. The Road Show in New York on 18th June 2018 was held at Hotel Marquis at Times Square and was attended by over 100 tour operators from the city.
  - ix. Mrs. Meenakshi Sharma, Additional Director General, Ministry of Tourism, Government of India attended the 20th ASEAN India Tourism Working Group (JWG) meeting held at Kuala Belait, Brunei on 05th July 2018. The meeting of Joint working Group discussed various topics related to Tourism. The ASEAN Secretariat were briefed on outcomes of the 6th ASEAN India Tourism Ministers meeting held on 26th January 2018 at Chiang Mai, Thailand. They discussed on implementation of ASEAN-INDIA MOU on strengthening tourism cooperation.

- x. A delegation led by Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India consisting of Shri Ghanshyam Dass Bairwa, Assistant Director (Admn 1), Mrs. Shovana Sarangi, Assistant Director (OM) and Mrs. Monika Jamwal, Assistant Director (IC), Ministry of Tourism, Government of India attended the 2nd meeting of Joint Working Group (JWG) on tourism cooperation between India & Nepal held at Kathmandu, Nepal on 6th July 2018.
- xi. Shri P.C. Cyriac, Additional Director General (Market Research), Ministry of Tourism, Government of India attended the meeting of Expert Group on protection of Tourists Project proposed by the Permanent Bureau of Hague Conference on Private International Law (HCCCH) in Hague, Netherlands held from 28th to 31st August 2018.
- xii. A delegation led by Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism consisting of Shri Satyajeet Rajan, Director General, Ministry of Tourism, Shri Manas Ranjan Pattanaik, Deputy Director General (Events), Ministry of Tourism, Government of India and Shri S. K. Sharma, Additional Private Secretary to Hon'ble Minister of State (Independent Charge) for Tourism, Government of India conducted/attended the Incredible India Road Shows organized by the Ministry of Tourism in different cities in China viz. Beijing, Guangzhou, Wuhan and Shanghai from 28th August to 1st September 2018.
- xiii. Shri Gyan Bhushan, Economic Adviser, Ministry of Tourism, Government of India attended the World Tourism Day (WTD) celebration at Budapest, Hungary on 27th September 2018.
- xiv. Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism, Government of India accompanied by Shri Vikas Rustagi, Deputy Director General (NT), Ministry of Tourism attended the 2nd Indian Ocean Rim Association (IORA) Tourism Ministers'/Senior Tourism Officials meetings at Port Elizabeth, Eastern Cape Province, South Africa from 21st to 23rd October 2018.
- xv. A meeting was held between India & Vietnam in the field of Tourism cooperation on 17th October 2018 at New Delhi. Shri K J Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Government of India met a five-member Vietnamese delegation led by Mr. Nguyen Ngoc Quang, Party Secretary of Quang Nam Province of Vietnam and discussed on various topics related to Tourism.
- xvi. Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism, Government of India accompanied by Shri Suman Billa, Joint Secretary Ministry of Tourism attended the 109th Session of UNWTO Executive Council held from 30th October to 1st November 2018 at Manama, Bahrain.

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# **Chapter-10**

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## **India Tourism Development Corporation (ITDC)**

- 10.1 India Tourism Development Corporation Ltd. (ITDC) was incorporated on October 1, 1966 with the objective of developing and expanding tourism infrastructure in the country and thereby promoting India as a tourist destination. Ashok Hotels Ltd. and Janpath Hotels Ltd. (consisting of Janpath, Lodhi and Ranjit Group of Hotels) merged on 28 March, 1970 to enlarge the scope of ITDC. ITDC had 33 hotel properties consisting of 2 Heritage, 7 Five Star, 5 Four Star, 10 Three Star, 1 Two Star, 1 One Star, 1 Forest Lodge, 6 Joint Venture Hotels and 2 incomplete projects. 19 hotels (including one incomplete hotel project at Chandigarh) were disinvested in 2001 and 2002 under the Disinvestment Policy of the Government.
- 10.2 After the Disinvestment of hotel properties, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities like consultancy and execution of tourism and engineering projects, training, consultancy in hospitality sector, event management and mounting of Son-et-Lumeire (SEL) Shows etc. At present ITDC has under operation 5 Ashok Group of Hotels and 1 Joint Venture Hotel property, 1 Restaurant, 3 Catering Establishments, 07 Transport Units, 13 Duty Free Shops at Seaports and Sound & Light Show at Purana Quila, Delhi.
- 10.3 **The details of present network of ITDC are as follows:**
- Ashok Group of Hotels and catering establishments: Ashok Hotel, New Delhi, Hotel Samrat, New Delhi, Hotel Jammu Ashok, Jammu, Hotel Pataliputra Ashok, Patna and Hotel Kalinga Ashok Bhubaneshwar
  - Catering Establishments: State Guest House & Hospitality Centre at Hyderabad House, Delhi, Western Court Catering Service, New Delhi and Ashok Mayur Restaurant at Vigyan Bhawan, New Delhi
  - Joint Venture Hotels: Hotel Ranchi Ashok, Ranchi (Operations closed since 29.03.2018), Hotel Nilachal Ashok Puri (Operations closed since March 2004), Hotel Pondicherry Ashok, Puducherry and Hotel Anandpur Sahib (At project stage)
  - Restaurant: Taj Restaurant, Agra
  - Ashok Travels & Tours – Travel/Transport units: 7 tours and travels /transport units are situated at New Delhi (IATA), Bengaluru (IATA), Hyderabad, Kolkata (IATA), Mumbai, Patna and Chennai (IATA).
  - Ashok International Trade Division- Duty Free Shops: Duty Free Shops are in existence at Chennai Port, Kolkata Port, Haldia Port, Mormugao Port, New Mangalore Port, Vishakhapatnam Port, Mumbai Port, Paradeep Port, Kakinada Port, Krishnapatnam Port, Cochin Port and VOC Tuticorin Port. Kamrajar Port(Enorre) was established w.e.f. 30.07.18. Further, Kandla port has allotted space to ITDC and operations may commence at the earliest.

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# **Chapter 11**

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## **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)**

The FTA in India during Jan-Nov 2018 was 93.67 million (Provisional) with a growth of 5.6 % over corresponding period of 2017. As far as tourism is concerned, the year 2017 was a remarkable year for India as it received more than 10 million tourists for the first time in history, registering 14% growth in 2017 over 2016.

### **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 5.51 million arrivals of NRIs in India during 2017.

### **11.4 International Tourist Arrivals (ITAs)**

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2017, there were 15.54 million ITAs in India.

### **11.5 Foreign Exchange Earnings (FEEs)**

Foreign Exchange Earnings has shown a growth of 19.1% in US Dollar term against

a modest growth of 7.5% world-wide during 2017. India received US \$ 27.31 billion during 2017 as FEEs through tourism and the same in Rupee term was Rs.1,77,874 crore with a growth of 15.4% . During Jan-Nov in 2018, FEEs was Rs. 1,75,423 crore with a growth of 10.7% over the corresponding period of previous year.

A statement giving FTAs in India and FEE from tourism for the years 2014 to 2018(Jan-Nov) is given below:

**Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2014-2018 (Jan-Nov):**

Year	Foreign Tourist Arrivals (in nos.)	Per-centge Change Over Previous Year	Foreign Exchange Earnings (in Rs. crore)	Per-centge Change Over Previous Year	Foreign Exchange Earnings (Billion US\$)	Per-centge Change Over Previous Year
2014	7679099	10.2	120367	11.9	19.700	7.1
2015	8027133	4.5	134844	12.0	21.013	6.7
2016	8804411	9.7	154146	14.3	22.923	9.1
2017	10035803	14.0	177874	15.4	27.310#	19.1
2018 (Jan-Nov)	9367424@	5.6@	175423@	10.7@	25.838@	6.4@

@ Provisional

# Revised Estimates

#### 11.6 Indian National Departures

The numbers of Indian Nationals Departures from India, during 2017 were 23.94 million as compared to 21.87 million, during 2016, registering a growth of 9.5%.

#### 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 1652.49 million domestic tourist visits all over the country during the year 2017.

#### 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 Governments/ UT Administrations for the preparation of Master Plans, Feasibility Studies and conducting statistical surveys/studies.

8 Surveys/ Studies were completed during the year 2018 (upto November, 2018).

9 Surveys/ Studies are ongoing. Central financial assistance has been provided to 10 Institutes for conducting research promotion workshops, etc. in 2018.

### **11.9 Tourism Satellite Account**

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

Tourism is a demand based concept defined by its consumption not by its output. Industries defined in National Accounts such as air transport, hotels and restaurants produce same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourist that defines the tourism economy, which is not available in the National Accounts. Therefore, there is a 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 years 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United Nations World Tourism Organization. As per the TSA-Recommended Methodological Framework (TSA: RMF) 2008, the TSA of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. Preparing the tables in the standard recommended format and following a standard broad methodology enables international comparisons owing to the homogeneity among countries.

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

	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>
Share in GDP (in %)	5.68	5.81	5.20
Direct (in %)	3.06	3.14	2.70
Indirect (in %)	2.62	2.67	2.50

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

	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
Share in Employment (in %)	11.90	12.09	12.38	12.19	12.38
Direct (in %)	5.19	5.27	5.40	5.32	5.40
Indirect (in %)	6.71	6.82	6.98	6.87	6.98
Employment (million)	67.2	69.6	72.3	75.9	81.1

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# **Chapter - 12**

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

### **12.1. North Eastern Region**

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

- i. Space on complimentary basis is provided to the North Eastern States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these States an opportunity to showcase and promote their tourist products in the international source markets.
- ii. Familiarization (FAM) Tours to the North Eastern Region are arranged for Travel and Media Representatives from Overseas to the States in the regions on a regular basis under the Hospitality Scheme of this Ministry.
- iii. Domestic Campaigns are also launched to promote tourism to the North Eastern Region.
- iv. International Tourism Mart is an annual event organised in the North Eastern region with the objective of highlighting the tourism potential of the region in the domestic and international markets. It brings together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event is planned and scheduled to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders.
- v. Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist infrastructure, promotion of fairs/festivals & tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, market research, etc.
- vi. Ministry of Tourism also provides financial assistance to tourism service providers approved by the Ministry of Tourism, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved/ sponsored/ recognized by Ministry of Tourism.

12.2. Protected Area Permit (PAP):- On steady persuasion of Ministry of Tourism, the entire area of the states of Manipur, Mizoram and Nagaland have been excluded from the Protected Areas regime for a further period of five years beyond 31.12.2017 i.e. till 31.12.2022 (applicable for both domestic and foreign tourists except nationals from Afghanistan, China and Pakistan).

#### 12.3 **7th International Tourism Mart, Agartala**

7th edition of International Tourism Mart was organized by Ministry of Tourism in association with the Department of Tourism, Government of Tripura and the North Eastern States from 22nd to 24th November, 2018 in Agartala, Tripura. The Governor of Tripura Prof. Kaptan Singh Solanki inaugurated the Mart on 22nd November, 2018 in the presence of Minister of State (I/C) for Tourism Shri K.J Alphons, the Chief Minister of Tripura, Shri Biplob Kumar Deb and other dignitaries from central ministries and north eastern states.

A total of 53 foreign delegates from 18 countries namely Australia, Canada, China, France, Indonesia, Japan, Kenya, Malaysia, Myanmar, Netherlands, New Zealand, Russia, South Africa, South Korea, Spain, Thailand, UAE and USA participated in the Mart. These included Tour Operators & Travel Agents and Media Representatives, Journalists, Travel Writers and Bloggers. Besides the foreign delegates, 26 domestic Tour Operators from other parts of the country and 78 sellers from the North Eastern States also participated in the Mart. Representatives of State Tourism Departments of the North East States were also present to showcase their tourism destinations and to interact with the delegates. They were engaged in Business-to-Business meetings with sellers from the North Eastern Region. This will enable the tourism product suppliers from the region to reach out to international and domestic buyers, with the objective of promoting tourism to the region.

Post-mart familiarisation tours to the North Eastern states were arranged for the international delegates to create awareness about the rich and varied tourism products of the North Eastern region and to give them a first-hand experience of the destination.

#### 12.4 **Publicity & Marketing**

Apart from organising ITM each year, the Ministry of Tourism also participates in & extends financial support to events organised for promoting the North Eastern Region. Specific TV campaigns are also launched each year. The following activities were taken up during 2018.

- i. Ministry of Tourism participated in South Asian Travel & Tourism Exchange (SATTE) held at Pragati Maidan, New Delhi from 31st Jan. to 2nd Feb. 2018. The theme of India Pavilion at SATTE 2018 was dedicated to promotion of North East of India. Individual booths were given to the North Eastern States and the State of Jammu & Kashmir

- ii. TV Campaigns to promote tourism to the North-East Region released on Doordarshan and on private channels in the country.
- iii. Online Campaign for promoting tourism to the North East Region.

#### **12.5 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 organising fairs/ festivals/ tourism related events. An amount of Rs. 207.5 lakh has already been sanctioned to 6 North Eastern States during 2018.

#### **12.6 Jammu & Kashmir**

Similar to the North Eastern Region, this Ministry is committed to the development and promotion of tourism in the Jammu & Kashmir and all efforts are made to ensure that these regions emerge as the leading tourism destinations for domestic and international visitors in the country. Specific TV campaigns are also launched each year. During 2018 also, TV Campaigns to promote tourism to the State of Jammu & Kashmir released on Doordarshan and on private channels in the country. 100% central financial assistance for organizing fairs & festivals is allowed to the State of Jammu & Kashmir.

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# **Chapter-13**

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## **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 participating 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 transfer etc. of the existing Chairperson/Member.

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# **Chapter-14**

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## **Welfare Measures**

### **14.1 Scheduled Castes/Scheduled Tribes Cell**

The Liaison 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 recruitments 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.

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# **Chapter-15**

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## **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.

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.

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# **Chapter-16**

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## **Court Cases**

The details of Court Cases pending in the in the CAT, New Delhi as on 19.12.2018 are as under:

<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
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 Ernakulam Bench	Shri N. Velmurugan, 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.

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# **Chapter-17**

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## **Important Audit Observations**

As on December, 2018, there were no C&AG/PAC pending paras against the Ministry.

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## **Chapter-18**

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

- 18.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of Section 4 (I) (B) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organization set – up functions and duties of its officers and employees etc. Records and documents etc. have been made available on the Ministry's official website [www.tourism.gov.in](http://www.tourism.gov.in) under a distinct section namely RTIA. It has also been hyperlinked.
- 18.2 Information regarding activities of this Ministry is available for public on the above said website and is also kept in the library.
- 18.3 Information otherwise which are not available at the official website may be obtained by Citizens of India on payment of requisite fees as prescribed in the Right to Information Act, 2005.
- 18.4 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.
- 18.5 As per quarterly report submitted of this Ministry of Central Information Commission, New Delhi, a total of 671 RTI applications were received during the period from 1st January 20018 to 12th December 2018 and suitable action has been taken in a time bound manner.

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# **Chapter-19**

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## **Progressive Use of Official Language Hindi**

With the view to 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 program issued by the Department of Official Language. And along with this, the Hindi Section deals with the entire translation work related to the Ministry.

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

### **19.1. Compliance with Section 3 (3)**

100 percent compliance of the Official Language Act, As per the directives of the Deptt. of official language the Ministry ensured the compliance of Section 3 (3) of Official Language act and its compliance in its affiliated and subordinate offices.

In compliance with the Official Language Rule 5 the letters received, in the Ministry, in Hindi are replied to in Hindi only. Percentage of correspondence to the 'A', 'B' and 'C' regions done by the Ministry towards the prescribed target of 'A', 'B' is 100% and 'C' is 65% for correspondence, is 50%, 36.25% and 28.23%, respectively, which is gradually increasing. The number of notings being written in Hindi was also 100% against the prescribed target of 75%.

### **19.2. Committees**

- i. **Official Language Implementation Committee:** Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly meetings are organized on a regular basis. In these meetings, the work done in Hindi in the Ministry is reviewed section-wise.
- ii. **Committee of Parliament on Official Language:** During the year to examine the use of Hindi in the Subordinate Offices of the Ministry, the second sub-committee of the Committee of Parliament on Official Language inspected offices of the Ministry. In these inspection meetings, Economic Advisor and officers of Hindi Section were present as representatives of the Ministry.

### **19.3. 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 2017-18.
- ii. **Hindi Day and Hindi Fortnight:** Hindi Pakhwada was held from 01 to 14 September, 2018 in Ministry of Tourism. On the eve of Hindi Day, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister was released in the Ministry. During this time some competitions were organized

on topics related to Hindi noting and drafting, Rajbhasha Hindi and Translation, Indian Tourism Knowledge etc. Three competitions were organized in the Ministry, in which the officers and staff participated and won rewards.

- iii. Hindi Workshop: To remove the hesitation and resolve the problems of working in day today work of officers / employees of the Ministry a workshop was organized on 25th September, 2018. Its topic was “Use of Hindi in Official work and how to fill the quarterly Hindi progress report”.
- iv. Inspection of offices by Ministry officials: Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry / Department and ministry has carried out inspection of 7 offices out of 44 subordinate offices so far, and the target will be achieved by the end of the year.

#### 19.4. Specific functions

- i. Rahul Sankrityayan Tourism Award Scheme: In this Ministry, a scheme is being run in the name of “Rahul Sankrityayan Tourism Award Scheme” since 1989. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi language on tourism. Prizes were awarded to writers of selected books for the year 2014-15 on 20th November, 2018.
- ii. Publication of Home Magazine “Atulya Bharat”: In the pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely “Atulya Bharat” is being published on quarterly basis regularly by the Ministry. So far, its 11 editions have been published.

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# **Chapter-20**

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## **Swachh Bharat Mission**

**Swachhta Action Plan (SAP):** Ministry has framed its “Swachhta Action Plan” involving activities of awareness on cleanliness among tourists, school/college students, and stake-holders of tourist centres, pilgrimage centres & famous archaeological monuments. These activities are being implemented at 180 sites at selected 29 states/ UTs during 2018-19. During the period from January, 2018 to November, 2018 a total of 370 activities had been undertaken by Indian Institute of Travel and Tourism, Gwalior.

**Swachhta Pakhwada:** Ministry of Tourism has organised Swachhta Pakhwada during **16th – 30th September, 2018** by organising various cleanliness drives within the offices of Ministry, its field offices as well as its educational institutes. Various cleanliness campaigns were organised at important tourist spots all over the country.

**Swachhta Hi Sewa (SHS):** Major clean-up activities, pledge swearing, awareness activities, essay competitions, Nukkad Natak etc. were organised during the “Swachhta hi Sewa” campaign period from **15th September to 2nd October, 2018**. The programmes were organised at various tourist/pilgrim places through its Indiatourism Offices at more than 130 places all over the country including Iconic sites with the involvement of celebrities in coordination with State Governments educational institutes under Ministry of Tourism, Public and industry associations. In order to inculcate competitiveness on cleanliness activities among various offices and educational institutions of Ministry of Tourism nine awards were presented for the best maintained offices/ educational institutions for the year 2017-18.

**“Swachhta Award”:** To encourage State/UT Governments to maintain the tourist place clean, award categories titled **“Swachhta Award”** and **“Best Civic Management of a Tourist Destination Award”** have been instituted by the Ministry for best maintained tourist place in the country in the National Tourism Awards. Govt. of Madhya Pradesh has been selected for the Best Swachhta Award for the year 2016-17, and the Best Civic Management of a Tourist Destination in India Awards were given under 3 categories to Hyderabad in Telangana, Omkareshwar in Madhya Pradesh and Saputara Hill station in Gujarat.

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# **ANNEXURE-I**

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## **Indiatourism Offices in India**

### **Regional Offices**

1. Chennai
2. Guwahati
3. Kolkata
4. Mumbai
5. New Delhi

### **Other Offices**

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar
5. Goa
6. Hyderabad
7. Imphal
8. Indore
9. Jaipur
10. Kochi
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi

## ANNEXURE - II

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### Indiatourism Offices Abroad

Sl. No.	Regional HQ	Geographical area of operation
i	New York	Entire USA, Canada, Caribbean Islands, Central & South America
ii.	Frankfurt	Entire West & Central Europe, Eastern Europe and Israel excluding Russia, CIS countries and Baltic countries (Estonia, Lithuania and Latvia)
iii.	Moscow	Russia, CIS Countries and Baltic Countries (Estonia, Lithuania, Latvia)
iv.	London	United Kingdom, Northern Ireland and Iceland
v.	Tokyo	Japan, North & South Korea and Taiwan
vi.	Beijing	China, Mongolia, Hong Kong and Macau
vii.	Dubai	Entire Africa including Mauritius & Madagascar and Entire Middle East
viii.	Singapore	Singapore and other ASEAN Countries, Australia, New Zealand, Fiji and other Island nations in the Pacific

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## **Annexure-III**

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### **SENIOR OFFICERS OF THE MINISTRY**

#### **Secretary**

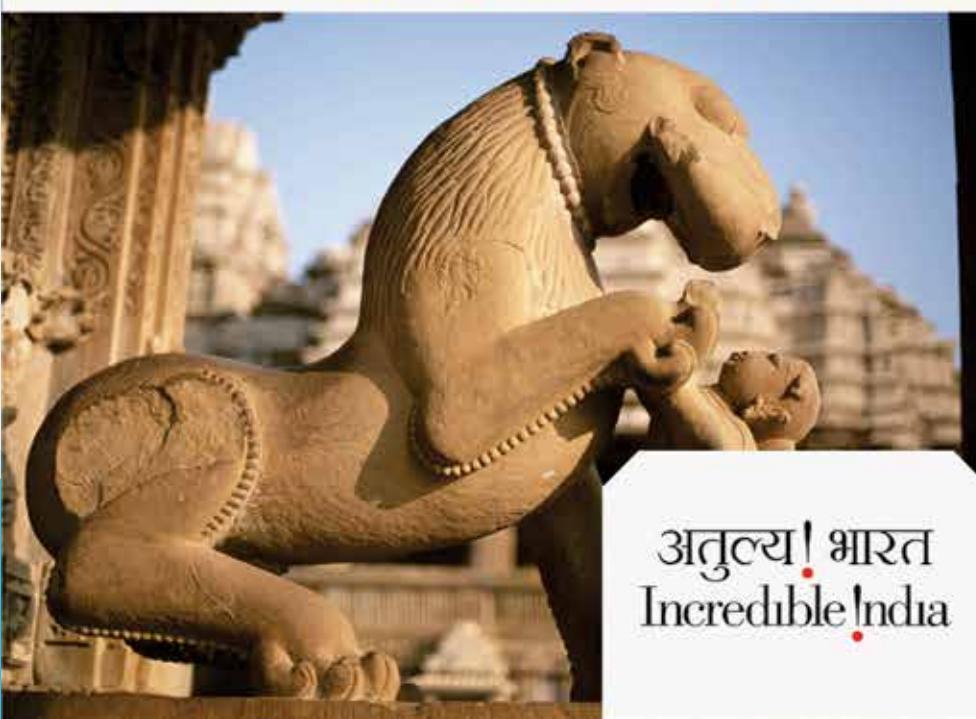
- Shri Yogendra Tripathi, Secretary to the Government of India

#### **Additional Secretary Level Officer**

- Shri Satyajeet Rajan, Director General (Tourism)
- Dr. D.S. Gangwar, Additional Secretary & Financial Advisor

#### **Joint Secretaries and equivalent**

- Shri P.C. Cyriac, Additional Director General
- Smt. Meenakshi Sharma, Additional Director General
- Shri Suman Billa, Joint Secretary
- Shri Gyan Bhushan, Economic Advisor



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