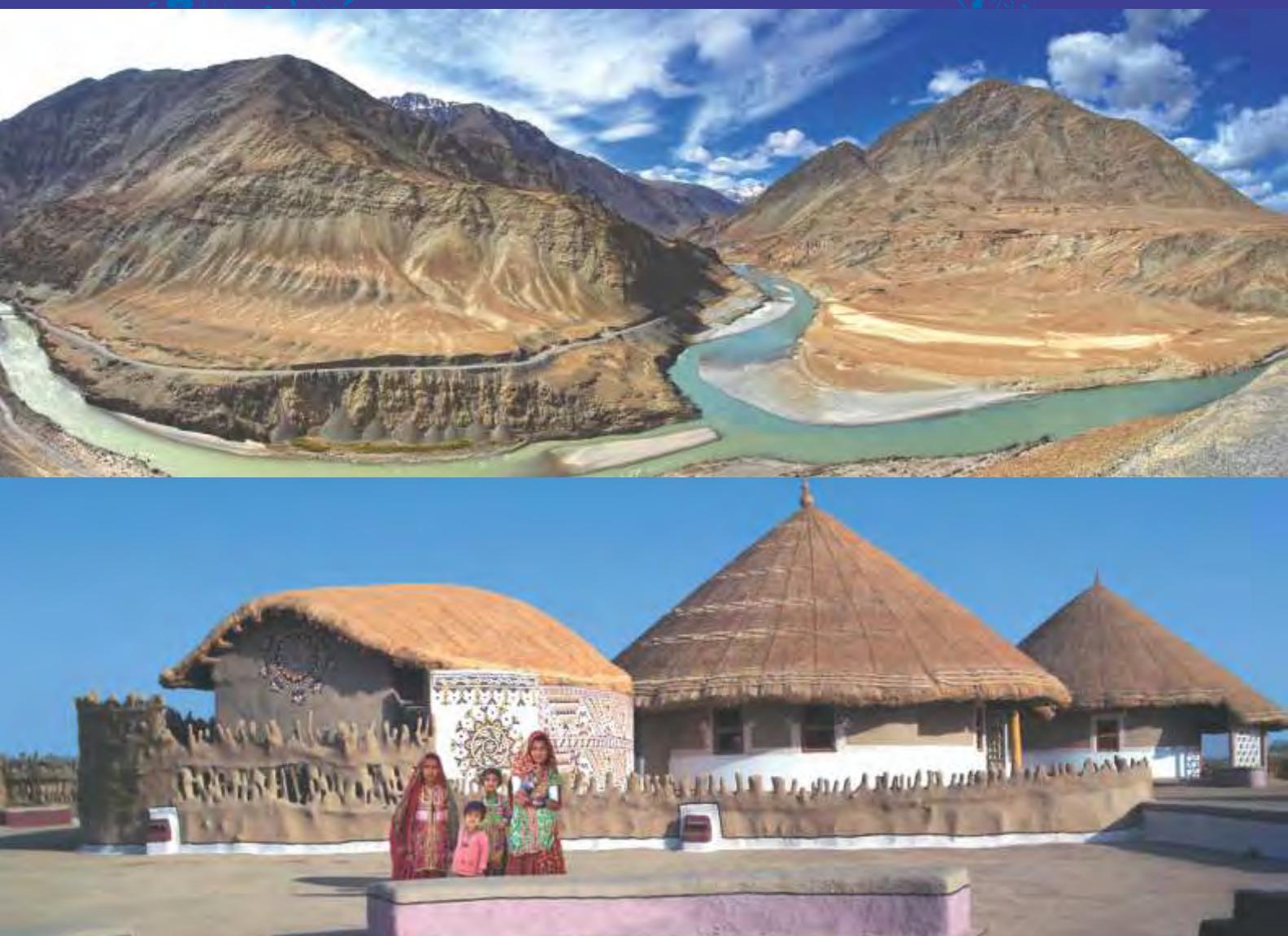




ANNUAL REPORT 2011-12

MINISTRY OF TOURISM GOVERNMENT OF INDIA

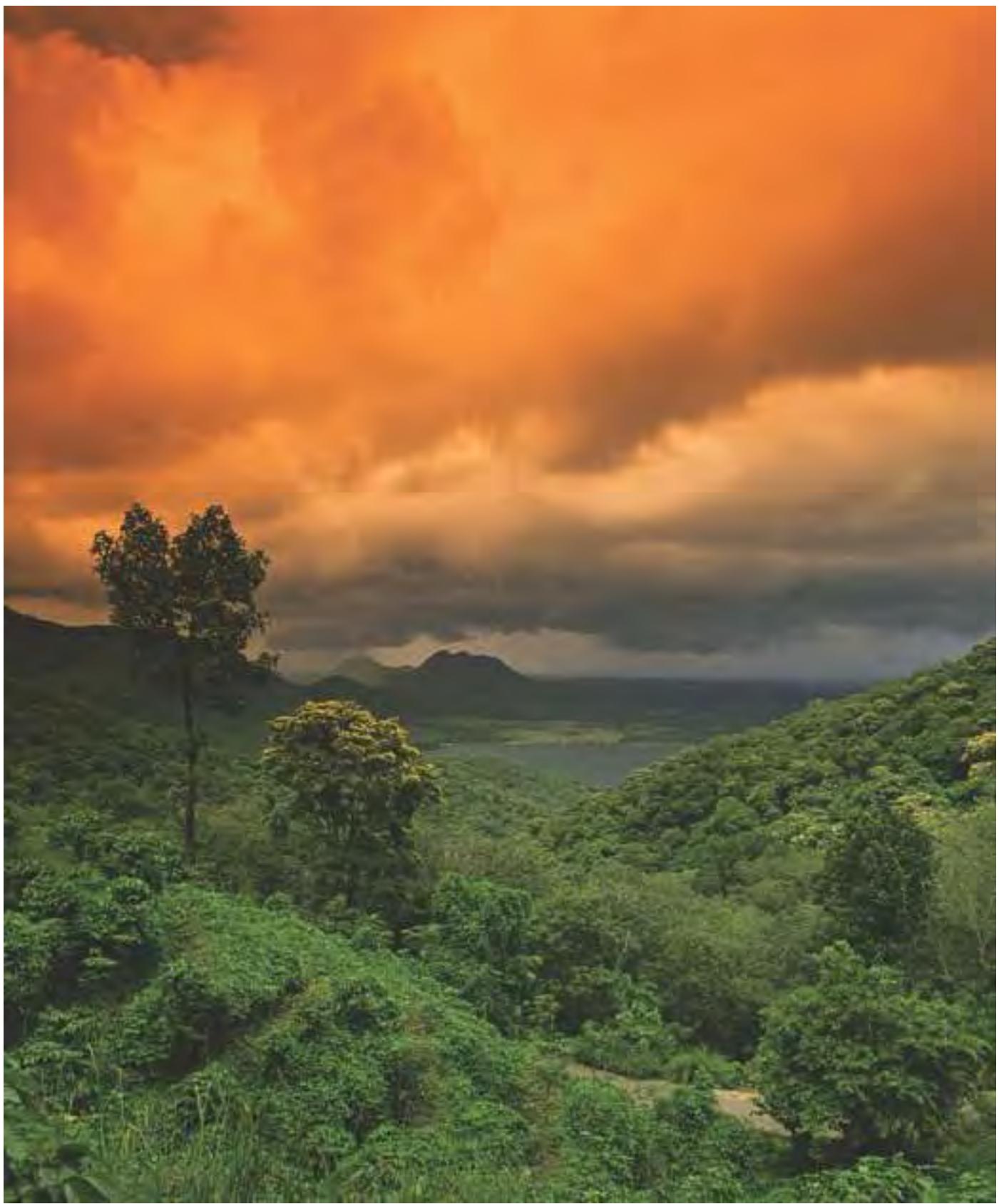




Annual Report 2011-12

Ministry of Tourism
Government of India

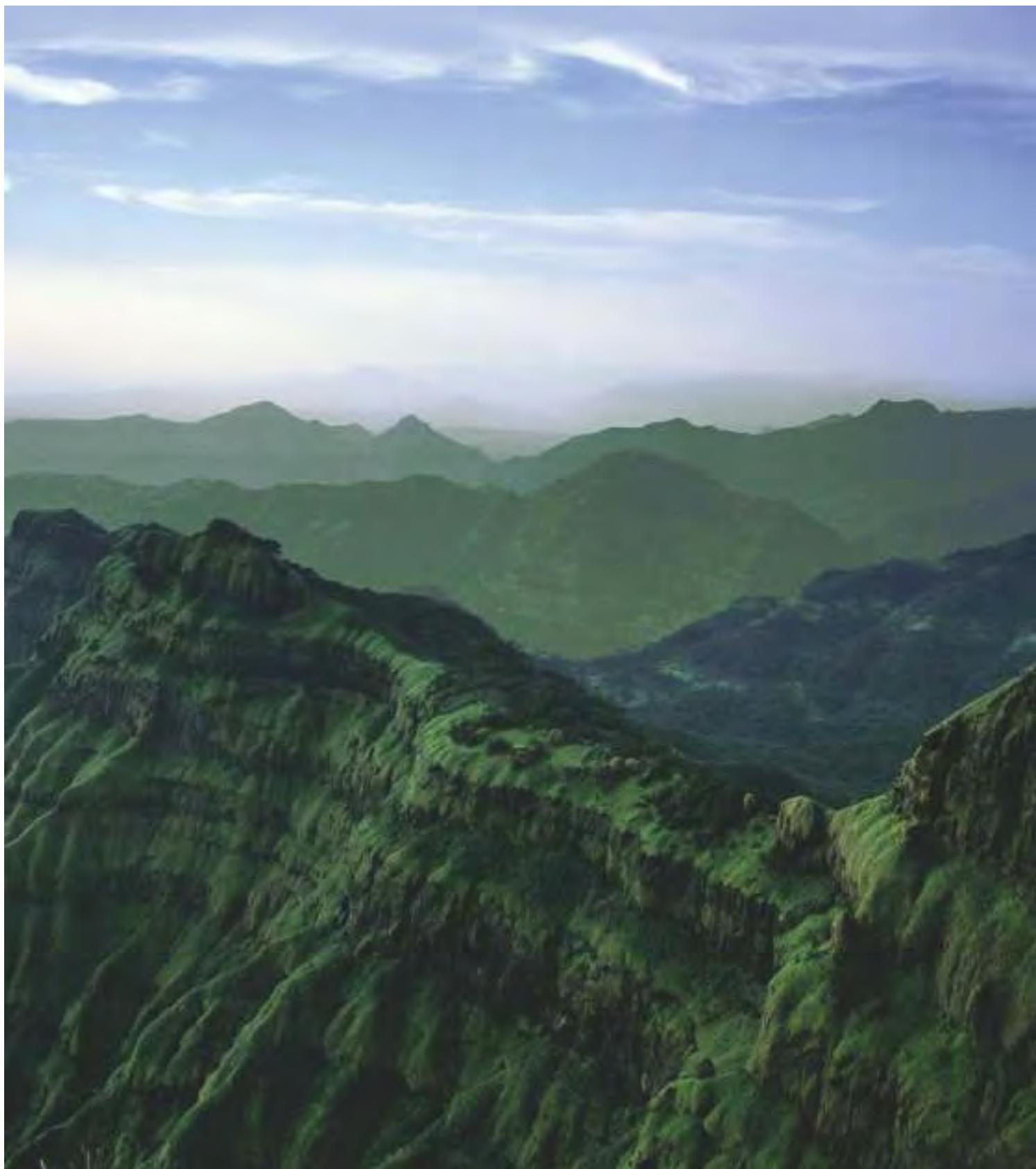
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Chapter - 1

TOURISM - AN OVERVIEW



TOURISM - AN OVERVIEW

1.1 During the year 2011, the number of Foreign Tourist Arrivals (FTAs) in India reached the level of 6.29 million, registering a growth of 8.9% over the FTAs of 5.78 million in 2010. The growth rate of 8.9% in tourist arrivals in India was almost double the growth of 4.4% in tourist arrivals worldwide. The tourism sector in India, therefore, has fared quite well vis-à-vis the world. Foreign Exchange Earnings (FEE) from tourism in India during 2011 were \$16.56 billion as compared to \$ 14.19 billion in 2010, showing a growth of 16.7%.

1.2 Ministry of Tourism continued its efforts to develop quality tourism infrastructure at tourist destinations and circuits across the country. During 2011-12, the Ministry has sanctioned 160 tourism projects for an amount of Rs. 710.02 crore for tourism infrastructure augmentation to States/ UTs upto 31st December, 2011. The Ministry has given special focus on development of important destinations/ circuits through sanction of mega projects. Mega Tourism projects are a judicious mix of culture, heritage, spiritual & eco tourism and aim to give tourists a holistic experience. As on 29.02.2012, the Ministry has identified 53 mega tourism projects in consultation with State Governments, out of which 35 have been sanctioned.

1.3 The Ministry holds prioritization meetings with State Governments/ UT Administrations before the beginning of a financial year to identify tourism projects for Central financial assistance in the coming financial year. For the year 2012-13, the process of prioritization meetings was started in December 2011, and upto 16th February, 2012 meetings with 21 States/ UTs were held. While prioritizing the projects, adequate emphasis is given on projects involving construction and upkeep of wayside amenities along highways/ roads leading to tourist destinations, cleanliness at tourism sites, and development of tourism in backward areas. 2.5% of Ministry's total plan outlay for 2011-12 has been earmarked for

development of tourism in tribal areas. This is an addition to the 10% outlay earmarked for the North-Eastern States.

1.4 Tourism plays an important role in economic development and creation of jobs in India. The Approach Paper of the 12th Five Year Plan prepared by the Planning Commission highlights the need to adopt "pro-poor tourism" for increasing net benefits to the poor and ensuring that tourism growth contributes to poverty reduction. Tourism plays a key role in socio-economic progress through creation of jobs, enterprise, infrastructure and revenue earnings. The Planning Commission has identified tourism as the second largest sector in the country in providing employment opportunities for low-skilled workers.

1.5 The Working Group on Tourism (WGT) constituted by the Planning Commission for the 12th Five Year Plan has proposed wide-ranging strategies. As per these strategies, there will be increased emphasis on skill development and capacity building for bridging the huge gap in demand and supply in skilled manpower in the hospitality sector. For developing tourism infrastructure based on carrying capacity and sustainability principles, professional agencies will be employed. Infrastructure gap in tourism destinations and circuits will be systematically covered. Greater emphasis on creating rural tourism clusters and tourism parks by adopting strategies based on convergences of resources will be specially emphasized upon. For promoting the brand of "Incredible India" publicity and promotional programmes of the Ministry will be made product specific, country specific and destination specific. Appointment of India Tourism Representative Offices will contribute in a big way in attracting larger number of foreign tourists. There will be focused emphasis on promoting tourism which is sustainable by adopting carrying capacity studies specially in environmentally sensitive areas. There will be more attention on

TOURISM - AN OVERVIEW

promoting niche tourism products, attempting greater convergence amongst different stakeholders, and in rationalization of taxes in tourism sector.

1.6 The Ministry reinforced its efforts to bridge the skill gap obtaining in the hospitality sector through a multipronged strategy. This include expanding and strengthening institutional infrastructure by creating new Institutes of Hotel Management (IHMs) and Food Craft Institutes (FCIs), starting craft courses in IHMs and broadbasing of hospitality education/ training through ITIs, Polytechnic Institutes, Government Collages, Universities & Schools and public sector undertakings. Under its 'Hunar Se Rozgar' programme, new courses in Housekeeping, Utility, Bakery, etc. were introduced in addition to the existing courses on F&B Services and Food Production. 8944 youths were trained under this programme by 31.12.2011 against the target of 10,000 for 2011-12.

1.7 The Scheme of 'Visa-on-Arrival" (VoA) had been introduced for 5 countries w.e.f. January 2010. It was extended for another 6 countries in January 2011. The outcome of this scheme has been encouraging with 12,761 persons having availed of VoA facility in 2011. The Ministry is making efforts to extend the facility of VoA to nationals of more countries.

1.8 The promotional efforts undertaken in foreign markets, including through the Ministry's 14 overseas offices, include advertising in print & electronic media, participation in fairs & exhibitions, and organizing road shows, seminars, workshops and India evenings. During 2011-12, the Ministry participated in Arabian Travel Mart in Dubai, ITB Asia in Singapore, World Travel Mart in London, IMEX in Frankfurt, etc. Road shows were organized in Thailand, Cambodia, Vietnam, New York, Los Angeles, U.K. Ireland, and CIS countries. Road shows were also organized at Geneva, Paris, Lyon and Zurich, to coincide with



TOURISM - AN OVERVIEW

the Geneva Festival, where India was the Guest of Honour country. In the Geneva Festival, a ninety-minute cultural performance by India was presented which was watched, admired and applauded by more than 5000 people. India hosted the PATA Travel Mart in September 2011 which was attended by about 1000 buyers, sellers and delegates from all over the world. As part of an initiative to partner and collaborate with other Ministries/ Departments and Trade/ Industry Organizations in their events, the Ministry of Tourism deputed two ITDC chefs to oversee the culinary preparations for the India Party held on 16th May, 2011 during the Cannes Film Festival. Ministry of Tourism extended support to Indian Food Festivals held in Port of Spain in June 2011, and in Beirut and Tehran in October 2011. In a major initiative to promote the 'Incredible India Campaign', and Cinemas of India as a sub brand of Incredible India, at various international film festivals and markets overseas, the Ministry of Tourism and the Ministry of Information & Broadcasting entered into a Memorandum of Understanding on 16th February 2012.

1.9 The Ministry bagged PATA Gold Awards 2011 for promotional activities in three different categories. India received World Travel Award 2011 in the categories of leading destination and leading tourism boards.

1.10 Ministry of Tourism has been interacting with other Union Ministries on bilateral basis to achieve synergy on issues concerning tourism. In order to take quicker and effective steps for resolving all Inter-Ministerial issues, an Inter-Ministerial Coordination Committee for the Tourism Sector (IMCCTS) was constituted by the Prime Minister's Office in October 2011. Its chairman is Principal Secretary to the Prime Minister and Secretary (Tourism) is its Member Convener. Its members include Member Secretary (Planning Commission), Chairman (Railway Board), Home Secretary, Defence Secretary,

Foreign Secretary and Secretaries of other concerned Ministries. The first meeting of IMCCTS was held on 19.1.2012.

1.11 For cooperation with other countries in the tourism sector, Ministry of Tourism participated in the 19th session of UNWTO General Assembly, 90th and 91st Sessions of UNWTO Executive Council, and 53rd Session of UNWTO Commission for South Asia held in Gyeongju, Republic of Korea from 8-14 October, 2011. India was elected as the Chairman of UNWTO Commission for South Asia and as a member of the Committee for Statistics and Tourism Satellite Account during the assembly. India also participated in the 3rd T-20 meeting held in Paris on 25th October, 2011. The T-20 group comprises Tourism Ministers of the G-20 countries. The Ministry attended the meeting of 3rd Joint Working Group on Tourism cooperation with Indonesia on 28th September, 2011 in Surabaya, Indonesia.

1.12 The Ministry of Tourism commenced its Global Television Campaign for 2011-12 in August, 2011 which will continue till March 2012. The Global Print Campaign for 2011-12, started in September 2011, will also continue till March 2012. Domestic Media Campaigns for promotion of domestic tourism and spreading the socio awareness messages were also launched during the year. Special campaigns were launched in leading domestic television channels to promote tourism in the North-East Region and Jammu & Kashmir.

1.13 Ministry of Tourism organized an All-India workshop on 20th December, 2011 to evolve strategies for launching a Campaign Clean India. The Workshop was inaugurated by Dr. A.P.J. Abdul Kalam, former President of India. It had participants representing possible action groups including students, teachers, parent-teacher associations, NGOs, hotels and hotels associations, industry & trade associations, film personalities,

TOURISM - AN OVERVIEW

print & electronic media, State agencies like Municipalities, Police, State Governments, Union Ministries, etc. Based on the recommendations made in the workshop, the Ministry will shortly launch the Campaign Clean India aimed at creating collective mindsets of hygiene and cleanliness through persuasion, education, sensitization, training, demonstration and regulation.

1.14 In October 2011, Standing Operating Procedure has been laid down giving timeliness for specific activities for classification/ reclassification of hotels under different star categories. Further, to increase transparency in classification/ reclassification activities, from January 2012 the Ministry has introduced a system for making available the status of pending applications on its website.

1.15 For the year 2010-11, the National Tourism Awards in over 50 categories were given away by the Hon'ble President of India at a function organised on 29th February 2012 at Vigyan Bhavan, New Delhi. Shri Subodh Kant Sahai, Union Minister for Tourism presided over the function and Shri Sultan Ahmed, Minister of State for Tourism was the Guest of Honour.

1.16 The Ministry of Tourism launched its revamped official website www.tourism.gov.in in May 2011. The revamped website is not only richer in terms of contents but also conforms to the norms/ standards for official websites prescribed by Department of Information Technology.



TOURISM - AN OVERVIEW



Chapter- 2

MINISTRY OF TOURISM AND ITS FUNCTIONS



MINISTRY OF TOURISM AND ITS FUNCTIONS

2.1 The Organisation

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, the State Governments/Union Territory Administrations and the representatives of the private sector.

Shri Subodh Kant Sahai is the Cabinet Minister in charge of Tourism. Shri Sultan Ahmed is the Minister of State 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 field offices within the country and 14 overseas offices. The overseas offices promote Indian tourism in the market abroad.

The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects by the State Governments in their respective jurisdictions.

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). National Institute of Water Sports (NIWS) has merged with the IITTM.
- (ii) National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).
- (iii) Gulmarg Winter Sports Project (Indian Institute of Skiing and Mountaineering (IIS&M)).

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, State/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

MINISTRY OF TOURISM AND ITS FUNCTIONS

(xii) Official Language: Implementation of Official Language Policy

(xiii) VIP References

(xiv) Budget Co-ordination and Related Matters

(xv) Plan Co-ordination

(xvi) Integrated Finance matters

(xvii) Overseas Marketing (OM) Work

(xviii) Welfare, Grievances and Protocol

2.2.2 The Directorate General of Tourism is responsible for 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. Field publicity, promotion & marketing

d. Hospitality programmes

e. 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

(ix) Assistance for Parliamentary Work

(x) Establishment Matters of the Directorate General of Tourism as well as of the Ministry of Tourism.

2.3 Advisory and Co-ordination Mechanism

The National Tourism Advisory Council (NTAC), which serves as a Think Tank of the Ministry of Tourism for the development of tourism in the country, consists of representatives from various Union Ministries, Trade and Industry Associations and experts in the field of Travel and Tourism Management. The NTAC was reconstituted in January, 2011.

The composition of NTAC is as follows:

A. Chairperson:
Union Minister for Tourism

B. Vice Chairperson:
Minister of State for Tourism

C. Members:

(I) Ministries of Government of India:

1. Secretary, Tourism

2. Finance Secretary

3. Foreign Secretary

4. Secretary, Culture

5. Secretary, Civil Aviation

6. Secretary, Urban Development

7. Secretary, Road Transport & Highways

8. Chairman, Railway Board

9. Principal Adviser (Tourism), Planning Commission

(II) 25 Experts in the field of Travel and Tourism management etc:

(III) The President/ Chairman/ Head of each of the following Associations/ Institutions:

MINISTRY OF TOURISM AND ITS FUNCTIONS

1. Tourism Division of Federation of Indian Chambers of Commerce and Industry (FICCI)
 2. Tourism Division of PHD Chamber of Commerce & Industry (PHDCCI)
 3. Tourism Division of Associated Chambers of Commerce & Industry of India (ASSOCHAM)
 4. Tourism Division of Confederation of Indian Industry (CII)
 5. Travel Agents Association of India (TAAI)
 6. Indian Association of Tour Operators (IATO)
 7. Indian Tourist Transport Association (ITTA)
 8. Association of Domestic Tour Operators of India (ADTOI)
 9. Adventure Tour Operators of India (ATOI)
 10. Federation of Hotel & Restaurant Association of India (FHRAI)
 11. Hotel Association of India (HAI)
 12. Indian Heritage Hotel Association (IHHA)
 13. Indian Convention Promotion Bureau (ICPB)
 14. Experience India Society
 15. India Tourism Development Corporation (ITDC)
 16. World Travel & Tourism Council - India Initiative (WTTCII)
 17. World Wildlife Fund (WWF), India Representative
 18. Managing Director, Indian Railway Catering and Tourism Corporation, New Delhi (Ex-Officio).
 19. Director, Indian Institute of Tourism & Travel Management, Gwalior (Ex-Officio).
 - (IV) Minister/ Secretary, Tourism of various States/ UTs could be invited as Special Invitees, as and when necessary.
- D. Member- Secretary:
Additional Director General (Tourism),
Ministry of Tourism, Govt. of India
- During 2011, NTAC held two meetings on 14.3.2011 & 12.12.2011. In the first meeting held on 14.3.2011, five subject specific sub-groups of the NTAC were formed to formulate specific action plans on the subject of Promotion & Marketing, Infrastructure, Taxation & Facilitation, Human Resource Development, and Heritage, Rural & Eco Tourism. In the second meeting held on 12.12.2011, the strategies to be adopted for development of tourism during the 12th Five Year Plan were discussed. The industry representatives shared their views and appreciated the approach of Ministry of Tourism for the 12th Plan promising full support of the Travel & Tourism Industry.



Chapter 3

DEVELOPMENT OF TOURISM INFRASTRUCTURE



DEVELOPMENT OF TOURISM INFRASTRUCTURE

3.1 Augmentation of quality tourism infrastructure is essential for development of tourism sector. More than fifty per cent of the Ministry's expenditure on Plan schemes is incurred for development of quality tourism infrastructure at tourist destinations and circuits spread throughout the country.

3.2 Product/Infrastructure Development for Destinations and Circuits

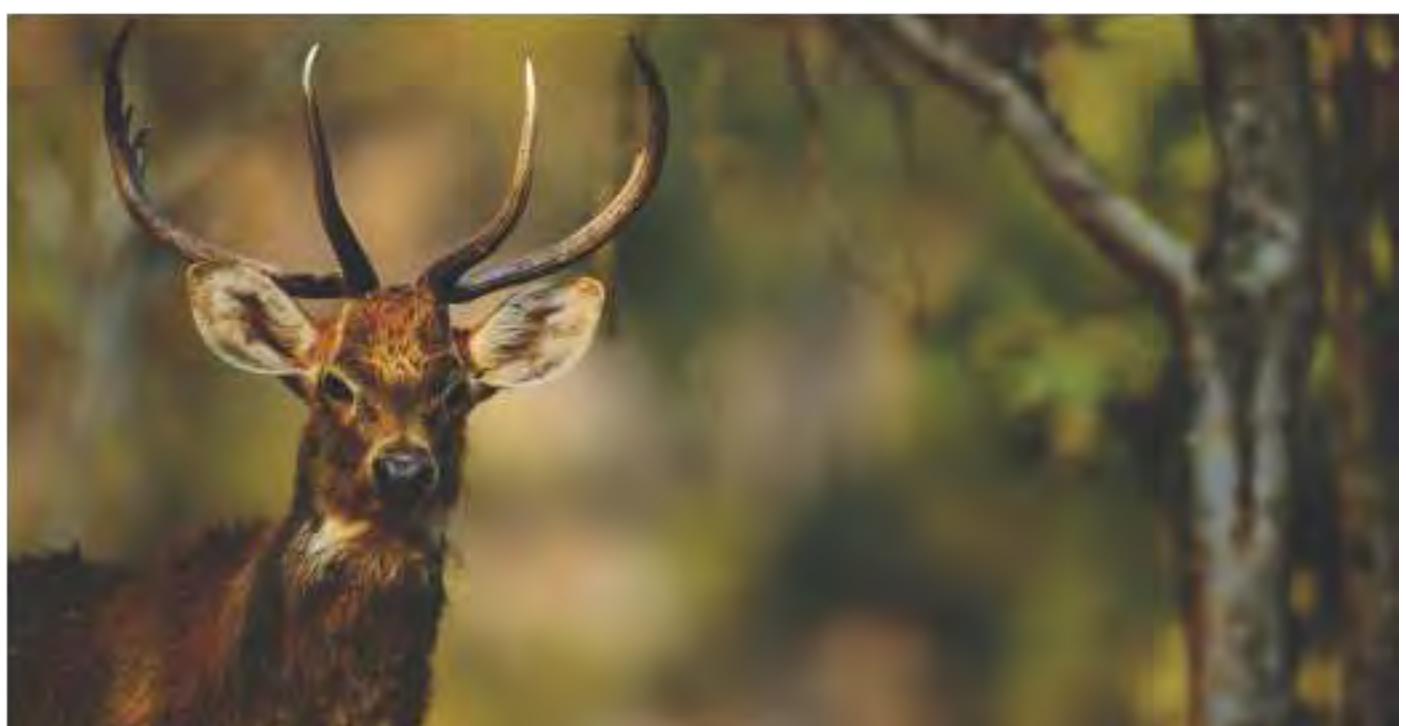
Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, the Ministry of Tourism extends Central Financial Assistance to the State Governments/ Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. 100% Central Assistance is given under the scheme for development of destinations/ circuits including mega projects to world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides financial assistance up-to Rs.5.00 crore for the development of Destinations

and Rs.8.00 crore for Circuits. The upper limits of financial assistance for development of identified mega destinations and circuits are Rs.25 crore and Rs.50 crore respectively.

For Rural Tourism Infrastructure Development, the thrust is on development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits of tourism reach to the rural community. A maximum of Rs.50.00 lakh is sanctioned for each project under this scheme for development of tourism related infrastructure.

Infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. During the 11th Five Year Plan, (till 31st December, 2011) Ministry of Tourism has sanctioned 1165 projects for an amount of Rs. 3872.67 crore for Tourism Infrastructure development.

Before the beginning of a financial year, Ministry of Tourism holds the Prioritization Meeting with the



DEVELOPMENT OF TOURISM INFRASTRUCTURE

LIST OF MEGA DESTINATIONS/CIRCUITS IDENTIFIED/SANCTIONED (Rs. in Lac.)					
Sl. No.	State/UTs	Name of the Mega Project/Circuits	Year of Sanction	Amt. Sanctioned	Amt. Released
1.	Andhra Pradesh	Charminar area of Hyderabad - Destination	2007-08	994.75	796.79
2.		Tirupati Heritage Circuit	2008-09	4652.49	2326.25
3.		Kadapa Heritage Tourist Circuit	2008-09	3692.89	1846.44
4.		Development of Buddhavanam Project at Nagarjunasagar	2011-12	Identified	
5.	Assam	National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar & Majouli	2010-11	Identified.	
6.	Bihar	Bodhgaya-Rajgir-Nalanda- Circuit	2006-07	1922.42	961.21
7.	Chhattisgarh	Jagdalpur-Tirathgarh-Chitrakoot-Barsur-Dantewada-Tirathgarh Circuit	2008-09	2347.39	870.30
8.	Delhi	Illumination of monuments- Circuit	2006-07	2375.09	1187.54
9.		Development of Dilli Haat, Janakpuri.	2010-11	Identified	
10.	Goa	Churches of Goa Circuit	2008-09	4309.91	2154.95
11.	Gujarat	Dwarka-Nageshwar-Bet Dwarka Circuit	2008-09	798.90	394.95
12.		Shuklatirth-Kabirvad-Mangleshwar-Angareswar Circuit	2011-12	4650.97	2325.48
13.	Haryana	Panipat-Kurukshtetra-Pinjore Circuit	Phase-I 2006-07 (S-1630.03) (R-1161.23) Phase-II 2008-09 (S-1545.22) (R-35.54)	3175.25	1196.77
14.	Himachal Pradesh	Eco and Adventure Circuit (Kullu-Katrain-Manali)	2009-10	Identified.	
15.	Haryana & Himachal Pradesh	Panchkula - Yamunanagar (Haryana) - Punta Sahib	2010-11	3253.06	1626.53
16.	Jammu & Kashmir	Mubarak Mandi Heritage Complex, Jammu - Destination	2010-11	Identified.	
17.		Naagar Nagar Circuit (Watlab via Hazratbal, Tulmullah, Mansbal and Wular Lake), Srinagar	2011-12	3814.56	722.12
18.		Development of Leh as a Mega Tourist Destination-Setting up of Trans Himalayan Cultural Centre in Leh, J&K	2010-11	2242.95	448.59
19.	Jharkhand	Mega Destination at Deoghar	2011-12	2371.19	1185.59
20.		Development of Ranchi Mega Circuit	2011-12	Identified	
21.	Karnataka	Hampi Circuit	2008-09	3283.58	1641.79
22.		Development of Tourism Infrastructure at the World Heritage Site Pattadakal and Badami/Aihole in (Bagalkot District)	2011-12	Identified	
23.	Kerala	Muziris Heritage Circuit connecting historically and archaeologically important places of Kodungallur	2010-11	4052.83	2026.42
24.		Development of Backwater Circuit in Alappuzha in Kerala	2011-12	Identified	

DEVELOPMENT OF TOURISM INFRASTRUCTURE

25.	Madhya Pradesh	Development of Chitrakoot as Mega Destination	2009-10	2401.98	1200.99
26.		Jabalpur as Mega Circuit	2010-11	Identified	
27.		Bundelkhand comprising of Tikamgarh, Damoh, Sagar, Chhatarpur and Panna as Mega Circuit	2011-12	Identified	
28.	Maharashtra	Vidarbha Heritage Circuit	2008-09	3738.19	1869.10
29.		Aurangabad Destination	2008-09	Identified	
30.		Mahaur- Nanded Vishnupuri- Back Water	2010-11	4510.99	2255.49
31.		Kandhar Fort as Mega Circuit	2011-12	Identified	
		Destination Development of Nashik (Gangapur Dam, Nashik City), Kalagram at Govardhan (Nashik City and Gondeshwar) as a Mega Project			
32.	Manipur	INA Memorial	2010-11	1238.59	619.30
33.		Integrated Mega Circuit Project - Marging Polo Complex, Keina and Khongjom	2011-12	Identified	
34.	Meghalaya	Umiam (Barapani) as Mega Destination	2011-12	Identified	
35.	Nagaland	Development of Mega Destination at Dimapur	2011-12	2370.45	1135.23 (Token amount of Rs. 50 Lakh released)
36.	Orissa	Bhubaneshwar- Puri-Chilka- Circuit	2008-09	3022.80	1511.40
37.	Puducherry	Puduchery Destination	2010-11	4511.00	2255.50
38.	Punjab	Amritsar Destination	2008-09	1585.53	542.30
39.	Rajasthan	Ajmer- Pushkar Destination	2008-09	1069.68	319.84
40.		Desert Circuit (Jodhpur- Bikaner-Jaisalmer)	2010-11	Identified.	
41.	Sikkim	Gangtok- Destination	2008-09	2390.70	1195.35
42.	Tamil-Nadu	Mahabalipuram- Destination	2002-03	1039.00	973.00
43.		Pilgrimage Heritage Circuit (Madurai-Rameshwaram-Kanyakumari)	2010-11	3647.95	1823.97
44.		Thanjavur	2010-11	1475.00	737.50
45.	Tripura	Mega Lake Circuit Including Mata Bari	2010-11	Identified	
46.	Uttarakhand	Haridwar-Rishikesh-Munikireti- Circuit	2008-09	4452.22	3561.74
47.		Nirmal Gangotri	2011-12	5000.00	2500.00
48.	Uttar Pradesh	Agra Circuit	Phase-I (2005-06, 2006-07)	3758.33	2770.11
49.		Varanasi-Sarnath-Ramnagar Circuit	Phase-II (2009-10)	2202.31	1336.96
50.		Development of Mathura-Vrindavan including renovation of Vishramghat (Mathura) as Mega Destination	Phase-I (2006-07) Phase-II 2008-09 2011-12	3178.66	1589.33
51.	West Bengal	Ganga Heritage River Cruise Circuit Dooars (Jalpaiguri District)	2008-09	2042.35	1021.18
52.		Kolkata Heritage and River - Front Mega Tourism Project	2010-11.	Identified	
53.			2011-12	Identified	

DEVELOPMENT OF TOURISM INFRASTRUCTURE

States/UTs to identify the tourism projects for funding in that financial year. While prioritizing the projects, emphasis is given to the projects involving construction and upkeep of wayside amenities along Highways/Roads leading to tourist destinations, cleanliness at tourism sites, projects in backward areas, etc.

To ensure the contribution of tourism in the

development of remote and backward areas in the country, 2.5% of total plan outlay of Ministry of Tourism from 2011-12 was earmarked for tribal areas under Tribal Sub Plan (TSP).

The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits through Mega



DEVELOPMENT OF TOURISM INFRASTRUCTURE

Projects. So far, 53 mega projects have been identified, out of which 35 projects have already been sanctioned. The mega projects are a judicious mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic perspective.

3.3 Inter-ministerial Coordination

Ministry of Tourism has been interacting with other Central Govt. Ministries, such as Railways,

Civil Aviation, Road Transport & Highways, Food Processing and Urban Development, and also the concerned State Governments, to achieve convergence and synergy with their programmes so that the impact of investment in these destinations is maximized. The Ministry of Tourism has identified 31 destinations/circuits based on their tourism potential to be covered in the first phase of the scheme. The Ministry is also taking up the issue relating to rail, road and air connectivity with the concerned Ministries for these projects.

To achieve a higher level of coordination between various Ministries on issues of tourism development, an Inter Ministerial Coordination Committee for Tourism Sector (IMCCTS) has been set up under the chairmanship of Principal Secretary to the Prime Minister. Its members include Secretaries of various Ministries. The first meeting of IMCCTS was held on 19.01.2012.

3.4 Assistance to Central Agencies for Tourism Infrastructure Development:

The Ministry of Tourism has introduced this scheme with a view to ensure tourism infrastructure development through financial assistance of the Ministry to central agencies for activities, like illumination/ preservation of monuments, development of cruise terminals, etc. Financial assistance is extended to the Central Agencies like Archaeological Survey of India, Port Trust of India, and ITDC etc. who own / manage the assets.



Chapter-4

NEW TOURISM PRODUCTS



NEW TOURISM PRODUCTS

4.1 Niche Products

The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting the nascent/upcoming niche products of the tourism industry. This is done in order to overcome the aspect of 'seasonality' to promote India as a 365 days destination, attract tourists with specific interests and to ensure repeat visits for the products in which India has comparative advantage.

The following Niche Products have been identified by the Ministry of Tourism for development and Promotion:

- i. Cruise Tourism
- ii. Adventure Tourism
- iii. Medical Tourism
- iv. Wellness Tourism
- v. Golf Tourism
- vi. Polo Tourism
- vii. Meetings Incentives Conferences and Exhibitions (MICE)
- viii. Film Tourism

Identifying niche products is a dynamic process. Thus, new products may be added in due course. The Ministry of Tourism has constituted committees for promotion of Golf Tourism and Wellness Tourism. During 2011, specific guidelines were formulated for Ministry of Tourism to support Golf, Polo and Wellness Tourism.

4.1.1 Cruise Tourism

a) Ocean Cruise

'Cruise Shipping' is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich

historical and cultural heritage, can emerge as an attractive tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposal incomes for spending on leisure activities, Indians also could take on cruise shipping in a big way.

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India in June, 2008. The objectives of the policy are to make India an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various parts in the country; to attract the right segment of the foreign tourists to cruise shipping in India; to popularize cruise shipping with Indian tourists. The Ministry of Tourism has been included promotion of Cruise Shipping under its "New initiatives". Major initiative of Ministry of Tourism to promote the cruise tourism a Steering Committee was constituted under the chairmanship of Secretary (Shipping) to act as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary, Ministry of Tourism is the Member Secretary of this Committee. Central financial assistance for Cruise Tourism project was sanctioned by Ministry of Tourism for Development of Tourism Infrastructure in Willingdon Island, Cochin Port, during the year 2008-09 for an amount of Rs.1450.00 lakh. The project was completed at a lower cost i.e. Rs.1274.94 lakh. An amount of Rs.491.53 lakh has been sanctioned and Rs.245.77 lakh released during the current financial year (2011-12) to Cochin Port Trust for development of Cruise Passenger facilitation centre at Cochin Port.

b) River Cruise

Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including

NEW TOURISM PRODUCTS

River Cruise. The followings are the main projects sanctioned for development of River Cruise during 12th Five Year Plan:

- i) Development of Circuit on rivers Godavari and Krishna in Andhra Pradesh for Rs.425.95 lakh in 2007-08
- ii) Ministry of Tourism has sanctioned an amount of Rs.2042.35 lakh and released Rs.1021.18 lakh for development of Ganga Heritage River Cruise in West Bengal in 2008-09.
- iii) Ministry of Tourism has sanctioned a mega project for integrated development of infrastructure for Heritage and Hinterland Tourism in Goa including Mandovi and Zuari rivers with CFA of Rs. 4309.91 lakh to the

State Government of Goa in the financial year 2008-09

4.1.2 Adventure Tourism

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

Initiatives of Ministry of Tourism to Promote Adventure Tourism

As per the policy for the diversification of tourism products of India, special attention is being given



NEW TOURISM PRODUCTS

for the development of Adventure Tourism in the country. The Ministry of Tourism has also introduced a voluntary scheme for Approval of Adventure Tour Operators, which is open to all bona fide adventure tour operators.

The Ministry of Tourism has formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as **BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES**. These guidelines cover Land, Air and Water based activities, which include mountaineering, trekking, hand gliding, paragliding, bungee jumping and river rafting.

Central Financial Assistance is extended to various State Governments / Union Territory

Administrations for development of Tourism Infrastructure in Adventure Tourism destinations. The assistance covers facilities for trekking, rock climbing, mountaineering, aero-sports, winter/water related sports, trekker huts, wildlife viewing facilities, etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. is also provided to State Governments.

Special efforts are made by the Ministry of Tourism to promote Inland Water Tourism by providing necessary infrastructure facilities. Financial assistance has been extended for construction of Double Hull Boats, construction of Jetties, Cruise Vessels, Boats, etc.



NEW TOURISM PRODUCTS

The Indian Institute of Skiing & Mountaineering (IIS&M) has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute. This year Ministry of Tourism has sanctioned an amount of Rs. 134.85 lakh to the Institute for conducting 10 water skiing courses and 10 trekking programmes/courses with a reconnaissance trek. The number of students/ tourists trained at IIS&M, Gulmarg through various Adventure Activities during 2011-12 are as follows:-

- 1) Water Skiing - 300
- 2) Parasailing - 100
- 3) Trekking - 60
- 4) Snow Skiing - 420

The National Institute of Water Sports, another organisation of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

Ministry of Tourism has been following up with concerned central ministries with regard to facilitation for development of adventure tourism. An encouraging outcome has been the security clearance given by Government of India for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances from State Government, Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as an Adventure tourism destination. Ministry of Tourism has also taken up the issue regarding use of GPS and Satellite phone by the bonafide adventure tour operators so as to ensure that the safety standards are of international standards.

Camping Sites: Promotion of Camping sites has been encouraged to give a different experience to the discerning travellers. Ministry of Tourism sanctioned Rs.3.61 crore for development of Camping sites at Surjkund area and Rs.3.20 crore at Daruhera. This involved erection of Camping

huts with State of the Art technology.

4.1.3 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. The services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care are available in India.

Besides India, there are several Asian destinations like Singapore, Malaysia, Thailand, etc. that are offering Medical care facilities and promoting Medical Tourism. India stands out amongst there for the following reasons:-

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

The Medical Tourism activity is mainly driven by the private sector. The Ministry of Tourism only plays the role of a facilitator in terms of marketing and promoting this in the key markets. The steps taken by Ministry of Tourism to promote India as a Medical and Health Tourism Destination include the following;

- Medical and health tourism has been specifically promoted at various international platforms such as World Travel Mart London, ITB Berlin, ATM, etc.
- A new category of 'Medical Visa' has been introduced for foreign tourists coming to India for medical treatment.

NEW TOURISM PRODUCTS



- Brochure, CDs and other publicity materials to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely circulated for publicity in target markets.
- Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".
- Brochures & CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by the Ministry of Tourism.
- Road shows focussing on Medical Tourism were organised in West Asia (Dubai, Riyadh, Kuwait and Doha) in October 2009.
- The Ministry of Tourism commissioned a study on problem and challenges faced by Medical tourist visiting India in March 2010 through Indian Institute of Tourism and Travel Management, Gwalior.

Market Development Assistance (MDA) for Medical & Wellness Tourism

Under its scheme of Market Development Assistance, Ministry of Tourism provides financial assistance to tourism service providers. 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 now provided to approved medical tourism service providers, i.e. 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) approved by Ministry of Tourism, Government of India and engaged in Medical Tourism. The assistance is provided for participation in approved Medical/Tourism Fairs/Medical Conferences/ Wellness conferences/ Wellness Fairs and its allied Road Shows.

4.1.4 Wellness Tourism

Wellness Tourism is about travelling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. It is about being proactive in discovering new ways to promote a healthier, less stressful lifestyle. It is about finding balance in one's life. Health Tourism holds immense potential for India. The Indian systems of medicine, that is Ayurveda, Unani, Siddha, Yoga, Panchakarma, Rejuvenation Therapy, etc. are among the most ancient systems of medical treatment in the world. India can provide Medical and Health care of international standard at comparatively low cost. Most of the new hotels/resorts are coming up with Ayurveda Centres as an integral part. The leading tour operators have included Ayurveda in their brochures.

The Ministry of Tourism has formulated guidelines for Wellness tourism. These guidelines address various issues including inter-alia making available quality publicity material, training and capacity building for the service providers and participation in international & domestic wellness related events. In order to address the issues concerning the mushrooming of wellness centres, the guidelines for accreditation of wellness centres have been developed by National Board for Accreditation of Hospitals & Healthcare Providers (NABH) in consultation with the Department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH). These guidelines were released during the workshop on Wellness tourism organized by the Ministry of Tourism in February 2011. A series of sensitization workshops are being held across the country to sensitize the wellness

centres about the importance of the accreditation mechanism and the various promotional efforts of the Ministry of Tourism.

The Ministry of Tourism provides financial assistance under the Market Development Assistance Scheme (MDA) to approved medical tourism service providers i.e. representatives of hospitals accredited by Joint Commission International (JCI) and National Accreditation Board of Hospitals and Healthcare Providers (NABH) and medical tourism facilitators (travel agents/tour operators). The Ministry also provides assistance under this scheme 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.

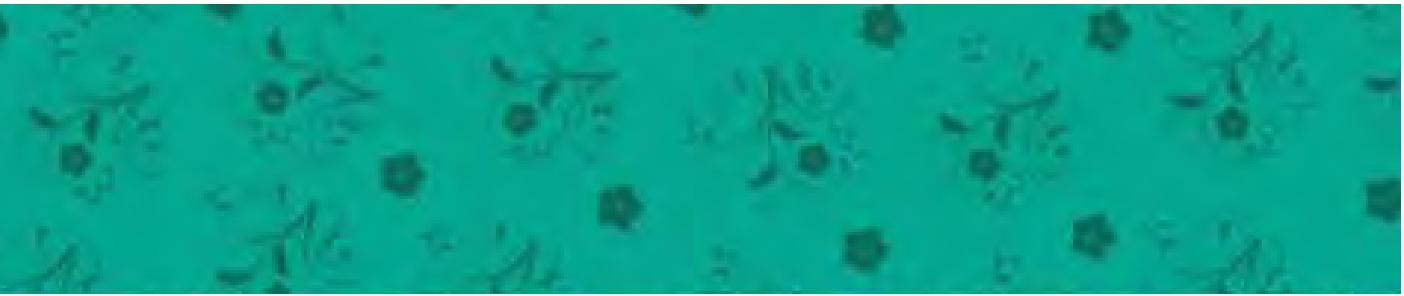
In addition, the steps taken by the Government to promote medical health tourism include promotion in overseas markets through road shows, participation in travel marts, production of brochures, CDs, films and other publicity material.

Health tourism has been specifically promoted at various international platforms such as World Travel Mart London, ITB Berlin. A road show focusing Wellness Tourism was organised by Ministry of Tourism in August 2009 in the Scandinavian region.

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".

4.1.5 Golf Tourism

Sports tourism in India is gaining interest. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth, the world over. Ministry of Tourism, endeavors to work as a catalyst and active supporter for the development of Golf Tourism in the country.



India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. In order to tap this growing interest in golf tourism, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India's position as the fastest growing free market economy.

Recognizing this potential to develop Golf as a niche tourism product for attracting both International and domestic tourists, the Ministry of Tourism organized a one day Workshop on "Promotion of Golf Tourism" on 21st January, 2011. The objective of this workshop was to evolve a road map for formulating strategies for development and promotion of golf tourism in India. The Ministry of Tourism has formulated guidelines extending financial support for promotion of golf tourism. These guidelines address issues including inter-alia, training and capacity building for the service providers, participation in international & domestic events related events and making available quality publicity material.

4.1.6 Polo Tourism

India has a rich history of sporting traditions, including Polo. The game of Polo originated in India and India is one of the few countries in the world where this game is still preserved and practiced. The Kolkata Polo Club, which is 150 year old is the oldest Polo club in the world. Therefore, Polo can rightly be termed as a "Heritage Sport" of India.

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

4.1.7 Meetings Incentives Conferences and Exhibitions (MICE)

Conventions and conferences are, today acknowledged as a significant segment of the tourism industry. A large number of conferences are held around the world every year. In order to promote India more effectively as a convention destination, the travel industry, under the patronage of the Ministry of Tourism, set up the India Convention Promotion Bureau (ICPB) in 1988. It is a non-profit organization with member comprising national airlines, hotels, travel agents, tour operators, tourist transport operators, conference organizers, etc.



NEW TOURISM PRODUCTS

Objectives of ICPB

The important objectives of the Bureau are as under :

- To promote India as a venue for International Congresses and Conventions.
- To undertake a continuing programme of creating awareness of the role and benefits of Congress and Conventions in the context of national objectives.
- To undertake research on the international conference market for development of India's conference industry.
- To diffuse knowledge to conference industry personnel through educational programmes, seminars, group discussions, courses of study and exchange of visits with Indian Associations/Organisations and relevant world Associations/Organizations.



NEW TOURISM PRODUCTS

The major efforts of ICPB to give thrust to the business of Conferences and Conventions include the following :

- ❖ A Video film on the conference facilities in India has been produced. Copies of the film have been provided to the members and Indian associations for promotional activities / bidding, etc.
- ❖ Participation in International Travel Marts

like EIBTM, IT & CMA, etc. to give exposure to India's Conference infrastructure.

- ❖ Organisation of seminars to motivate Indian Associations to bid for international Conferences.
- ❖ Developing a CD-ROM which gives detailed information on convention facilities available at various centres in India.





The business hotels and resorts at various centres in the country provide a combination of accommodation and other conference support facilities.

4.1.8 Eco Tourism

India which accounts for nearly 1/6th of world's population, has only around 2.2 percent of earth's landmass. The growing tourist demand is already exerting pressure on our natural and other resources. Considering the importance of developing tourism in ecologically sustainable manner, the Ministry has been laying stress on maintenance of environmental integrity.

Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It purports to educate the traveler, provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and human rights.

Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

The Ministry recognizes following cardinal principles for development of ecotourism:

- ❖ It should involve the local community and lead to the overall economic development of the area.
- ❖ It should identify the likely conflicts between resource use for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
- ❖ The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- ❖ 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.

Tigers - Our National Beauties

In the recent years it has been seen that there is a growing trend for travel towards ecotourism destinations like National Parks and Wildlife Sanctuaries. Considering this trend and serious concerns about increased danger to the wildlife in National Parks and Wildlife Sanctuaries due to poaching and blocking of animal corridors, the Ministry commissioned surveys to assess the impact of tourism on them. These surveys covered Resorts, Hotels, Lodges, Camps and Guest Houses in and around Corbett National Park, Kaziranga National Park, Kanha National Park, Bandavgarh National Park, Pench Tiger Reserve and Mudumalai Wild Life Sanctuary under the initiative "Tigers - Our National Beauties".

The findings of these surveys indicated mushrooming of Resorts, Hotels, Lodges, Camps and Guest Houses in and around these parks in an unplanned manner, blocking of wildlife corridors, and lack of eco-friendly practices in management of many of these establishments. The survey report on Corbett National Park has been shared with the Govt. of Uttarakhand, Ministry of Environment and Forests, Prime Minister's Office and the Parliamentary Standing Committee on Tourism, Transport & Culture for necessary action.

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 the 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, and measures for energy and water conservation are also undertaken by the hotel.

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 material.

4.1.9 Sustainable Tourism

Under the new initiative to evolve Sustainable Tourism Criteria for India, Ministry of Tourism organised a two day National Workshop for the tourism industry stakeholders on 27th-28th July 2010 in New Delhi. The National Workshop was attended by the private stakeholders as well as government officials who are responsible for formulating government policies. The tourism and hospitality industry of the country was well represented in the Workshop. Experts from India and international experts from United Nations Foundation (UNF), United Nations Environment Programmes (UNEP) were invited as resource persons for this Workshop. In this Workshop it was agreed that there was a need to have Sustainable Tourism Criteria for India. For evolving Sustainable Tourism Criteria for India and for development of indicators subsequently, the Global Sustainable Tourism Criteria developed by the Tourism Sustainability Council and other practices in the world were considered.

The Ministry has since constituted a Steering Committee with representatives from all the sectors of the tourism and hospitality industry of India. The Steering Committee deliberated at length to formulate the Sustainable Tourism Criteria. The Committee has finalized the Sustainable Tourism Criteria and Indicators for the Hotel Sector and the Tour Operator Sector as these two form the most important stakeholders in the Tourism Industry.

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As a follow-up of these efforts of the Ministry of Tourism, the following Pledge for Commitment towards Sustainable Tourism was taken by all the stakeholders of the travel trade and hospitality industry on World Tourism Day, 27th September, 2010:

"Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement

sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses." Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.



NEW TOURISM PRODUCTS

4.2 Rural Tourism

The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community

economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourist visitations, thereby checking migration from rural to urban areas.

While in the initial two years of the scheme, only



NEW TOURISM PRODUCTS

physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up. The HW components of the rural tourism projects (RTPs) are provided funds from the plan scheme 'Product/Infrastructure development for destinations and circuits' (PIDDC). The SW components of 36 RTPs sanctioned during 2004-05 and 2005-06 were funded from GOI-UNDP Endogenous Projects scheme. All SW components sanctioned from 2006-07 have been funded from the plan scheme 'Capacity Building for Service Providers' (CBSP). Up to end of January 2012 rural tourism projects at 183 sites in 29 States/Union Territories were sanctioned by the Ministry of Tourism. 55 of these sites are situated in the North-Eastern States. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation of the projects, further supported by other community level institutions. Projects at 72 rural tourism sites were completed by end of January 2012.



NEW TOURISM PRODUCTS



Chapter 5

ACCESSIBLE TOURISM



ACCESSIBLE TOURISM

5.1 People with different abilities and older persons are now becoming a growing group of consumers of travel, sports and other leisure-oriented products and services. In an effort to tap the potential of this group of tourists in the country, the Ministry of Tourism has took an initiative to make tourist destinations barrier-free. Guidelines were issued to states for making the tourist-facilities, which are being created with central financial assistance, barrier-free.

5.2 The Ministry has also instituted a new category of Award of Excellence for Most Barrier-Free Monument/Tourist Attraction in the country for the promotion of accessible tourism and to encourage agencies responsible for maintaining monuments/tourist attractions to create barrier free environment.

5.3 The condition of making the hotels accessible for people with different abilities has been included

in the guidelines for approval and classification of 4 and 5 star category hotels.

5.4 Ministry of Tourism commissioned a study on the Problems and Prospects of Accessible Tourism in India to IITM, Gwalior. Report of the study is available on Ministry's website.

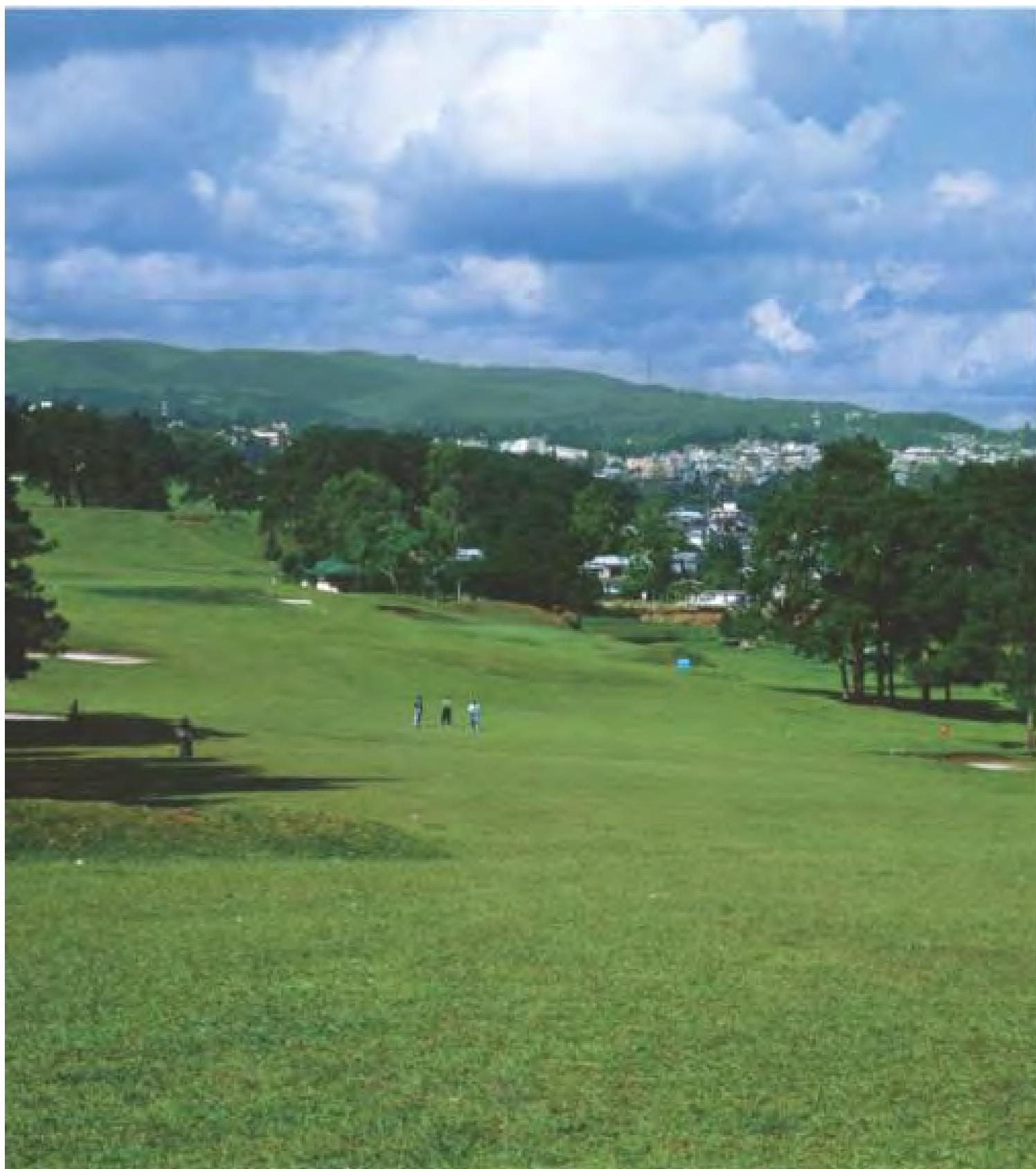
5.5 Officers deputed for inspections of tourism projects, funded by MOT through CFA have been instructed to include their observations regarding the accessibility of these projects for disabled persons in their report.

5.6 ITDC has entered into a Memorandum of Understanding with M/s Svayam (an initiative of SJ charitable trust working for the people with disability) for launching "Ashok Access" for making all the Hotels, Museums, Tourist sites user friendly for people with disability as part of ITDC's Corporate Social Responsibility Activity.



Chapter 6

HOTELS AND TRAVEL-TRADE



HOTELS AND TRAVEL-TRADE

6.1 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. In some cases, as many as 65 or more clearances/approvals are required by hotel projects, although this number varies from State to State. 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 HDPB would be operational at three level:

- Clearances that are exclusively the responsibility of Central Ministries / Authorities
- Central clearance incumbent upon State Government clearances and;
- Clearances that are the responsibility of State, or other levels of, State Government

The HDPB will assist in the following manner:

- HDPB will implement a transparent system for effective monitoring of hotel projects.
- Ensure timely accrual of approvals / clearances / No Objection Certificates (NOC's) by the multiple agencies and facilitate the implementation of hotel projects.
- Act as a watch guard and facilitator for obtaining necessary clearances for setting up of hotels.
- The functions will result in expeditious clearances and enable completion of hotel

projects in time leading to enhancement of room availability for the tourists.

The Members of the board at Central level are:

- Secretary (Tourism), Government of India (Chairman).
- Additional Director General (Tourism) / a Joint Secretary (JS) level officer, as the convener.
- Members drawn from concerned Ministries / Departments viz. Urban Development, Environment, Culture, Civil Aviation, Finance, Home.
- Chairman NDMC / Commissioner MCD/Vice Chairman DDA (in respect of projects coming up in Delhi).
- Two non-official members having knowledge of hospitality sector, with a 2 year term.

The multiplicity of clearances and the long time being taken for obtaining permissions and clearances would be curtailed by having a monitoring / facilitating mechanism in the form of the HDPB. It is expected that, as result of setting up of HDPB, hotel project approvals would be issued in a time-bound manner, and this will give a boost to expeditious implementation of hotel projects and growth of the hospitality industry infrastructure. While the concept of 'Single Window System' or 'One Stop Shop' system for clearance of proposals is prevalent in other industries, the HDPB is the first of its kind in India in respect of facilitating Hotel project approvals, both at the Central level and the State/UT level.

The Ministry of Tourism has notified the setting up of the HDPB at the central level in January, 2011. The Ministry had also requested all the Union Territory Administrations and State Governments to set up a similar Board if such a Board did not exist.

The composition of State Level Board is as follows:

- Chief Secretary of State Government (Chairman).

HOTELS AND TRAVEL-TRADE

- State Secretary (Tourism) as the Convener.
- State Secretaries of the Departments of Urban Development, Environment and Health (Member).
- Any other members as nominated by Chief Secretary.

The Main function of the board include 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.

6.2 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, the Ministry of Tourism classifies hotels under the star rating system. Under this system, hotels are given a rating out of seven categories, from One to Five Star, Five Star Deluxe, and Heritage. The category of Heritage hotels was introduced in 1994. 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 the Ministry of Tourism.

The Ministry reviewed and revised the Guidelines for the 'Approval of Hotel Projects' and also for the 'Classification of Star Category Hotels' during July 2009. The revised Guidelines have tried to address issues related to the eco-friendly / energy saving measures, facilities for persons with disabilities, and security and safety concerns. Some of the new

features include the following: (i) Measures and facilities to address the requirements of persons with disabilities, (ii) Existing classified hotels and new projects have to adopt environmental friendly practices, (iii) Segregation of smoking and non-smoking areas in hotels, besides compliance with other requirements of the provisions under "The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003," (iv) Implementation of measures to address the safety and security concerns viz. use of X-ray machines for baggage scan, CCTV, under-belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, etc. To expedite the process of classification/re-classification of functioning hotels in one to three star categories, five Regional Committees have also been set up in Delhi, Mumbai, Kolkata, Guwahati and Chennai to conduct inspection.

As an initiative to process applications for classification of hotels in a time-bound manner, the Ministry of Tourism has committed, in its Results Framework Document (RFD), to ensure that all cases of classification are inspected within three months from the date of application, if complete in all respects. Through this mechanism, it is ensured that there is no delay in conducting the inspections. Since the implementation of this mechanism, the level of pendency of applications of hotels seeking classification has also reduced.

As a good governance initiative, the Ministry of Tourism has laid down standard operating procedures for timely, objective and transparent classification/ reclassification of hotels. Detailed guidelines in this regard have been issued in October, 2011. A computerized Project Monitoring Information System (PMIS) has also been launched in which online status of the applications for classification of hotels and approval of hotels projects would be displayed. The individual applicants will now be able to track online the status of their applications from the date of submission.

HOTELS AND TRAVEL-TRADE

6.3 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelies, castles, forts and residences built prior to 1950, into accommodation units so they 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 facilities and services as per the applicable Guidelines.

6.4 Approval of Stand-alone Restaurants

Quality restaurants, authentic food and variety of cuisines, particularly cuisines of different States in the country, have become increasingly popular both with domestic and foreign tourists and extend an enriching tourism experience. Accordingly, the Ministry's scheme for the approval of stand-alone restaurants stands revived.

6.5 Guidelines for 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.

6.6 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 during December 2009 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.

6.7 Approval and Classification of Timeshare Resorts

In view of the growing popularity of vacation ownership for leisure holidays and family holidays of tourist accommodation, known as Timeshare, the Ministry has introduced a voluntary scheme for classification of Timeshare Resorts (TSRs) into three star, four star and five star categories.

6.8 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 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, the Ministry of Tourism has recently reviewed the scheme and has simplified the guidelines by amending certain norms.

6.9 Approval of Stand-alone Air Catering Units

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

6.10 Approval of Convention Centres

Meetings, 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

HOTELS AND TRAVEL-TRADE

these areas, the Ministry of Tourism grants approval to Convention Centres.

6.11 Classification of Tented Accommodation

There is an overall shortage of accommodation at tourist destinations, especially in remote areas. Therefore, to meet the demand of increasing number of tourists, the Ministry of Tourism has introduced a voluntary scheme for project approval and classification of camping facilities and tented accommodation in two categories, viz. Standard and Deluxe.

6.12 Caravan Tourism

The Ministry of Tourism has recently introduced a Caravan Policy. Caravans are specially built vehicles used for the purpose of travel, leisure and accommodation. They include Recreational Vehicle (RV), Campervans, Motor Homes, etc.

Caravans are unique tourism products that promote family oriented tours in circuits / destinations not having adequate hotel accommodation. One of the essential prerequisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place where Caravans can stay overnight in allotted spaces. Such earmarked spaces should provide basic or advanced amenities and facilities for the Caravans and the tourists. Under the policy, the Ministry has issued Guidelines that provide for Central Financial Assistance to State Governments / Tourism Corporations for developing Caravan Parks.

6.13 Incentives provided to Hotels

To encourage the growth of hotels, on the request of Ministry of Tourism, a Five- Year Tax Holiday was announced in the budget of 2008-09 for two, three and four star hotels that are established in specified districts which have UNESCO declared



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"World Heritage Sites" (except the revenue districts of Mumbai and Delhi). For availing this incentive, the hotel should be constructed and start functioning between the period April 1st, 2008 to March 31st, 2013. The Government has recently announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country.

The Reserve Bank of India (RBI) has also issued revised Guidelines on Classification of exposures as Commercial Real Estate (CRE) exposures. As per these guidelines, RBI has classified exposures to hotels outside the CRE exposure.

6.14 Skill Development Mission

The PM's Skill Development Mission enjoins upon the Ministry of Tourism and the Industry to raise a skilled work force of 5 million persons by the year 2022. Hence, it has been made mandatory for hotels to participate in the Skill Development initiative to meet the manpower needs of the tourism and hospitality industry. The Guidelines for Classification/ Reclassification of Hotel have been amended in July 2011, and henceforth each classified hotel would be required to train a specific number of persons in every calendar year in the short duration skill development course under "Hunar Se Rozgaar Scheme".

6.15 Guides

Training Programme for Regional Level Guides through the Indian Institute of Tourism & Travel Management (IITTM) & India Tourism offices

In the year 2007, Regional Level Guide training programme was organized, in which, 544 Regional Level Guides qualified. Thereafter, in the examination to select eligible candidates for Part Time Foreign Language Linguist Guides Training Programme held in June 2010 at Indian Institute of Tourism & Travel Management (IITTM), Gwalior, 271 candidates qualified during the first,

second & third phases. Ministry of Tourism has notified the new guidelines of 2011 for selection and grant of guide license to Regional Level Tourist Guides (RLG), in supersession of all previous guidelines, with effect from 22nd September, 2011.

6.16 Refresher training for Regional Level Guides

Manuals on three World Heritage Sites of Delhi were prepared and training workshops conducted at Delhi, Leh and Hampi, through Indian National Trust for Art and Cultural Heritage (INTACH).

6.17 Training to Immigration Personnel

Ministry of Tourism had partnered with the Bureau of Immigration (BOI), Ministry of Home Affairs to undertake two-day training of immigration personnel in batches so as to bring in the required behavioural and attitudinal changes for dealing with foreign tourists. A training programme was organized at the Indira Gandhi International (IGI) Airport, New Delhi and was conducted by the IITTM, Gwalior from 10th to 19th September 2009. The programme was attended by 127 Immigration personnel in batches of 25 - 30 each. Since the programme proved successful, another training programme for immigration officials was organized for one week from June 14th 2010 at IGI, Airport, New Delhi for about 150 Immigration officers.

Training has been organized for 290 immigration personnel at Bengaluru and Mumbai so far in the year 2011. These training programmes are also scheduled to be organized in Kolkata, Hyderabad, Chennai and Delhi.

6.18 Tourist Charters

During the period of 1st January 2011 till 30th October 2011, a total of 422 Tourist Charters Flights (TCF) operated into India, bringing in a total of 75,056 foreign tourists.

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6.19 Approval of Travel Trade Service Provider

The Ministry of Tourism has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport 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. The total number of approvals issued to service providers of Travel Trade is given below:-

Category	Approvals Issued (Till 30th November 2011)
Inbound Tour Operators	513
Travel Agents	339
Tourist Transport Operators	168
Domestic Tour Operators	72
Adventure Tour Operators	30
Total	1122

6.20 Visa - on- Arrival (VoA)

One of the most important issue connected with tourism growth relates to visa. As proposed by Ministry of Tourism, the Ministry of Home Affairs has decided to grant 'Long Term Tourist Visas' of five (05) years duration, with multiple entry facilities carrying a stipulation of 90 days of each visit, on a pilot basis to the nationals of the following 18 selected countries:-

- (1) Argentina (2) Belgium (3) Brazil (4) Chile (5) Finland (6) France (7) Germany (8) Iceland (9) Japan (10) Luxembourg (11) Mexico (12) Netherlands (13) New Zealand (14) Norway (15) South Korea (16) Spain (17) Switzerland (18) Vietnam.

Ministry of Tourism had also recommended "Visa-on-Arrival" (VOA) facility for those countries

which are potential source markets to India, and where there have been no security related issues in the past or are likely to be in future. The Ministry of Home Affairs had accepted the proposal of Ministry of Tourism and introduced (VOA) Scheme for tourists from five countries, viz. Finland, Japan, Luxembourg, New Zealand, and Singapore on a pilot basis for a period of one year w.e.f. 1st January, 2010. The VOA Scheme was being extended for the nationals of six more countries viz. Cambodia, Indonesia, Laos, Myanmar, Philippines, and Vietnam with effect from January 2011.

During the period January - October 2011, a total number of 9739 VOA were issued under this scheme. The country-wise number of VOA issued under this scheme during January - October 2011 were Singapore 1448, New Zealand 1950, Japan 1899, Finland 886, Luxembourg 63, Indonesia 1625, Philippines 1576, Cambodia 123, Vietnam 100, Myanmar 56, and Laos 13.

Total number of VOA issued during October 2011 were 1234, with country-wise break up as Singapore 140, New Zealand 274, Japan 224, Finland 134, Luxembourg 14, Indonesia 205, Philippines 186, Cambodia 27, Vietnam 15, Myanmar 05, and Laos 10.

During the ten months period of January - October 2011, the maximum number of VOA were issued at Delhi Airport 5622, followed by Mumbai 2062, Chennai 1561 and Kolkata 494.

6.21 Tourist Police

The Ministry of Tourism in consultation with State Governments / UT Administrations has proposed to set up Tourist Police at prominent tourist spots. The State Governments / UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Orissa have deployed Tourist Police, in one form or the other.

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For the safety and security of tourists, the guidelines for formation of Tourist Security Organization(s) comprising ex-servicemen have been formulated by the Ministry of Tourism in consultation with the Ministries of Defence and Directorate General of Resettlements and forwarded to State Governments / Union Territory Administrations in May, 2008.

While a few of the State Governments have taken initiatives to deploy ex-servicemen as Tourist Security personnel, or have separate earmarked Tourist Police, Ministry of Tourism is contemplating launching of a scheme of providing Central Financial Assistance for having Tourist Facilitation Security Organization (TFSO) at identified tourist destinations for the States and Union Territories.

6.22 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 moulded 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:

- To motivate travel agents/tour operators, and especially those who are yet to promote India to



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include tour packages to various destinations, preferably less popular and unexploited destinations in the country in their marketing programme.

- 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 would also provide 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.

6.23 Seamless Travel

To overcome the bottlenecks of multiple inter-state road transport barriers, Ministry of Tourism has been advocating implementation of seamless travel for commercial tourist vehicles. It was felt that there is a need for a system which would ensure single window payment of taxes for seamless travel, and through which tax can be collected centrally and apportioned to states. This would facilitate smooth movement of tourist traffic and avoid delays and inconvenience to tourists.

Ministry of Tourism in collaboration with the Ministry of Road Transport & Highways and the State Governments of NCT of Delhi, Rajasthan, Haryana & Uttar Pradesh has made an arrangement whereby taxes would be collected



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centrally at each of the four starting nodes at Delhi, Gurgaon, Jaipur & Agra in such a way that the taxes thus collected are apportioned and the tourist coach/car would be allowed unhindered movement in the Golden Triangle.

As a successful culmination of the collaborative, and pro-active, efforts of Ministry of Tourism with Ministry of Road Transport & Highways and other stakeholders, the seamless movement of commercial tourist vehicles finally began when the first tourist vehicle left Delhi for Agra on 18th July 2010.

6.24 Code of conduct for "Safe & Honourable Tourism"

The Ministry of Tourism has adopted a Code of Conduct for "Safe & Honourable Tourism" on 1st July, 2010. Thereafter, the guidelines for grant of recognition by MOT under the categories of Inbound Tour Operator, Adventure Tour Operator, Travel Agent, Domestic Tour Operator & Tourist Transport Operator and classification of various

categories of hotels, have been modified to incorporate the commitment and adherence on the part of the applicant to the Code of Conduct for "Safe & Honourable Tourism".

On the occasion of World Tourism Day on 27th September, 2011, a half day workshop on 'Safe & Honourable Tourism - The Way Forward', was organized in association with UNODC at Hotel Janpath, New Delhi. After deliberations, presentations were made by the participants, who were divided into three groups namely, 'Hotel & Restaurant Industry', 'Travel Trade' & 'NGOs/ State Governments, etc.', in which various recommendations were made for developing India into a Safe & Honourable Tourism destination. The recommendations which emerged during this workshop relating to travel trade industry are as follows:

- I. Formation of a society on the lines of the Eco Tourism Society, which would work independently for the promotion of Safe & Honourable Tourism in India.
- II. Protection from harassment by the Police etc., when a crime/incident is reported by a stakeholder and extension of cooperation / support by different segments of tourism industry.
- III. India Tourist Offices located abroad and Indian Missions to give handouts on Safe & Honourable Tourism to the potential tourists.
- IV. Deployment of Tourist Police at important destinations, where they are yet to be deployed by the State Governments.
- V. Instead of focal points, they should be designated as Nodal Officers for training, which should take place every six months.



Chapter 7

HUMAN RESOURCE DEVELOPMENT



HUMAN RESOURCE DEVELOPMENT

7.1 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 35 Institutes of Hotel Management (IHMs) comprising 21 Central IHMs and 14 State IHMs, and 7 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.

7.2 National Council for Hotel Management & Catering Technology

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 coordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 33 IHMs and 7 FCIs that have come up with the support of Ministry are affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As of now, 18 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes.

Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

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. The Institute had organized a Syllabus Review Workshop from 16th to 18th October 2006 at Delhi, and based on the recommendations of the Workshop, the Institute decided to offer the following All India Council for Technical Education (AICTE) approved programmes with an intake of 60 students each at Gwalior, Bhubaneswar and Delhi centres:

- i) Two-year Post Graduate Diploma in Management (Tourism and Travel) – from Gwalior and Bhubaneswar.
- ii) Two-year Post Graduate Diploma in Management (International Business) – from Gwalior and Bhubaneswar.
- iii) Two-year Post Graduate Diploma in Management (Service Sector) – from Gwalior.
- iv) Two-year Post Graduate Diploma in Management (Tourism and Leisure) – from Delhi.

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In order to tap the potential that India's coastline offers for water-based and adventure sports, the Ministry had established the National Institute of Water Sports (NIWS) in Goa. The administrative control of NIWS stands entrusted to the IITTM.

7.4 Further efforts to meet the skill gap

With the growing realization that it would be necessary to reinforce efforts to bridge the skill gap obtaining in the hospitality sector, the Ministry has put in place the following five-pronged strategy:

- i) Efforts to increase the annual pass out of trained persons by expanding and strengthening the institutional infrastructure for training.
- ii) Asking the existing IHMs to start craft courses.
- iii) Broad-basing of hospitality education / training.
- iv) A Scheme dedicated to the training and up-skilling of the existing service providers.
- v) Hunar se Rozgar programme for creation of employable skills.
- vi) Skill testing and certification of the existing service providers.

During the year 2011-12, the Ministry has sanctioned 4 (four) new Food Craft Institutes (FCIs) to be located at Almora (Uttarakhand), Jhunjhunu (Rajasthan), Sawai Madhopur (Rajasthan), and Rewa (Madhya Pradesh). The Central Financial Assistance (CFA) extended for such setting up of new IHMs / FCIs is subject to certain guidelines including allocation of at least 5 acres of land by the State Government concerned and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.10 crore, of which, Rs. 8 crore is for construction and the balance for the

purchase of equipment required by the Institute. An additional Rs. 2 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.4.75 crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

7.5 IHMs to start Craft Courses

All the existing IHMs have been asked to conduct craft courses, for at least 100 students annually, besides the degree course.

7.6 Broad-basing of the Hospitality Education

The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings. Under the policy of broad-basing of hospitality education, grants have so far been provided to 24 ITIs, 7 degree colleges, 4 Polytechnics, 26 Schools and 14 Universities to start new hospitality courses.

7.7 Capacity Building

For upgrading the skills and capacity building of service providers of the industry, the Ministry has put in place a Scheme of Capacity Building for Service Providers, under which trainings are undertaken to cover a wide range of services like health & personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, energy saving techniques, guides

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training, etc. It, inter-alia, covers service providers such as porters /servers/waiters /helpers/front office staff/ reception and counter staff/food kiosk and dhaba staff/personnel engaged in handling tourists, Airport Security Staff, Immigration Officials and Customs Officers.

These training programmes are implemented, amongst others, by the Domestic Indiatourism Offices, Institutes of Hotel Management, Food Craft Institutes, Indian Institute of Tourism and Travel Management (IITTM), NCHMCT, Tourism Departments of States /UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), and State / Central training / academic institutions. Under the Scheme, the participants of the 4-day programmes are compensated for the loss of wages.

The fee and other costs of training for all the programmes are covered.

For the promotion of Rural Tourism, the Ministry of Tourism extends assistance for capacity building in selected villages.

7.8 Important Initiatives during the year 2011-12

Hunar se Rozgar programme

The programme was launched in 2009 -10 for creation of employable skills amongst youth in the age group of 18 to 25. The upper age limit was raised to 28 years so that more could benefit from the programme. In addition to courses covering (i) food and beverage service and (ii) food production, courses in Housekeeping, Utility, Bakery and



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Patisserie were also introduced. As on 31st December, 2011, the total number trained including those undergoing training stood at 8944. The coverage of the programme has increased with ITDC joining as a key Implementing Agency. In addition to the State governments already implanting the programme, the State Governments of Maharashtra, Jharkhand, Haryana and Tripura have joined the Programme.

Two more Schemes have been launched under the "Hunar se Rozgar" programme:

- a. Providing for the training of persons to acquire driving skills.
- b. Train persons for induction as service providers in a specified area of tourism e.g. Stone Masonry.

IHM, Hyderabad has, as a special initiative under the Hunar Se Rozgar programme, drawn and trained youth who are differently able.

7.9 Skill Testing and Certification of the Existing Service Providers

A programme for certification of skills of service providers employed in the hospitality sector has been instituted by the Ministry under which the service providers would undergo a 5-day orientation, followed by practical test and viva voce. For the year 2011-2012, against the target of 6000, skills of 5575 service providers have been certified up to 31/12/2011. 6 more Institutes have been empowered to certify skills of service providers. These are IHMs at Gwalior, Gurdaspur, Trivandrum, Shimla, State IHM Kurukshetra and CIHM Chandigarh.

7.10 Certified Hospitality Trainers Programme

The Certified Hospitality Trainers Programme are conducted at the IHMs at Pusa (Delhi), Hyderabad, Chandigarh and Gurdaspur.

During the training, each student is entitled to a stipend of Rs.10,000/- per month.

7.11 Earn While You Learn Programme

Under the Ministry's 'Earn While You Learn', programme, funded under the scheme of Capacity Building for Service Providers, the Indian Institute of Tourism and Travel Management (IITTM) has trained 292 college going students.

7.12 Details of other training efforts

- National Council for Hotel Management and Catering Technology (NCHMCT), Noida, offers



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the following programmes under the CBSP programme:

- a. Two workshops each of 5 days at Bengaluru under Faculty Management Programme on 'Food & Beverage Management'.
- b. Two training programmes on 'Regional Cuisines of India' at Chandigarh.
- ❖ Training of police personnel including those deployed for Tourist Policing for improving the police public interface through Haryana Institute of Public Administration (HIPA).
- ❖ Preparation of Manuals on three World Heritage Sites of Delhi and conduct of training

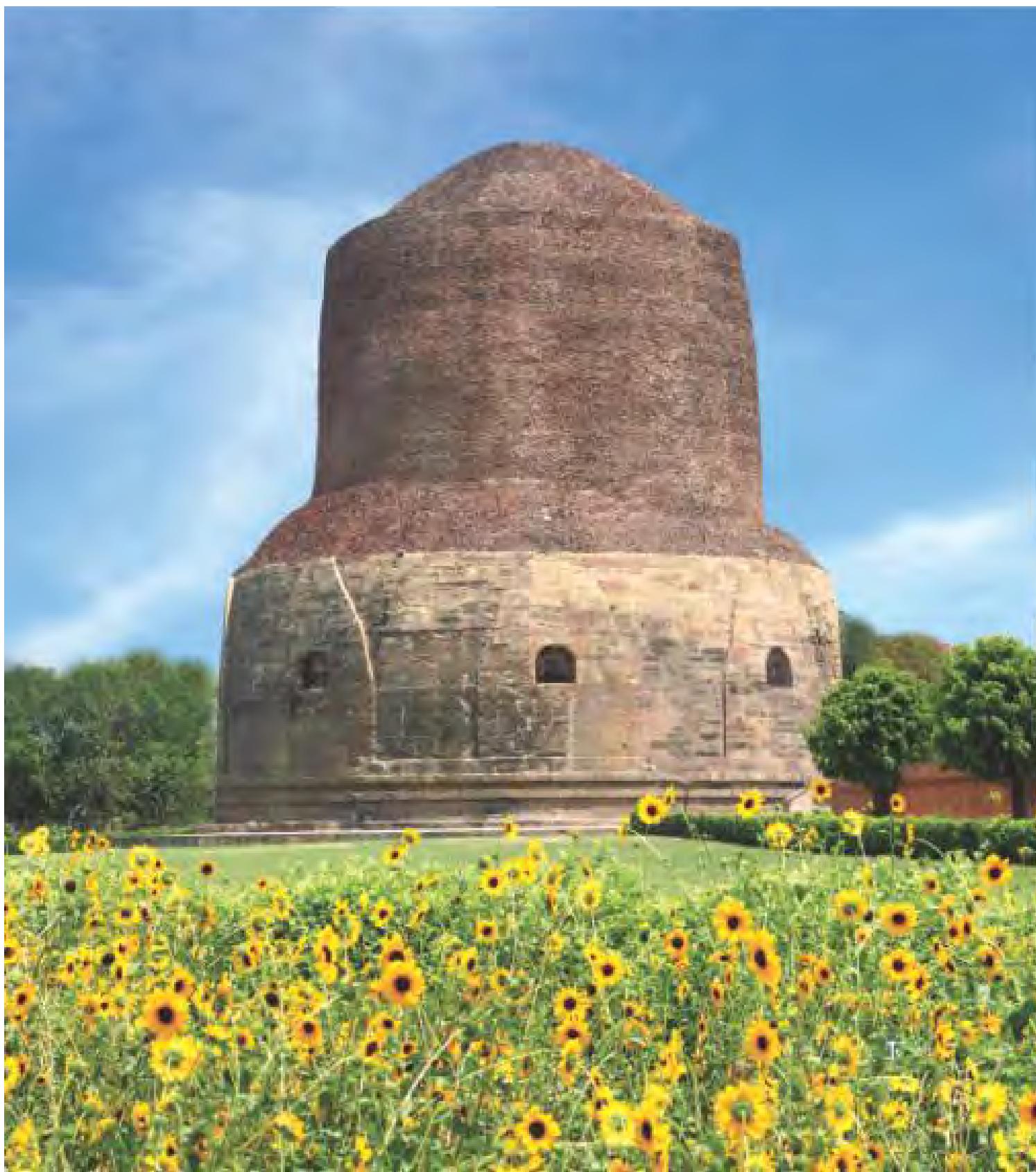
workshops at Delhi, Leh and Hampi through Indian National Trust for Art and Cultural Heritage (INTACH).

- ❖ As a follow up of the announcement made during the Prime Minister's visit to the State of Jammu & Kashmir on 28th & 29th October, 2009, a programme named "Tourist Facilitators" was launched to train 200 persons every year as tourist escorts by IHM, Srinagar for conducting groups of pilgrims for Vaishno Devi and Amarnath Yatras. 278 persons have been trained as Tourist Facilitators up to 31st October, 2011.



Chapter 8

PUBLICITY AND MARKETING



PUBLICITY AND MARKETING

8.1 Domestic Media Campaigns

During the financial year 2011-12, Ministry of Tourism undertook various activities for promotion of Domestic Tourism and the spread of Social Awareness messages, including the following:

1. Social Awareness Campaigns were released on leading Television channels in June, September and October 2011.
2. The Ministry released campaigns on leading television channels to promote tourism in the North East Region and the State of Jammu & Kashmir in June, September and October 2011.
3. A television campaign on the theme 'Saare Jahaan Se Achha' was released on domestic channels in August 2011 to coincide with Independence Day.
4. An outdoor campaign was undertaken in the T3 Terminal of the Delhi Airport to showcase the tourism destinations and products of the country.
5. Social Awareness Campaign and Sare Jahan Se Achha campaign were launched on Doordarshan channels in February 2012.

8.2 Incredible India International Campaigns

The Ministry of Tourism commenced its Global Television Campaign 2011-12 in the month of August 2011. This will continue till March 2012. Leading Television channels with pan-regional reach are part of the Media Plan for the Campaign. A Global Print Campaign 2011-12 was also released in September 2011. Leading publications across the globe are part of the Media Plan of the Ministry for the Campaign which will continue till March 2012. A Global Online Media Campaign was launched on leading websites in January 2012.

8.3 Other Promotions

1. 'Incredible India' Branding was undertaken during the ICC Cricket World Cup 2011.
2. The Ministry of Tourism undertook 'Incredible India' branding during the television coverage of the First Formula One Grand Prix in India on ESPN - Star Sports Network in Asia.
3. Outdoor branding was undertaken in Delhi in September 2011 during the Pacific Asia Travel Association (PATA) Travel Mart 2011.
4. The Ministry of Tourism has renewed the Memorandum of Understanding (MoU) entered into with the Experience India Society, an initiative of leading hotel chains and tour operators to promote India through a public-private partnership.
5. The Ministry of Tourism has collaborated with the Ministry of Information & Broadcasting for promoting 'Incredible India' during the International Film Festival of India (IFFI) held in Goa in November 2011.
6. In a major initiative to promote the 'Incredible India Campaign', and Cinemas of India as a sub brand of Incredible India, at various international film festivals and markets overseas, the Ministry of Tourism and the Ministry of Information & Broadcasting entered into a Memorandum of Understanding on 16th February 2012. The MoU was signed in the presence of Smt. Ambika Soni, Minister for Information & Broadcasting and Shri Subodh Kant Sahay, Minister of Tourism.
7. Joint promotional activities have been undertaken with the Gem & Jewellery Export Promotion Council.
8. The Ministry of Tourism has released advertorials in leading publications, to highlight the new initiatives taken by it for the promotion of Tourism and to showcase Niche Tourism segments such as Medical and

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Wellness Tourism, Rural Tourism, etc.

8.4 National Tourism Awards

The Ministry of Tourism annually presents National Tourism Awards to various segments of the travel, tourism and hospitality industry. These awards are presented to State Governments / Union Territories, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performance in their respective fields and also to encourage healthy competition with an aim to promote tourism.

For the year 2010-11, the National Tourism Awards in over 50 categories were given away by the Hon'ble President of India at a function organised on 29th February 2012 at Vigyan Bhavan, New Delhi. Shri Subodh Kant Sahai, Union Minister for Tourism presided over the function and Shri Sultan Ahmed, Minister of State for Tourism was the Guest of Honour. Invitees at the function included Chief Ministers and Tourism Ministers of States, Central and State Government Officials, representatives from the Travel and Hospitality Industries, including leading Hoteliers, Travel Agents and Tour Operators, Travel Media and Mainstream Media.

8.5 International Accolades

- PATA Gold Award 2011 Marketing Media - Travel Advertisement Print Media.
- PATA Gold Award 2011 : Incredible India Domestic Creative - Adventure Down Under
- PATA Gold Award 2011: Marketing Media - Promotional Travel Video India is Awesome.
- World Travel Award 2011 for leading Destination.
- World Travel Award 2011 for leading Tourism Board.

8.6 Marketing Objectives of Overseas Offices

The Ministry of Tourism, through its 14 offices overseas, endeavours to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-à-vis competition faced from various destinations, and to increase India's share of the global tourism market. These objectives are met through an integrated marketing and promotional strategy and a synergised campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include Advertising in the Print & Electronic Media, Participation in Fairs & Exhibitions, organising Seminars, Workshops, Road Shows & India Evenings, Printing of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators, Inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

8.7 Assistance to Service Providers under the Market Development Assistance (MDA) Scheme

Under the Market Development Assistance Scheme, the Ministry of Tourism has provided financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators, etc.), for undertaking the following tourism promotional activities overseas:

1. Sales-cum-Study Tour
2. Participation in Fairs / Exhibitions
3. Publicity through printed material.

8.8 Familiarization Tours under the Hospitality Programme

One of the important elements of the Marketing

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Strategy and Plan of the Ministry of Tourism is the Hospitality Programme. Under it, the Ministry of Tourism invites editorial teams of travel publications, journalists, photographers, T.V. channels, travel agents, tour operators, etc. from overseas, through the Indiatourism offices overseas, to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. These invited guests are able to get first hand information / knowledge of the Indian tourism product during their familiarization tours on the Ministry of Tourism's hospitality. During the current year, Travel Agents, Tour Operators and Media Representatives from important tourist generating markets overseas were invited, not only to visit the varied tourist attractions of the country

but to participate in and cover events including Pacific Asia Travel Association Travel Mart (PATA Travel Mart), Himalayan Run & Trek Event, etc. Familiarisation Tours on the Mahaparinirvana Special Buddhist Tourist Train were also arranged for trade and media representatives, particularly from East and South East Asia, for promoting Buddhist sites in the country.

8.9 Participation in Travel Fairs and Exhibitions

Indiatourism offices overseas have 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 include



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Arabian Travel Market (ATM) in Dubai, ITB - Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt etc.

8.10 Some Major Promotional Activities Undertaken for Overseas Promotion

The Ministry of Tourism, Govt. of India undertook a series of promotional initiatives to aggressively promote tourism to India.

I) Road Shows

As part of the promotional initiatives undertaken, Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry. The Road

Shows comprised presentations on India followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries.

- (i) Road Shows were organized in Thailand, Cambodia and Vietnam during the month of May 2011.
- (ii) Two Road shows were held in New York and Los Angeles in May/June 2011. A bilateral meeting was held with the Ministry of Tourism, Trinidad and Tobago in Port of Spain and a Road show along with food festival was organized in Port of Spain in June 2011.
- (iii) Road Shows in collaboration with the PATA India Chapter were organized in June 2011 in UK and Ireland.



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- (iv) Road Shows were also organized in CIS countries in the month of September 2011.
- (v) Road Shows were organized at Geneva, Paris, Lyon and Zurich to coincide with the Geneva Festival where India was the Guest of Honour country.

II) Fete de Geneve 2011

The Ministry participated in the Fete de Geneve in Geneva from 4-14 August 2011 where India was the Guest of Honour country. The Geneva Festival is being organized since 1923 by recognized private associations in the public interest under the name of 'Geneva Tourism & Convention Bureau'. 18 organisations from India, including State Tourism Departments, participated in the Geneva Festival.

After official inauguration of Geneva Festival by the Mayor of Geneva City the gathering proceeded to the Ella Fitzgerald Stage Area where India presented a 90- minute cultural performance. More than 5000 people watched, admired and applauded the performances.

Confederation of Indian Industry arranged a Seminar in collaboration with Geneva Chamber of Commerce on Tourism and Investment in Tourism titled "Scaling New Heights" Ambassador of India to Switzerland and Ambassador of Switzerland to India addressed the gathering. Incredible India Road Show was arranged in Geneva on the same day. More than 40 agents participated in the Show held in Geneva. Road Shows in Zurich, Lyon and Paris were also a great success.

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Geneva Authorities provided 2500 sq. mts. of space along Geneva Lake to create an Indian Village at the Geneva Festival 2011. The Village set up was very attractive and drew thousands of people every day. The food joint was the major attraction of the village. In addition stalls of Yoga, Wellness and palm reading were very popular with tourists. In addition to creating the Village ambiance, the Cultural troupes added colour to the Village by dancing through operation areas during Tea Break. The artistes livened up the entire atmosphere with their performance.

During the India Evening, the guests were welcomed by draping the venue with beautiful colourful silk stoles. An Indian Bazaar was created in the lounge to showcase Indian arts and crafts.

8.11 PATA Travel Mart 2011

India hosted the PATA Travel Mart 2011 in New Delhi from 6 to 9 September, 2011 followed by the meeting of PATA Board of Directors' from 10 to 11 September, 2011.

The PATA Travel Mart 2011 was attended by 302 buyers and 625 sellers and delegates from all over the world representing tourism authorities, tour operators, travel trade and hospitality organisations, opinion makers and media. In total 47 countries were represented in PATA Travel Mart 2011 in Delhi. B2B Meetings were held during the Mart between the buyers and sellers who came to attend the PATA Travel Mart from all over the world. Arrangements for the event were made by the Ministry of Tourism, in collaboration with PATA India Chapter.

The responsibilities of India as the Host Country for PATA Travel Mart 2011 inter-alia included facilitation at the Airport for Immigration.

8.12 Cannes Film Festival 2011

Ministry has taken an initiative to partner and

collaborate with other Ministries, Departments and various Trade and Industry Organizations and participate in their events in India and abroad depending on the importance and merit of the events proposed.

Under the initiative, the Ministry participated in Cannes Film Festival 2011 jointly with the M/O Information and Broadcasting. Two ITDC Chefs had gone to oversee the culinary preparations for the India Party held on May 16, 2011. Cannes Film Festival and Market is the premier destination for the film business and attracts participation of filmmakers, actors, technical crew, producers and investors from more than 100 countries each year. It is estimated that about 80,000 people visit the event during the course of ten days.

8.13 Food Festivals

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals organized in Port of Spain in the month of June 2011 and to participate in International Culinary Festival in Port of Spain in October 2011.

Support has been extended to Indian Food Festivals organized in Beirut, Lebanon in the month of October 2011 during "Vision of India" and 'Days of Indian Culture' in Tehran organized by the Embassy of India, Beirut and Tehran respectively. The Ministry of Tourism extended support for the food festival organised by Indian Taipei Association in Taipei.

8.14 Outdoor Publicity

For greater visibility of "Incredible India", outdoor advertising campaigns including advertising on taxis / buses / trams, hoardings & billboards have been undertaken in Beijing, Shanghai, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Stockholm, Oslo, Amsterdam, Copenhagen, Gothenburg, Stockholm, London, Manchester,

PUBLICITY AND MARKETING

Durban, Birmingham, Glasgow, Moscow, Vienna, Frankfurt, Munich, Davos, Paris, Cannes, Nice, Zurich, Barcelona, New York, Buenos Aires, San Francisco, Los Angeles, Vancouver, Ottawa, Toronto, Halifax, Quebec City Montreal, Edmonton, Calgary, etc.

To increase the visibility of Incredible India , branding has been undertaken at the major international airports like Changi International Airport in Singapore, Amsterdam, Brussels, Helsinki, Auckland, Christchurch, Sydney, Melbourne, Perth, Brisbane, Adelaide, Los Angeles International Airport and the George Bush

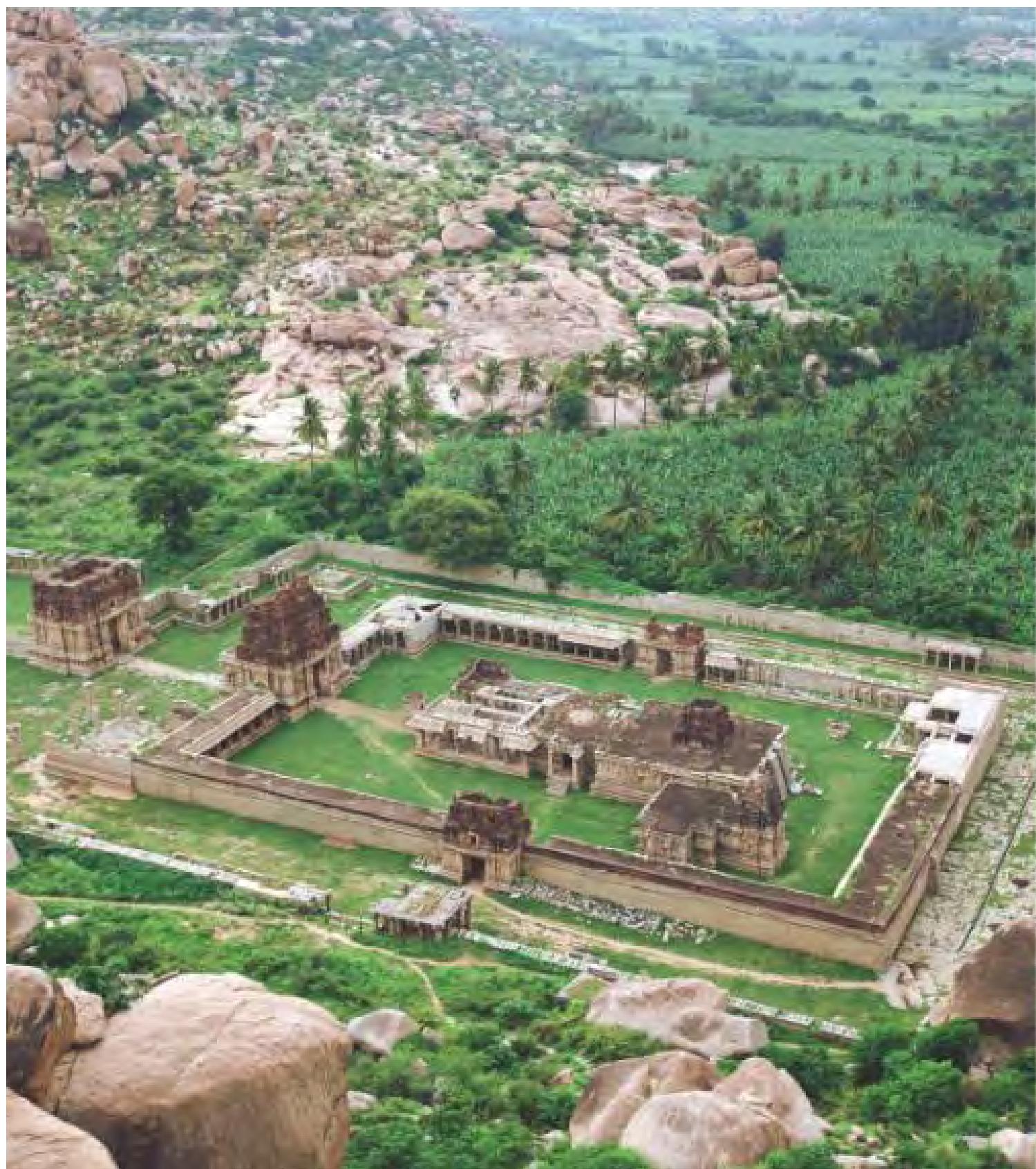
Intercontinental Airport Houston, International Airports of the UAE at Dubai, Sharjah & Abu Dhabi,

8.15 Printing of Brochures

Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish.



Chapter 9 STATISTICS, SURVEYS AND STUDIES



STATISTICS, SURVEYS AND STUDIES

9.1 Information and Research Activities

The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of information on various aspects of inbound, outbound and domestic tourism in India. The 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 undertakes state tourism surveys, studies for preparation of master plans/ perspective plans/ detailed project reports (DPRs) for development of tourism in the country, evaluation studies to find out the effectiveness of

the schemes being implemented by the Ministry, economic and statistical research studies like estimation of manpower requirement in the hospitality sector, feasibility studies, etc.

Preparation of Tourism Satellite Account, to know the contribution of tourism in the GDP and employment of the Country, is also one of the major tasks of the Division.

9.2 Foreign Tourist Arrivals (FTA)

During 2011, FTAs in India were 6.29 million, with a growth of 8.9% over 2010. FTAs in India during 2010 were 5.78 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 11.8%.

9.3 Foreign Exchange Earnings (FEE) from Tourism

Tourism is an important sector of Indian economy



STATISTICS, SURVEYS AND STUDIES

Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2000-2011

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Rs. Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	2649378	6.7	15626	20.6	3460	15.0
2001	2537282	-4.2	15083	-3.5	3198	(-)7.6
2002	2384364	-6.0	15064	-0.1	3103	(-)3.0
2003	2726214	14.3	20729	37.6	4463	43.8
2004	3457477	26.8	27944	34.8	6170	38.2
2005	3918610	13.3	33123	18.5	7493	21.4
2006	4447167	13.5	39025	17.8	8634	15.2
2007	5081504	14.3	44360	13.7	10729	24.3
2008	5282603	4.0	51294*	15.6	11832*	10.3
2009	5167699	-2.2	54960 #	7.1	11394 #	(-) 3.7
2010	5775692	11.8	64889 #	18.1	14193 #	24.6
2011	6290319	8.9	77591 #	19.6	16564 #	16.7

Advance Estimates * Revised Estimates



STATISTICS, SURVEYS AND STUDIES

and contributes substantially in the country's foreign exchange earnings. FEE from tourism, in Rupee terms, during 2011, were Rs. 77591 crore, with a growth of 19.6 %, as compared to the FEE of Rs.64889 crore during 2010.

In terms of US\$, FEE from tourism, during 2011, were US\$ 16564 million with a growth of 16.7 %, as compared to US\$ 14193 million during 2010.

A statement giving FTAs in India and FEE from tourism for the years 2000 to 2011 given at page No. 64.

9.4 Domestic Tourism

The estimates of domestic tourism are compiled on the basis of data furnished by State/UT Governments and other information available with

the Ministry of Tourism. The domestic tourist visits during the year 2010 are estimated to be 740.2 million, showing a growth of 10.7 % over 2009.

9.5 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/Detailed Project Reports (DPRs)/Feasibility Studies and conducting of statistical surveys.

Details of Surveys, Studies, DPRs, etc. currently ongoing or completed during 2011-12 are given at Annexure II.



Chapter 10

INTERNATIONAL COOPERATION



INTERNATIONAL COOPERATION

10.1 Cooperation with International and Multilateral Organizations

Ministry of Tourism, engages in various consultations and negotiations with various international and multi-lateral organisations such as United Nations World Tourism Organization (UNWTO), Economic and Social Commission for Asia and the Pacific (ESCAP), Bay of Bengal Initiative for Multi Sectoral Technical and Economic Co-operation (BIMSTEC), Mekong-Ganga Co-operation (MGC), Association of South East Asian Nations (ASEAN), South Asian Association for Regional Co-operation (SAARC) and South Asian Sub-Regional Economic Co-operation (SASEC).

India participated in the 19th Session of UNWTO General Assembly, 90th and 91st Session of UNWTO Executive Council and 53rd Session of UNWTO Commission for South Asia held in Gyeongju, Republic of Korea from 8th to 14th October, 2011. India has been elected as the Chairman of the UNWTO Commission for South Asia and a member of the Committee for Statistics and Tourism Satellite Account during the Assembly.

India also participated in the Third T-20 Tourism Minister's Meeting held in Paris on 25th October 2011. The T-20 comprises of the Group of Tourism Ministers mainly of the G-20 countries.

10.2 Bilateral/ Multilateral Tourism Co-operation Agreements

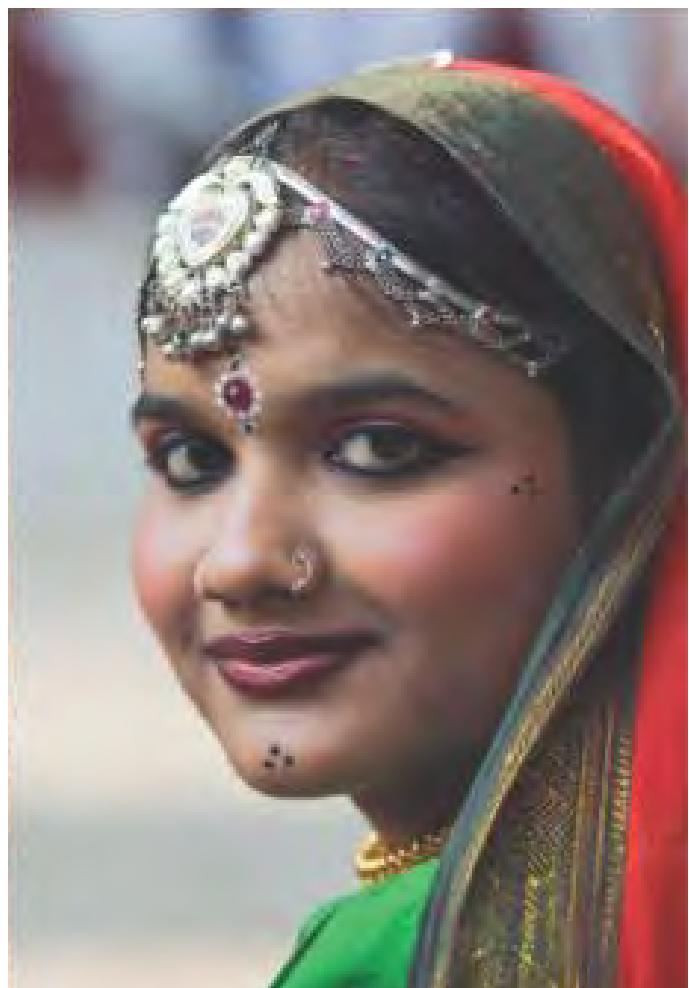
The Division holds consultations and negotiations with other countries for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism, organizes Joint Working Group Meetings with other countries and attends Joint Commission Meetings in coordination with the

Ministries of Commerce, Culture, Civil Aviation, External Affairs, Finance, Petroleum etc for development and promotion of tourism.

India has signed 47 bilateral/tripartite Agreements/MoUs /Protocols with other countries to widen the links of friendship and promote cooperation in tourism sector.

The 3rd Joint Working Group on Tourism Cooperation between India and Indonesia was held on 28th September 2011 in Surabaya, Indonesia for enhancing further development of tourism in both the countries.

India attended the 3rd India-ASEAN Tourism Ministers Meeting held in Manado, Indonesia on 12th January, 2012. During the meeting a MoU



INTERNATIONAL COOPERATION

on Tourism Cooperation between India and ASEAN member countries has been signed on 12.1.2012 in Manado, Indonesia.

10.3 External Assistance

The Ministry of Tourism also takes up development of tourism related infrastructure with external assistance. The projects under implementation/ under consideration for implementation with external assistance are as follows:

a) Ajanta-Ellora Conservation and Tourism Development Project Phase-II

A loan agreement for 7331 million Japanese Yen was signed with Japan Bank of International Cooperation (JBIC) now known as Japan International Cooperation Agency (JICA) on 31st March, 2003 to undertake the Ajanta-Ellora Conservation and Tourism Development Project (Phase II). The main components of the project are monument conservation, improvement of Aurangabad Airport, afforestation, improvement of roads, construction of tourist complexes, water supply at tourist attractions, public awareness activities, human resource development and computerization of tourist information. Work on the project is in full swing and several components of the project have been completed.

b) Uttar Pradesh Buddhist Circuit Development Project.

A loan agreement for Uttar Pradesh Buddhist Circuit Development Project was signed on 31st March, 2005 for an amount of 9495 million Japanese Yen with Japan Bank of International Cooperation (JBIC) now known as Japan International Cooperation Agency (JICA). The scope of the project covers improvement of roads, public utilities, site development, support programmes etc at selected Buddhist sites in Uttar Pradesh.



INTERNATIONAL COOPERATION



Chapter 11

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED



INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

11.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under the administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, the ITDC played a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, the ITDC offered tourism related facilities like transport, duty free shopping, entertainment, production of tourist publicity literature, consultancy etc.

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

After the disinvestment of 18 hotels, 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.

11.2 Organizational set -up

The present organizational set-up at the corporate level comprises Chairman & Managing Director, Functional Directors and heads of business groups viz. Ashok Group of Hotels, Corporate Marketing, Events Management, Ashok International Trade, Ashok Travel & Tours, Ashok Creative, Ashok Institute of Hospitality & Tourism Management and Engineering Services Division etc. supported by Human Resource Management, Finance & Accounts, Vigilance & Security, Administration and Secretarial, etc.

11.3 Network of ITDC Services

The present network of ITDC consists of 8 Ashok

Group of Hotels, 7 Joint Venture Hotels (including one yet to be completed hotel), 1 Restaurant, 11 Transport Units, 1 Tourist Service Station, 5 Duty Free Shops at airports / seaports, 2 Sound & Light Shows and 3 Catering Outlets. Besides, ITDC is also managing a Hotel at Bharatpur and a Tourist Complex at Kosi.

11.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs.8.47 crore in the paid up capital of seven subsidiary companies as on 31.01.2012 (provisional) :

Subsidiary Companies	(Rs. in crore)
	ITDC's Investment
MP Ashok Hotel Corporation Ltd.	0.82
Utkal Ashok Hotel Corporation Ltd.	4.69
Ranchi Ashok Bihar Hotel Corporation Ltd	0.36
Assam Ashok Hotel Corporation Ltd.	0.51
Pondicherry Ashok Hotel Corporation Ltd.	0.31
Donyi Polo Ashok Hotel Corporation Ltd.	0.51
Punjab Ashok Hotel Company Ltd.	1.27
Total	8.47

11.5 Capital Structure

The details are as under:-

	(Rs. in crore)	
	2009-10	2010-11
Authorized Capital	150.00	150.00
Paid up Capital	85.77	85.77
Reserves & Surplus	228.03	219.44
Net Worth	313.80	305.21
Capital Employed	231.14	242.10

Authorized capital and paid up capital remain unchanged as on 31.01.2012.

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

The Government has contributed Rs. 73 crore towards additional equity in December 2007 and the allotment of shares has been made during September, 2009.

11.6 Pattern of Shareholding

The authorized and paid-up capital of the Corporation as on 31.01.2012, stood at Rs. 150 crore and Rs. 85.77 crore respectively. The pattern of shareholding is indicated below:

Government	92.108%
Indian Hotels Ltd.	7.870%
General Public & Employees	0.022%

11.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last four years and for the year 2011-12 are given in table.

Annual Accounts for the financial year 2010-11 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

11.8 Plan Schemes

For the financial year 2011-12, the budget estimate for capital outlay is Rs. 94.12 crore. The same has been reviewed and the revised capital outlay for the

year 2011-12 has been estimated at Rs. 41.58 crore which includes renovation of Hotel properties for Rs. 37.92 crore.

11.9 Memorandum of Understanding (MoU)

The MOU for the year 2011-12 was signed between the Ministry of Tourism and ITDC envisaging targets for financial and non-financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

11.10 Ashok Group of Hotels

The Ashok Group of Hotels has been playing host to several prestigious national and international level conventions and events. In spite of the low season during the period, The Ashok Group hosted many events pertaining to Tourism bodies like PATA-2011, TAAI, IATO, PATWA etc. The 3-day PATA Travel Mart 2011 witnessed a grand inauguration by Hon'ble Minister of Tourism at The Ashok, New Delhi. The event was attended by 135 media persons, 625 seller and 302 buyer delegates. Total number of delegate for all events was in excess of 1200.

Many prestigious events for various Ministries including Environment and Forests, Water

(Rs. in crore)

	2007-08	2008-09	2009-10	2010-11	2011-12 (Prov. up to Jan. 2012)
Turnover	470.27	413.43	299.75	392.36	341.67
Operating Profit (Before Interest & Depreciation)	77.45	42.95	-8.53	-6.88	24.38
Profit before Tax	69.41	38.19	-20.51	-11.73	18.01
Profit after Tax	44.08	25.38	-14.31	-8.59	*
Direct Foreign Exchange Earnings	57.23	20.10	15.09	14.12	6.84

* This will be worked out after finalization of annual accounts.

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

Resources, External Affairs, Tourism and Lok Sabha Secretariat were hosted successfully.

The Ashok Group of Hotels played host to several important dignitaries and delegates from Airport Authority, Income Tax department, Fertilizer Association of India, Archaeological Survey of India, various medical associations and bodies, 58th National Film Awards, Asia Golf Show, Smart Card Expo, Bridal Asia and Jalsa etc. MMTC Exhibition of Gold was organized at The Ashok, New Delhi for a period of 10 days and it invited huge footfalls as well as publicity. The Ashok, New Delhi was also the proud venue for the celebrations for 'Civil Services Day'. Teachings of HH Dalai Lama were also organized at The Ashok attracting large publicity.

Important groups and tourists from various countries and through important Travel Agents were hosted at hotels. Hotel Janpath has been hosting prestigious German Tourist Series - Tour

Vital and Ganges Cruise. Amongst cultural events hosted were Delhi International Festival-Inaugural Dinner cum cultural performance by Whirling Dervesh Dancers, "Zashn-E-Hindustan" - a cultural evening in association with North Central Zone Cultural Centre, Ministry of Culture, Launch of Music Album- "Padharo Mhare Desh" in association with Arpan Foundation, Jaipur, an evening of "Fuel Clones Festival" presented by Performers Collective School of Music and Book launch "Not Made in Heaven" and "Cook Easy Non Greasy" by Smt. Ranjana Khanna and Dr.Taisha Abraham respectively.

At The Ashok, New Delhi, 45th Foundation day of ITDC was celebrated on 1st October, 2011. Simultaneously, the other outstation units of The Ashok Group of Hotels celebrated the event at their respective venues. The celebrations included a cultural programme by distinctly abled artistes from Ability Unlimited Foundation.



INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

The award for 'Best restaurant for India Food' was conferred upon 'The Oudh' restaurant at The Ashok, New Delhi by Safari India National Tourism Awards and PATWA. 'LAP' club at Samrat hotel was a part of post F-1 race event. Other high-end outlets namely Shiro, newly opened Mobius and Chakras at Samrat hotel in New Delhi together with China Garden, Mashrabiya, SagarRatna, F-Bar, Capitol, Frontier and Kumgang at The Ashok and Swagath at Janpath hotel also attracted large footfalls and media attention. Special deals and promotional festivals were organized at various F&B outlets from time to time.

Ashok Group of Hotels globally popularized Indian cuisine by participating in various food festivals and promotional events across the Globe, including in countries such as Moscow, Almaty (Kazakhstan), Kiev (Ukraine), Port of Spain, Cannes, Vietnam, Lebanon.

11.11 Ashok Events Division

The Ashok Events division is managing Events, Conference and Exhibitions, etc. both within the country and abroad since 2002. As an Event Manager, it is responsible for planning, coordinating and delivering various requirements/arrangements that contribute to the success of an event, conference, exhibition etc. It has established itself as a major Professional Conference Organizer and as a leading Event Manager.

Some of the major events handled by the division during 2011-12 include: Fetes de Geneve, Road shows in Russia, Ukraine and Kazakhstan of Ministry of Tourism, 150th Birth Anniversary Celebrations of Noble laureate Kavi Guru Rabindranath Tagore, Income Tax International Conference, Indo-US Bilateral dialogue on Climate Change, National Awards function of Micro, Small and Medium Enterprises (MSME), India Pavilion for PATA 2011 and India evening at WTM 2011.

Through its event management activity, the division also acts as a catalyst in the generation of business for other Divisions of the company like Ashok Group of Hotels, Ashok Creatives and Ashok Travel and Tours.

11.12 Ashok International Trade (AIT)

AIT Division of ITDC facilitates duty free shopping facilities to international travelers ITDC is consolidating its duty free business at seaports. Presently there are three duty free shops at Kolkata, Haldia and Chennai seaports. In addition to them, ITDC is also operating duty free shops at Coimbatore and Goa airports.

ITDC has secured concession rights to operate duty free shops at Goa and Mangalore seaports. The division also plans to bid for concession rights of duty free shops at small airports.

11.13 Ashok Travels & Tours

Ashok Travels & Tours (ATT), the in-house Travel Agency of ITDC with pan India presence, provides all travel related services namely air tickets, transport, tour packages etc. During the year, ATT handled an event of ASI at Kolkatta, called 'Treasures of Ancient China'. A new package tour 'Gandhi Darshan, has been launched for tourists in Delhi. ATT has also appointed General Sales Agent (GSA) for air ticketing business at Mumbai. It is also in process to start air ticketing business at Mumbai Office and accreditation of IATA for this purpose at Mumbai.

11.14 AshokCreatives

The Ashok Creatives, with its commitment towards tourism promotion, continued to extend its expertise in tourism promotion and development projects of Ministry of Tourism and other clients.

The Division is focusing on sourcing more work

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

from its existing and new clients viz. Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) and National Council for Hotel Management & Catering Technology (NCHMCT) etc. for execution of creative and print assignments. Simultaneously, marketing efforts are being made to source in works from prospective clients as well.

Advertising assignments on behalf of Ministry of Tourism, Ministry of Culture and Central Pollution Control Board were undertaken. Advertisements and exclusive advertorials on recent activities of ITDC and its hotels were released in the print media.

Ashok Creatives designed and produced works for Ministry of Tourism and ASI besides production of collaterals for various Ministerial Conferences and Events handled by Ashok Events.

Ashok Creatives Division being a pioneer in mounting of SEL Shows is continuing with its efforts to introduce more shows in the country. The projects are sanctioned from Ministry of Tourism, Govt. of India or from the State Governments. At present, the Division is in the process of implementing the SEL Shows at Ross Island (Andaman & Nicobar Islands), Cellular Jail (Andaman & Nicobar), Red Fort (Delhi), Sarnath (Uttar Pradesh), Sabarmati Ashram (Ahmedabad), Kanyakumari (Tamilnadu), TalatalGhar (Assam), Deoghar (Jharkhand), Hampi (Karnataka), Ludhiana (Punjab). The SEL Shows at Purana Quila and at Red Fort are being operated by the Ashok Creatives Division.

The Division is in the process of working on the proposed SEL Shows in J&K at various locations like Shalimar Bagh, Multimedia Show at Dal Lake, PariMahal in Srinagar, Bagh-e-Bahu (Jammu), Katra and Leh. Discussions are also on for SEL Show at Pinjore Gardens, Haryana

11.15 Public Relations and Culture Division

Public Relations & Culture Division continued its mandate to promote and maintain image of the Corporation in the right perspective.

Constant liaison with the media ensured positive coverage and good feedback of new initiatives, joint associations and activities. Guest comments are commendable.

"Ashoknaama", the quarterly bilingual house journal (print as well as cyber editions), was launched after a long gap and was released in January-March 2011 (first quarter), April-June 2011 (second quarter), July-September 2011 (third quarter) and Oct.-Dec. 2011 (fourth quarter). The four issues of the publication received commendable responses both from the in-house as well as outside public.

A commemorative brochure titled "Story of an incredible journey" was conceptualized and produced on the 45th Foundation Day Celebrations of ITDC held at The Ashok Amphitheatre. Celebrations included an exclusive cultural programme by distinctly-abled artists.

On the cultural front, several events were organized at The Ashok Amphitheatre. Book launches and music album releases were also organized with individuals as well as renowned organizations to promote talent in the field of arts and culture

11.16 Ashok Consultancy and Engineering Services Division

The Ashok Consultancy and Engineering Services Division mainly work in the following three areas:

- I. Execution of tourism infrastructure projects.
- II. Consultancy Services to Ministry of Tourism and State Tourism Departments.

INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

III. Engineering works of ITDC and Joint Venture hotels.

The Division continues to be involved in renovation of various properties of ITDC and in preparing of Detailed Projects Reports for the development of major tourist circuits/destinations in various states of the country. Some of the important Detailed Projects Reports being prepared by the division during the year are:

1. Preparation of DPR for development of Little Andaman as a tourist destination.
2. Preparation of DPR for setting up of a hotel at Agartala, Tripura.

The division is also executing tourist infrastructure projects funded by Ministry of Tourism/various State Governments in various states like UP, Arunachal Pradesh, Punjab, Puducherry, Manipur and J&K etc.

11.17 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is Human Resource Development division of India Tourism Development Corporation Ltd. This institute came into existence in 1971 for in-house training of staff and executives in ITDC hotels. In 2002, this ISO 9001-2008 certified Institute became full-fledged



INDIA TOURISM DEVELOPMENT CORPORATION LIMITED

strategic business division for undertaking Education and Training related assignments in the hospitality sector.

The AIH&TM has been conducting 04 years degree course in Bachelors in International Hospitality and Business Management (BIHBM) in association with Kurukshetra University and 03 years course in Bachelors in Business Administration (International Hospitality Management) in affiliation with Guru Gobind Singh Indraprastha University.

AIH&TM has also been conducting the following training programs:

- One year training in Air Hostess, Travel & Hospitality Management sponsored by Department of North East Region (DONER) at Bangalore.
- 06 and 08 weeks skill development training in F&B Service and Food Production for youths under the Hunar-se-Rozgar scheme of Ministry of Tourism.
- Capacity Building for Service Providers (CBSP) programmes of the Ministry of Tourism, Government of India as its implementing agency on all India basis. Under CBSP programme implementation, 'Tourism Awareness' training has been conducted for Immigration Officers & Taxi Drivers etc. In addition, CBSP training has also been conducted for Uttarakhand Tourism, Nagaland Tourism, Himachal Pradesh and J&K Tourism.
- Imparting on-the-job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- Designing & conducting customized Hospitality related Training Programmes for prestigious Institutions like State Tourism Department, Indian Railways, Foreign Service Institute, etc.

MOU has also been signed with National Institute of Open Schooling (NIOS) for offering one year duration Certificate/Diploma courses in Food Production, Bakery & Confectionary, Front Office, Housekeeping and F&B Service.

11.18 Corporate Social Responsibility (CSR)

ITDC as CSR initiative is imparting training for skill development to the interested youth between the age group of 18-28 years of age and who are minimum 8th class pass under "Hunar Se Rozgar" scheme. The scheme is currently being run at three Delhi Based Hotels that is Ashok, Samrat, Janpath and hotels located at Guwahati, Ranchi, Patna and Bhopal.

ITDC is also paying stipend of Rs. 1400 to each trainee through its own resources. On completion of the training, AIH&TM also assists the students in finding suitable placements.

11.19 Human Resource Management

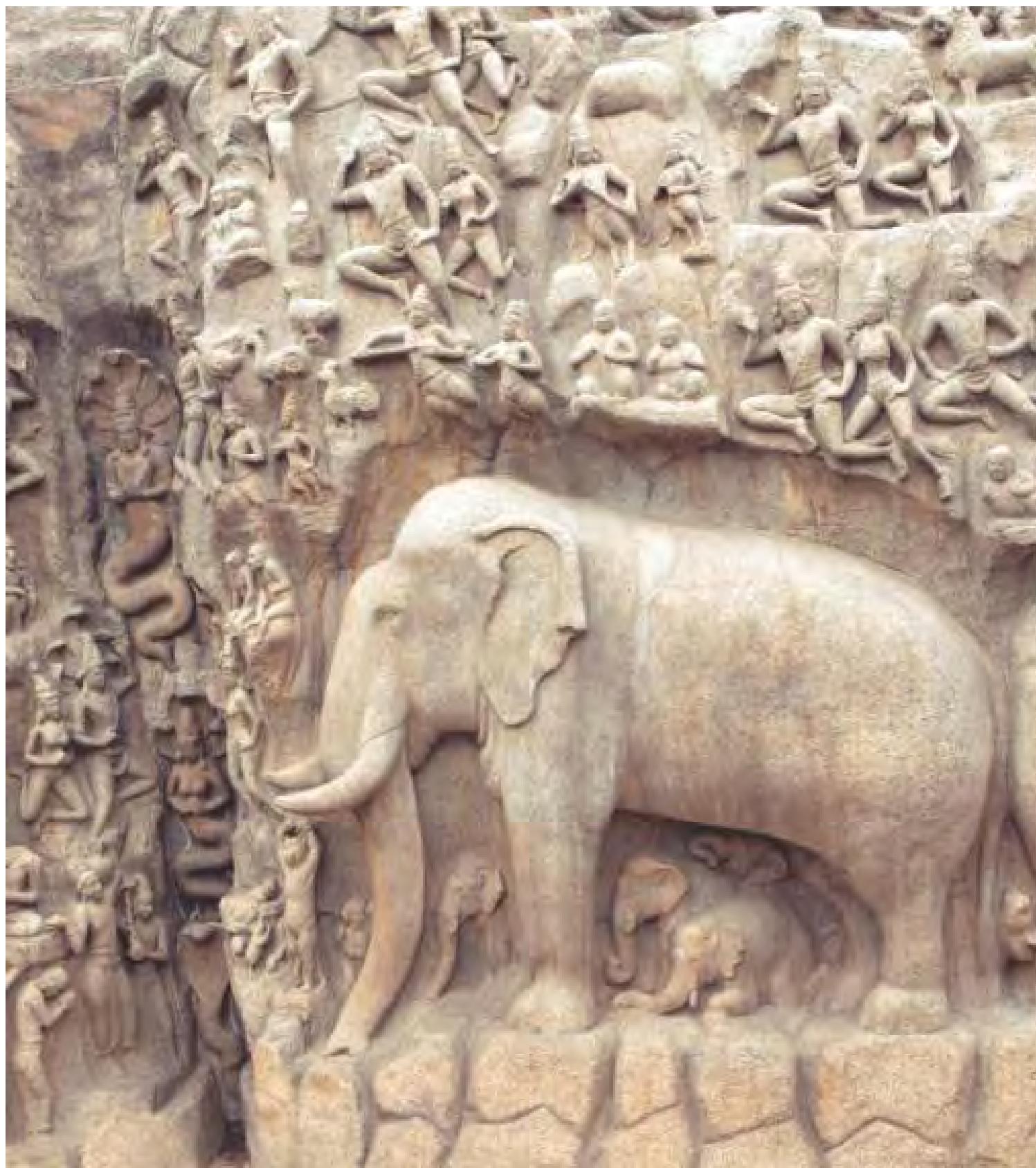
Human Resource Management Division is vital especially for service industry. The expected manpower of ITDC as on 31.03.2012 is 2038. Out of 2038 employees, 608 employees belong to Scheduled Castes (SCs), 48 Scheduled Tribes (STs) and 100 to other backward Classes (OBCs).

11.20 Industrial Relations

The overall industrial relations situation in ITDC continued to be harmonious and cordial. There was no loss of man days in ITDCHqrs. and its units as on 31.01.2012.

Chapter 12

WELFARE MEASURES & VIGILANCE



WELFARE MEASURES & VIGILANCE

12.1 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 matters of Scheduled Caste and Scheduled Tribe employees of the Ministry and its attached/ subordinate offices is a Director level Officer. The Cell issues directions to all the administrative authorities for compliance with the reservation orders issued from time to time.

12.2 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 the Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.

12.3 Employment Opportunities to Physically Challenged Persons

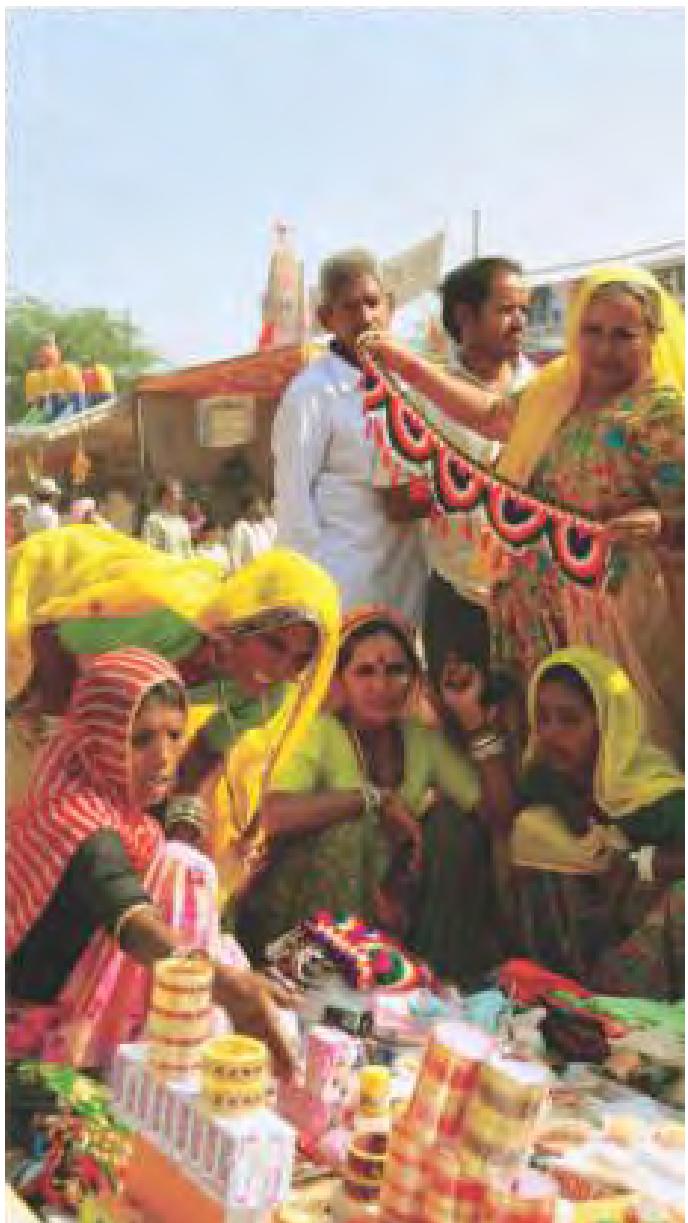
There is no specific scheme or budget allocation for disabled persons in the sphere of activities of the Ministry. As per Government orders, efforts are continued by the Ministry for exploring job opportunities for physically challenged persons.

12.4 Complaints

The Ministry of Tourism has a Complaint Cell headed by Assistant Director General. Regional Complaint Cells exist in the Regional Indiatourism offices. The State Governments have also been requested to set up Complaint Cells at the state level.

12.5 Vigilance

The Vigilance Division in this Ministry is headed by a Chief Vigilance Officer of the rank of Joint Secretary, assisted by a Director, Under Secretary and Confidential Assistant. All possible efforts are made to process complaints received in the Ministry and to get them investigated on time. Wherever necessary, the cases are also referred to the Central Vigilance Commission / Central Bureau of Investigation (CBI).



Chapter 13

PROGRESSIVE USE OF HINDI



PROGRESSIVE USE OF HINDI

13.1 Joint Director, Official Language (OL) heads the Hindi Unit. The Unit ensures compliance with the provision of the Official Language Act 1963, Official Language Rules and various orders/instructions issued by the Department of Official Language from time to time on progressive use of Hindi for official purposes.

13.2 Apart from monitoring the implementation of the Official Language Policy and Programmes of the Government, the Unit arranges training of the staff in the use of Hindi, Hindi typing and Hindi Stenography, preparation of bilingual documents and translation from English to Hindi and vice-versa. The Official Language Implementation Committee (OLIC), constituted under the Chairmanship of Additional Director General (Tourism), holds regular quarterly meetings for necessary follow-up on the progressive use of Hindi. Meetings of the Committee were held on 26.04.11, 29.09.11 and 23.12.11.

13.3 The Ministry of Tourism has a scheme (introduced in 1989) named "Rahul Sankrityayan Parytan Puraskar Yojana" to award books written originally in Hindi on subjects related to Tourism. Under this scheme there are first, second and third prizes of Rs. 20,000, Rs.16,000 and Rs. 10,000 respectively and one consolation prize of Rs.6,000. The following four books have been given the awards under the said scheme for the year 2010-11:

13.4 Correspondence in Hindi

In pursuance of Section 3(3) of the Official Language Act, 1963, all resolutions, notifications, communiqües, press releases, rules, regulations, administrative reports and all official papers meant for laying in the Parliament were issued bilingually and efforts were made to achieve the targets of correspondence in Hindi with offices located in "A" "B" & "C" Regions.

13.5 Translation and Bilingual Printing of Manuals, Rules, etc.

All the manuals, codes, etc. being used in the Ministry are the ones prescribed and brought out by the Department of Personnel & Training. However, all other rules relating to Tourism, such as Guidelines regarding Hunar se rozgar tak, capacity building for golf assistants/caddies, Project approval and classification of Time Share Resort, Convention Centre, Apartment Hotels, MDA Scheme etc. have been translated in Hindi.

13.6 Special Measures for Promoting the Use of Hindi

- i. Notifying Office under Rule 10(4): The Ministry of Tourism has already been notified under Rule 10(4) of the Official Language Rules, 1976 for doing original official work in Hindi.
- ii. Incentive Scheme and Cash Awards: Under the

S.No.	Title of the Book	Author	Prize
1.	Andaman Ka Ros Island	Mrs. Krishna Veni	First
2.	Virasaton Ki Khoj-Part 3	Mr. Hemchandra Saklani	First
3.	Wahan Malay Sagar Tak	Mr. Rajendra Upadhyaya	Third
4.	Samposhit Paristhitikiya Paryatan	Mr. Bajrang Lal Jethu	Consolation

PROGRESSIVE USE OF HINDI

annual Incentive Scheme for doing original official work in Hindi in the Ministry for the year 2010-11, two first prize of Rs. 1000/- each have been given, with one for Hindi speaking group and one for non-Hindi speaking group.

iii. Hindi Diwas and Hindi Pakhwada: Hindi Pakhwada was organised in the Ministry of Tourism from 15th-29th September, 2011. Nine competitions namely Essay in Hindi, Noting Drafting in Hindi, Rajbhasha Gyan, Hindi Aashubhashan, Quiz, General Knowledge, Hindi Bhasha Gyan, Tourism Memoirs, and Hindi Typing were held during this period. Cash Prizes and Certificates were awarded to the winners.

iv. Hindi Workshop: Hindi workshops are arranged for the officers/employees to encourage them to work in Hindi. Four workshops were organized on 26.07.11, 28.09.11, 29.09.11 and 01.01.12 in which 23, 10, 15 and 24 respectively officers/ officials participated.

13.7 Hindi Salahakar Samiti

Hindi Salahakar Samiti of the Ministry of Tourism has been reconstituted on 9th May, 2011.

13.8 Official Language Policy related inspection

In pursuance of the Official Language Policy in the Ministries/Departments and their attached/subordinate offices etc. of Central Government, inspections of 6 Sections/Divisions in the Headquarters of the Ministry and 11 attached/subordinate offices were carried out till 10.02.12.

13.9 Inspection of Committee of Parliament on Official Language

Committee of Parliament on Official Language inspected Hotel Kalinga Ashok, Bhubaneswar on 06.06.11.



PROGRESSIVE USE OF HINDI



Chapter 14

GENDER EQUALITY



GENDER EQUALITY



Tourism is a service industry with a strong female presence. That is all the more reason why gender sensitization and ensuring equal rights to the women and men are important concerns of the Ministry. The Ministry of Tourism is committed to the Articles 15, 16 & 39 of the Constitution of India that prohibit discrimination of any form against women and to provide for equal opportunity and equal pay for equal work, irrespective of sex.

Women Officers in the Ministry are posted at the Headquarters, in Regional Offices and also in the Overseas Offices. The women employees of this Ministry play a pivotal role in the organization of conferences, seminars, exhibitions & road shows of national and international importance.

The Ministry has a Grievances Cell for women to address problems and grievances faced by them.



Chapter 15

CAT CASES



CAT CASES

The following cases involving the Ministry of Tourism and its subordinate offices are pending before the Central Administrative Tribunal (CAT) as on 31.12.2011:-

1. Sh. Siiddharth Bodwal the applicant has challenged the selection procedure for the post of Assistant Director in CAT New Delhi. The Government counsel has been requested to prepare the draft reply, DOPT has also been requested for their comments.
2. Shri Gyanender Upadhayay challenged MOTs order dated 20.01.2010, regarding deduction of his retirement benefits in CAT Ahmedabad.
3. Mrs. Rajshree Agarwal, Junior Hindi Translator v/s Ministry of Tourism in CAT Kolkata. The matter pertains to promotional avenues of Junior Hindi Translator in the Ministry of Tourism.
4. Shri Sukomal Sarkar, ad-hoc Tourist Information Officer (now UDC) v/s Ministry of Tourism, in CAT Kolkata.
5. Shri Sunil Kumar, ad-hoc Safaiwala has filed an O.A. in CAT New Delhi for regularization as Safaiwala.
6. Ms. N. Vashnavi has filed an O.A. in CAT New Delhi, to call for interview in UPSC, for the post of AD.
7. Shri Bachan Lal, ad-hoc Tourism Information Officer has filed an application in CAT New Delhi for releasing his salary and regularization as Tourist Information Officer.
8. Shri B.B. Mukherjee v/s G.O.I. before CAT Kolkata. The applicant has sought grant of first ACP after completion of 12 years of regular service on 2/11/2001 as information assistant in the next higher scale of Rs. 6500- 10500 (pre-revised).
9. Shri Gopi Kishan Raina, UDC India Tourism, Jaipur (Retd. in Oct. 2010) filed an O.A. in CAT Jaipur for granting of 2nd financial upgradation under ACP & other benefits under ACP Scheme.
10. Ms. Bhavana Shinde & Others v/s Union of India and others in CAT Mumbai, regarding grant of ACP. Non-compliance of Govt. order of 5th pay commission.
11. Shri Vivek Angra has filed an O.A. in CAT New Delhi against the disciplinary proceedings initiated by the Ministry of Tourism.
12. Sh. J.P. Shaw, RD North has filed an O.A. in CAT Chennai regarding Foreign Posting.



Chapter 16

IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005



IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

16.1 The Right to Information Act (RTI Act), 2005 of the Government of India seeks to promote transparency and accountability in the working of every public authority and to empower citizens to secure access to information available with them. To this end, in accordance with the provision of Section 4 (I) (b) of this Act 2005, the Ministry of Tourism brought out a handbook for information and guidance of the stakeholders and general public and posted it on the Ministry's official website www.tourism.gov.in under a distinct section namely RTI Act. The handbook provides information on various schemes, projects and programmes being implemented by the Ministry along with its organizational set-up, functions and duties of its officers and employees, records and documents available, etc. It is appropriately hyperlinked to other sections of the website.

16.2 Information on the activities of the Ministry is provided in its Annual Reports. These Reports are available on the Ministry's website.

16.3 The Ministry designated thirty four of its officers as the Central Public Information Officers (CPIOs) with each CPIO responsible for a distinct functional domain. Sh. A.K. Gupta, Additional Director General has been designated as the First Appellate Authority for the Ministry.

16.4 Information that is not available in the handbook and the official web-site can be obtained after paying the requisite fee.

Shri A.K. Gupta, Additional Director General has been nominated as Transparency Officer for Implementation of the Provisions of RTI Act,



Chapter 17

DEPARTMENTAL ACCOUNTING ORGANISATION



DEPARTMENTAL ACCOUNTING ORGANISATION

17.1 Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges this responsibility with the assistance of the Additional Secretary & Financial Adviser (AS&FA) of the department and the Financial Controller. The Financial Controller heads the accounting organization and reports to the Secretary through the AS & FA. The accounting organization comprises the Principal Accounts Office, Internal Audit Wing and one Pay & Accounts Office at Delhi. The Financial Controller is Head of the Department for the accounting organization and is responsible for:

- (i) Consolidation of the accounts of the Ministry of Tourism in the manner prescribed by the Controller General of Accounts.
- (ii) Preparation of Annual Accounts of Demands for Grants for the Ministry of Tourism, submission of Statement of Central Transactions and the materials for the Finance Accounts of the Union Government (Civil) to the Controller General of Accounts.
- (iii) Payment of loans and grants to the State Governments through the Reserve Bank of India.
- (iv) Preparation of manuals keeping in view the objective of management accounting system, if any, for rendition of technical advice to Pay & Accounts Offices, maintaining necessary liaison with the Controller General of Accounts Office and to effect overall coordination and control in accounting matters.
- (v) Maintaining Appropriation Audit Registers for the Ministry of Tourism as a whole and to watch the progress of expenditure under

various Grants operated by the Ministry of Tourism.

- (vi) Arranging internal inspection of payments and the accounting records maintained by various subordinate formations and Pay & Accounts Offices of the Ministry and inspection of records pertaining to the transactions of the Ministry of Tourism, maintained in Public Sector Banks.

Pay & Accounts Office carries out pre-check of bills submitted by the Drawing & Disbursing Officers (DDOs) for payment. In some cases, Pay and Accounts Officers authorize Cheque Drawing & Disbursing Officers to operate funds up to a certain level through issue of "Letter of Credit". All payments made by DDOs are subject to post-check. Any discrepancies/shortcomings found in the working of the DDOs (both cheque & non-cheque drawing) are pointed out in the Internal Audit reports of those offices.

17.2 The Pay & Accounts Office

The Pay and Accounts Office compiles the monthly accounts on the basis of the receipts collected and the payments authorized by them after reconciling and incorporating the accounts of cheque Drawing & Disbursing Officers (DDOs) and submit these accounts to the Principal Accounts Office. The other important functions of the Pay & Accounts Office include authorization of Loans/Grants-in-aid to statutory bodies/other institutions, maintenance of General Provident Fund accounts and settlement of retirement benefits of Government employees, including authorization of pension etc.

Ministry of Tourism operates Grant No. 94 for which the Budget Provision during 2011-12 is as under:

DEPARTMENTAL ACCOUNTING ORGANISATION

(Rs. in crore)	
Revenue Section	
Plan	1095.99
Non-Plan	70.76
Capital Section	
Plan	04.01
Non-Plan	00.00
Total	1170.76

17.3 Use of Information Technology

The office of the Financial Controller has taken a number of measures to implement Computerization and introduce IT for overall improvement and transparency in the accounting function of the Ministry, in accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts.

(i) COMPACT

One of the important initiatives in Computerization of Accounting System, taken at the initiative of the o/o Financial Controller, is the implementation of COMPACT package which touches upon the functioning of most of the areas in the Pay & Accounts office. The overall objective toward development of COMPACT has been to achieve accuracy and speed in various functions of the Pay & Accounts Office, in addition to removing routine drudgery of manually writing the same data again and again. Computer support is being used through this package to ensure that once the accounts data are entered, the same can be used at various places without the need of re-entering for other purposes like compilation of monthly accounts, or generating MIS Reports, etc.

The system not only enriches the accounting and provides better management information, it also helps in improving the analysis of the accounting information. There are various functions, especially those relating to reconciliation, which

involve a lot of manual drudgery. This package helps in taking care of such functions, apart from improving the overall accuracy and exchequer control through the system. The package also provides for internal controls and audit through computerized validation and thus is of great help in improving the quality of accounts.

(ii) E-Lekha

The Pay and Accounts Office of this organization is regularly uploading the data in e-lekha on daily basis at website www.cga.nic.in/elekha/elekhahome.asp. This facilitates the Headquarters to generate expenditure statement at any given point of time for managerial decision making purpose. The status of expenditure can be glanced through at any time with help of E-Lekha.

(iii) CONTACT

These accounts are consolidated in Principal Accounts Office through software called "CONTACT". The compilation is done by the Pay and Accounts Office in COMPACT, and a CD is generated and forwarded to Principal Accounts Office. The Principal Accounts Office consolidates the accounts through these CDs in CONTACT software. The consolidated account of the Ministry is kept in the Headquarters and its print out is taken for comparison with the PAOs uploaded accounts through e-lekha. The Principal Accounts Office also checks the monthly accounts submitted by the PAOs in e-lekha and then forwards the same to office of the Controller General of Accounts in e-lekha.

(iv) Central Plan Scheme Monitoring System (CPSMS)

The Principal Accounts Office has a major role to play in CPSMS Portal, a system developed for monitoring of Plan Schemes. The Principal Accounts Office performs the following functions in CPSMS Portal:

DEPARTMENTAL ACCOUNTING ORGANISATION

- (i) Registration of PAOs, CDDOS & Programme Divisions.
- (ii) Checking & forwarding of Agency for registration to Project Cell, office of the Controller General of Accounts.
- (iii) Generation of e-bill for payment to States of Sikkim and Delhi.
- (iv) Uploading of Advice Number and Clearance Memo against each Sanction ID generated for payment to State Governments, except Sikkim and Delhi, of pending Sanction IDs.
- (v) Monitoring through various reports in CPSMS Portal.

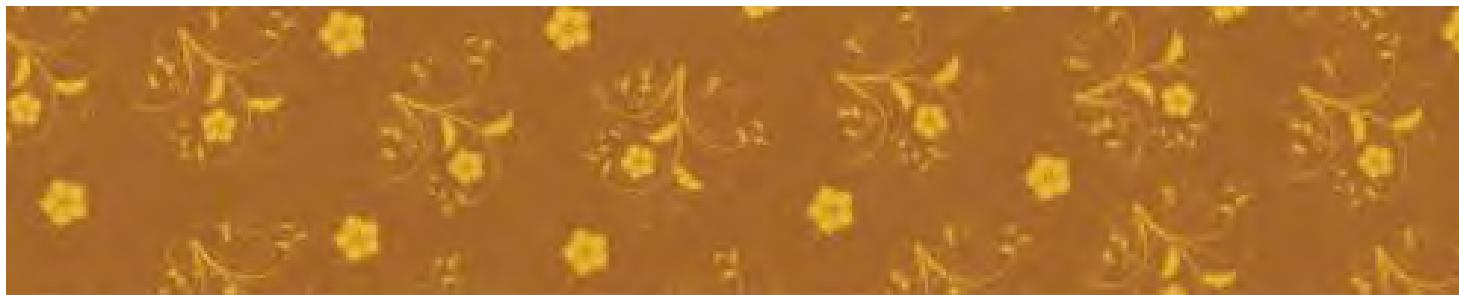
The Principal Accounts office through NIC is regularly uploading Monthly receipts and Payments figures at website www.tourism.nic.in. The Monthly MIS is also submitted online to Controller General of Accounts through its website www.cga.nic.in.

Apart from these initiatives, a system of e-payment is being undertaken in the Pay & Account Office. The e-payment system developed is a fully secured web-based system of electronic payment services which introduces transparency in Government Payment. Under this system payment is made by credit of money directly in to the bank account of the payee through a digitally signed e-advice generated from COMPACT through the "Government Payment Gateway (GePG)" on a secured communication channel.

17.4 Internal Audit

Internal Audit functions as an important tool for reviewing of accounting, financial and administrative functions. It highlights the important areas of deficiencies. The Internal Audit provides a basis for taking remedial and corrective measures to avoid audit objections. Internal Audit Wing in the Ministry of Tourism is headed by the Financial controller who is assisted by the





Assistant Financial Controller, one Senior Accounts Officer and four Assistant Accounts Officers.

The Internal Audit Section at the headquarters maintains a Control Register of Internal Audit for each financial year to serve as a basic and permanent record of the inspection of various units carried out by the Internal Audit Inspection Wing. The Internal Audit Section at the headquarters draws an Internal Audit Plan based on the classification of the units to be audited annually, biannually depending on the budget allocation and staff strength of the units. Every year in the first week of March, particulars of all units due for inspection during the ensuing financial year are

recorded in the Control Register of the next financial year. Based on such information, Internal Audit programmes are prepared on quarterly basis. Intimation of the proposed visits of the Inspection parties is sent to the concerned Heads of the Offices/Pay and Accounts Offices at least one month in advance so that all the (accounts books and other) relevant records are kept ready to facilitate smooth working of the inspection.

Scope of Internal Audit

The Principal Accounts Office, the Pay and Accounts Offices as well as the offices of the D.D.Os in Ministries/Departments, other Govt. of India offices abroad, are within the jurisdiction of internal audit. In addition to these offices, internal audit is required for the implementing agencies for various schemes and programmes of the Ministry/Department. Internal Audit also checks the initial accounts maintained in the executive offices to ascertain the extent of following of the rules and regulations, system and procedures in accounting and financial matters. The scrutiny covers checking of all accounting records including those relating to fund accounts, loans and advances and examination of records relating to physical verification of stores, equipments, tools and plant. The accounts of all grantee Institutions or Organizations are also open to inspection by the sanctioning authority and audit, both by the Comptroller and Auditor General of India under the provision of CAG (DPC) Act 1971 and internal audit by the Principal Accounts Office of the Ministry or Department.

Duties of Internal Audit

- (i) To Study of accounting procedures prescribed for the department with a view to ensuring that they are correct, adequate and free from any defects or lacunae;
- (ii) Watch over the implementation of the prescribed procedures and the orders issued



from time to time.

- (iii) Scrutiny and check of payments and accounting work of the accounting units;
- (iv) Investigation of important areas in accounting and other connected records;
- (v) Coordination with other Ministries and G.G.A. regarding internal audit procedures;
- (vi) Periodical review of all accounts records;
- (vii) To examine and report on points or irregularities brought to its notice by the Principal Accounts Office/P.A.Os; and
- (viii) Preparation and submission of Annual Review on performance of internal audit wing to the Controller General of Accounts.

Internal Audit Performance

The number of units due for audit in the financial years 2010-11 & 2011-12 and audited in 2010-11 & in 2011-12 (up to December) are as under:-

	No. of Units due for audit	No. of units audited	No. of units due for audit	No. of units audited
	2010-11	2010-11	2011-12	2011-12 (upto Dec.)
Outside Delhi	35	26	34	12
Delhi	05	05	05	02
Overseas	13	04	14	00
Total	53	35	53	14

Risk Based Audit

The audits we conduct today are to a large extent compliance based, which check the rules and accounts. In recent years the concept of performance Audit/Risk Based Audit has become important tools for the management as it assess the economy, efficiency and effectiveness of scheme and may contribute to better Govt. spending, better

public accountability and management. Risk Based Audit of a scheme is an assessment of the scheme to see if the resources are being managed with due regard for economy, efficiency & effectiveness and accountability requirement are being met reasonably.



Chapter 18

PROPOSED STRATEGIES FOR 12TH FIVE YEAR PLAN



PROPOSED STRATEGIES FOR 12TH FIVE YEAR PLAN

With the 11th Five Year Plan ending in 2011-12, the Planning Commission initiated the process of formulation of the 12th Five Year Plan for the period 2012-13 to 2016-17. The Planning Commission set up a Working Group on Tourism (WGT) under the chairmanship of Secretary (Tourism) to inter alia recommend strategies for tourism development during the 12th Plan. The WGT comprised representatives of various categories of tourism stakeholders including Central Ministries, State Governments, Trade & Industry Associations and NGOs. The WGT set up 7 Sub-Groups on the following subjects to examine in detail the multifarious aspects of tourism:-

- i) HRD and Capacity Building.
- ii) Development of Tourism Infrastructure.
- iii) Publicity & Marketing
- iv) Taxation, Incentives and Concessions
- v) Sustainable, Rural, Eco & Heritage Tourism
- vi) Adventure & Niche Tourism Products
- vii) Coordination between Central Ministries & State Governments.

Based on the inputs given by the Sub-Groups, the WGT finalized its recommendations and submitted the same to the Planning Commission in October, 2011. This report is under consideration of the Steering Committee set up by the Planning Commission.

The major strategies recommended by the WGT are summarized in the following paragraphs:-

18.1 Infrastructure Development

The following 4 major strategies for development of tourism infrastructure have been proposed:-

Strategy I

- Identify major Circuits/ Destinations - having potential to attract large number of visitors - for development in Mission Mode

Strategy II

- Develop Tourism Parks to be located in developed/ underdeveloped/ unexplored area of tourist interest

Strategy III

- Identify clusters of villages having unique craft, ethnic art form for development as Tourism Products

Strategy IV

- Existing scheme of development of tourism circuits/ destinations to continue. However, sanctioning of mega tourism destinations/ circuits to be discontinued.

18.2 Marketing, Branding & Promotion

Promotion and marketing plays an important role in increasing the volume of tourism traffic. Though 'Incredible India' brand is now well established, its advantage has to be explored fully. The existing efforts of Ministry of Tourism in this area will be further strengthened through following measures:

- (i) Undertaking widespread and aggressive promotional activities
- (ii) Developing new markets - CIS, ASEAN, Middle East and African countries
- (iii) Opening new representative offices overseas for wider reach
- (iv) Developing and promoting new tourism products - Golf, Polo, Wellness & Medical, MICE, Caravan, Cruise, Adventure and Wildlife tourism.

18.3 Taxation and Incentives

One of the bottlenecks in achieving the full potential of tourism sector in India is the high incidence and multiplicity of taxes that has led to tourist packages being out-priced in comparison with those available for competing destinations. The tax structure varies from State to State and

PROPOSED STRATEGIES FOR 12TH FIVE YEAR PLAN

ranges from 25 - 30 % for hotel accommodation, 25 - 60 % on food & beverages and 20 - 25 % on road travel. The present tax structure, in addition to making the packages costly, obstructs the seamless movement of tourists across the States. Following measures have been recommended for addressing these issues.

- (i) Taxes levied on Tourism industry should be unified, rationalized and made globally competitive
- (ii) GST for tourism should not be more than 8%.
- (iii) Incentives available to hotels need to be extended to all tourism service providers under Sec 35 AD of Income Tax Act, 1961.
- (iv) The foreign exchange earned by hotels and inbound tour operators may be considered as 'deemed' exports and full service tax exemption be provided to them at par with other exporters
- (v) Hotels may be considered to be included in the infrastructure lending list

18.4 Hygiene and Sanitation

Creation of awareness as well as making available requisite facilities for proper hygiene and sanitation at important tourist destinations will be given high importance through the following measures:-

- (i) Ministry to undertake major social awareness campaign under 'Atithi Devo Bhav' initiative
- (ii) To involve schools, NGOs, industry associations, etc. in carrying out major cleanliness drive at important tourist destinations. MoT will provide suitable incentives as well as awards for all the organisations and individuals involved in this important initiative.
- (iii) Top most priority will be given for sanctioning of Central Financial Assistance for setting up of way-side amenities, bio-degradable toilets, etc.

18.5 Safe and Honourable Tourism

Safety and the security of the tourists is a worldwide concern. Any adverse perception about safety and security of the tourists has serious implications for tourist arrivals to the country and its tourist destinations. Keeping the above in view, Ministry of Tourism has formulated a scheme for constitution of Tourist Facilitation and Security Organization(s) (TFSO) in States/UTs. A pilot project involving Ex-Servicemen is being implemented in selected States. The various efforts already being made for safe and honourable tourism in the country will be further strengthened through the following measures:

- (i) wide scale dissemination of tenets of Code of Conduct for "Safe & Honourable Tourism" among the tourism fraternity
- (ii) Approval and implementation of Plan scheme regarding TFSO in all the States/ UTs during 12th Plan

18.6 Development and Promotion of Niche Tourism Products

Tourism, especially international tourism in India is affected by seasonality and is, therefore, prone to the problem of excess demand or supply. Hence, the strategy to overcome this aspect of 'seasonality' of Indian Tourism is to promote India as a 365 days destination, offering year-round experiences, by selecting products which are unique to the destination and thereby create opportunities for the tourist to visit the country all-round the year. For this purpose, development of various niche tourism products are proposed to be pursued more vigorously during 12th Plan by identifying niche products in which India has strength. Emphasis will be on the development and promotion of the following niche tourism products:-

- a) Adventure
- b) Medical

PROPOSED STRATEGIES FOR 12TH FIVE YEAR PLAN

- c) Wellness
- d) Golf
- e) Polo
- f) Cruise
- g) Meetings Incentives Conferences & Exhibitions (MICE)
- h) Pilgrimage/spiritual travel
- i) Film Tourism
- j) Eco/Wild life/Caravan Tourism

18.7 Convergence

As tourism is a multi-sectoral activity, active convergence in the resources of various sectors involved in promotion of tourism at Central and State level is necessary for achieving the optimum results. The approach paper to the 12th Five Year Plan, Prepared by the Planning Commission, stresses the need to develop formal and informal links between all stakeholders and coordination across all levels of Government. Ministry of Tourism is already trying hard for ensuring the convergence amongst various stakeholders. For achieving the best results in Convergence, following are proposed:-

- (i) Setting up a Committee at the Central level with members from concerned Ministries such as Culture, Civil Aviation, Road Transport & Highways, Urban Development, etc.
- (ii) Setting up a Committee in each State/ UTs under the Chairmanship of Chief Ministers/ Administrator with members from concerned Ministries of the State Governments/ UT Administrations.
- (iii) Planning Commission may help the Ministry of Tourism in sorting out the issues with other Ministries/ organisations at Central level as well as with the State.
- (iv) Planning Commission may increase the Plan

outlay of Tourism departments of various States/ UTs while finalizing their Annual Plan outlays every year.

18.8 Involvement of States/ UTs in Tourism Development

Active involvement of States/ UTs is a pre-requisite for integrated tourism development in the country. Though some of the States/ UTs are very pro-active in promoting tourism, some others have not yet realised the full advantage of tourism in their economic development. State/UTs have to also create conducive and investment-friendly environment for significant investments in tourism sector. Following measures are proposed to be pursued with the State/ UTs in this regard:

- (i) MoT in association with ASSOCHAM, CII, FICCI, PHDCCI, ICC, etc. will undertake efforts to increase States' awareness of potential of tourism in economic development and employment generation
- (ii) States to identify infrastructure gaps for tourist destination and ensure intervention at Chief Minister level - making it a political agenda
- (iii) States should promote sustainable, safe and honourable tourism.
- (iv) States should take necessary action for establishing the system of single-window clearance for various activities in tourism sector on the pattern of Hospitality Promotion and Development Board (HPDB) for hotel sector
- (v) State should make available land for hotels, convention/ exhibition centres, theme parks, composite haats, etc. on the pattern of land allotment for manufacturing industry
- (vi) States should also extend other benefits such as increased Floor Area Ration (FAR) for tourism projects

Chapter 19

AN OVERVIEW OF NORTH EASTERN REGION



AN OVERVIEW OF NORTH EASTERN REGION

19.1 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 rich natural beauty, serenity and exotic flora and fauna of the area offer invaluable resources for the development of tourism. The region is endowed with diverse tourist attractions and each State has its own distinct features. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environment. These attractions and the people of the region constitute the tourism resources at large. Despite abundance of natural beauty, snow-peaked mountains and white water rivers, and cultural diversity, number of tourist arrivals has

been marginal due to lack of adequate infrastructure and other tourist amenities at various attractions in the region.

For the development and promotion of North East Region, 10% of the plan allocation of the Ministry has been earmarked. An amount of Rs. 110.00 crore has been earmarked in B.E. 2011-12 for the region. The financial assistance being given to North East States includes assistance for development of tourist Infrastructure, promotion of fairs/festivals and tourism related events in the region, Information technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing etc.

In order to develop and promote tourism in the region, Ministry of Tourism has taken the following steps:-



AN OVERVIEW OF NORTH EASTERN REGION

19.2 Infrastructure and other projects

In 2011-12, an amount of Rs. 93.77 crore has been released for development of infrastructure under the Product/Infrastructure Development of Destinations/Circuits Scheme of the Ministry of Tourism. (as on 30.11.2011).

19.3 Rural Tourism

The Rural Tourism Scheme of the Ministry of Tourism aims at improving the rural economy by promoting traditional rural art, craft textile, culture etc. based livelihood through tourism process. Ministry gives Central Financial Assistance for creating infrastructure and for human resource development in rural areas for developing sustainable tourism in the form of rural tourism projects. In 2011-12 an amount of Rs. 2.34 crore has been sanctioned for Rural Tourism projects to different States of the North Eastern Region. (As on 30.11.2011)

19.4 Participation In International Travel Fairs And Exhibitions

Free space is provided to North Eastern States in the India Pavilion at SATTE and at important

international travel fairs and exhibitions such as ITB Berlin, WTM London etc. This is given on complimentary basis so that the states can showcase and promote their tourism products in the international markets.

19.5 Marketing Development Scheme

Under the scheme, the Tour Operators of North East Region, which are approved by the State Government, will also be eligible for assistance for trips overseas for promoting India by participate in international travel trade fairs or for sales promotion.

19.6 Hospitality to Foreign Media/Travel Trade personnel

Familiarization Tours are being arranged by the Ministry of Tourism for Travel and Media Representatives from Overseas to the States in the North Eastern Regions on a regular basis under the Hospitality Scheme of the Ministry so as to promote the Region.

In the current financial year i.e. 2011-12, so far, 3 familiarization tours were organized for 9 guests comprising of prominent media personalities Travel writers & Photographers, who visited various destination/locations in the North East Region.

19.7 Publicity

In order to give wide publicity to the tourist attractions of the North East Region, the Ministry has produced a series of collaterals including brochures and posters. A compendium on North East as a whole and also a set of six display scrolls on each of the individual state of North East have been produced. A logo and brand line for the North East titled "India's North East-Paradise Unexplored" has been devised for the North East Region. CD of the brochure and a high resolution



AN OVERVIEW OF NORTH EASTERN REGION

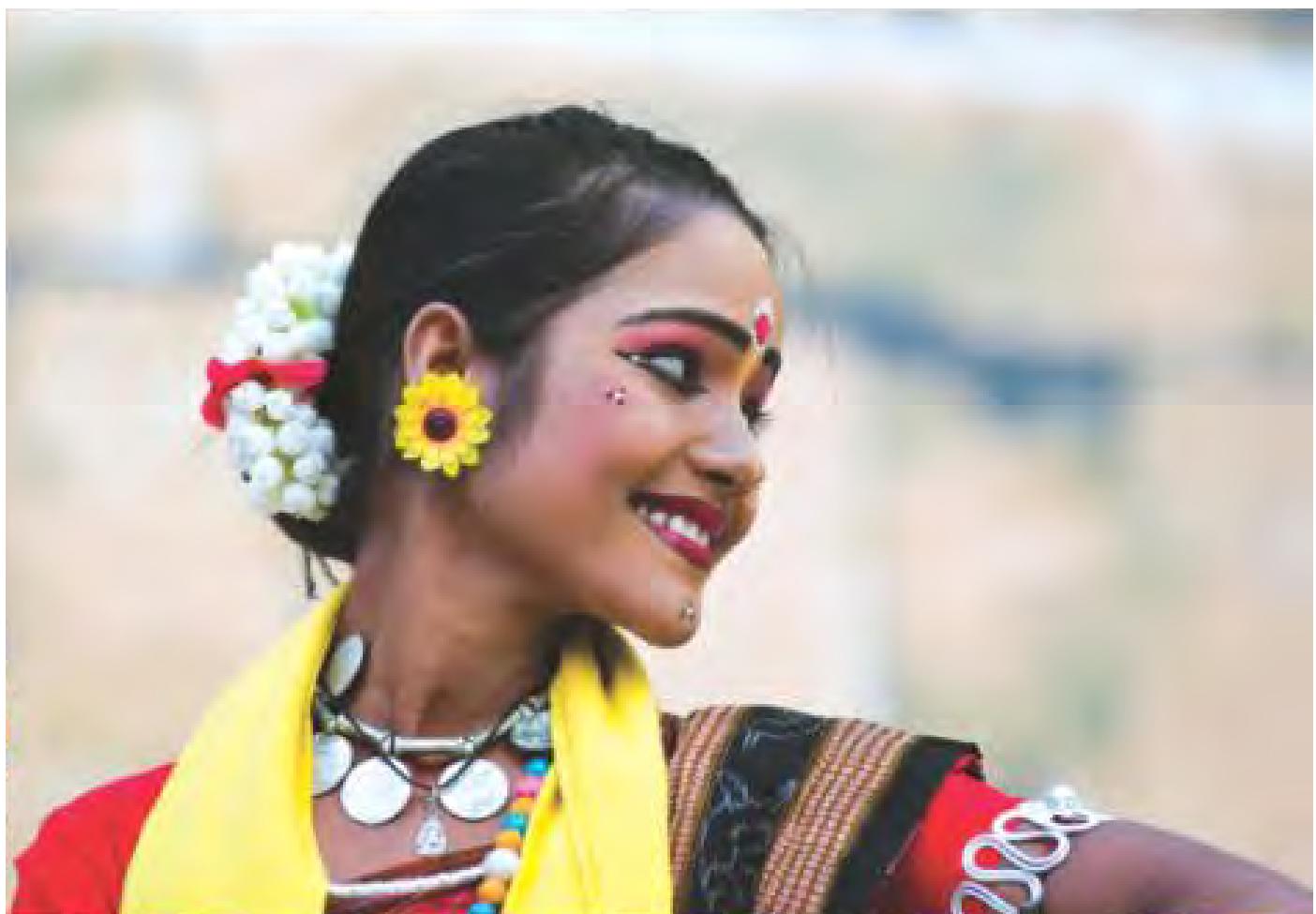


image CD on the Region have been produced. Films and commercials on North East and a film on Eastern Himalayas have also been produced. A booklet on the legends and folklores of North-East of India has been produced by the India Today Group supported by the Ministry of Tourism. In 2009-10, Ministry of Tourism has also produced a 60 seconds TV commercial which was aired on various TV channels to promote North East of India in the Domestic Market. A Road show for North Eastern States was also organized in Kolkata in August, 2009. During the current financial year Television Campaign to promote the North East Region has been launched on leading television channels in June, 2011 & September - November, 2011.

19.8 IHMs/FCIs

Ministry of Tourism provides financial assistance for setting up of Institute of Hotel Managements (IHM) and Food Craft Institutes (FCI) in the state. As per the recent decision of Council of Ministers the scheme's scope has been broad based to cover the funding of infrastructure creation in vocational schools, polytechnics/ITI's Universities etc for starting courses in Tourism and Hospitality sector.

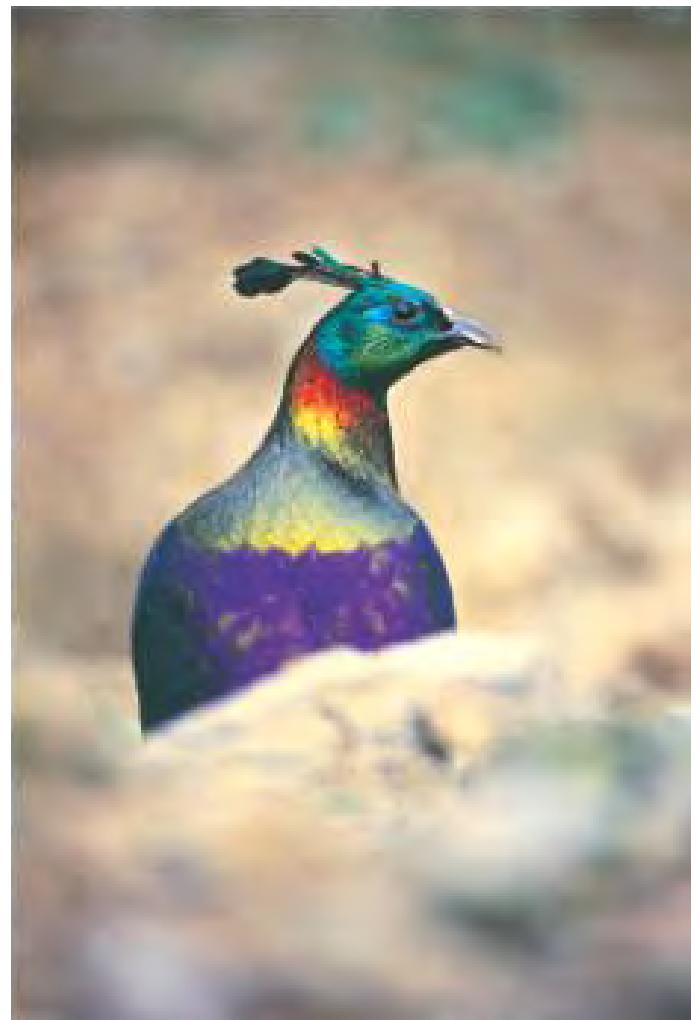
Chapter-20

IMPORTANT AUDIT OBSERVATION



IMPORTANT AUDIT OBSERVATION

There are no important audit observations pertaining to this Ministry.



ANNEXURE-I

SENIOR OFFICERS OF THE MINISTRY

Secretary

- Shri R.H.Khwaja, Secretary to the Government of India and Director General (Tourism)

Additional Secretaries

- Shri Sanjay Kothari
- Shri C. Vishvanathan, Additional Secretary and Financial Advisor

Joint Secretaries and equivalent

- Shri Anand Kumar, Joint Secretary
- Dr. R.N. Pandey, Additional Director General
- Shri Devesh Chaturvedi, Additional Director General
- Shri Umesh Kalra, Economic Advisor
- Shri Ajay Kumar Gupta, Additional Director General



ANNEXURE-II

A. Surveys/Studies completed during the year 2011-12 (as on 03.02.2012)

I. Surveys/Studies conducted by Ministry of Tourism.

1. Tourism Survey for the State of Punjab.
2. Tourism Survey for the State of Maharashtra.
3. Tourism Survey for the State of Andhra Pradesh
4. Tourism Survey for the State of Delhi.
5. Tourism Survey for the State of Jharkhand.
6. Study on Problems & Challenges faced by Medical Tourist Visiting India.
7. Study to Evaluate the Scheme of Visa-on-Arrival Facilities.
8. Study on Tourism in Overseas Markets of Australia & New Zealand, UAE and U.K.
9. Study for evaluation of Social Awareness Campaign launched by the Ministry of Tourism on the theme of "Good Behavior towards tourists".
10. Study to evaluate the impact of financial incentives of the setting up of Hotels in the NCR region & 19 World Heritage Sites.

II. Surveys/Studies conducted by State Governments and sponsored by Ministry of Tourism.

1. Identification of River Ghats Jetty for development of river cruise facilities & infrastructure along the River Brahmaputra and its tributaries with topographical survey and feasibility study on river tourism location of Assam.
2. Survey of strategic location for placement of directional signage key maps and distance signage associated with Tourism in Assam and development of standard design of signage using UNWTO approved standard signs & symbols.
3. Development of pre-qualification standards for member hospitals in Hyderabad (Phase-I) in Andhra Pradesh.

4. Tourism enterprise Survey in Bodhgaya, Rajgir and Nalanda in Bihar.

B. Detailed Project Reports (DPRs) completed during the year 2011-12 (as on 28.11.2011)

1. DPR for Rural Tourism Infrastructure Development Jandiala Guru in Punjab.
2. DPR for Destination Development of Haridwar Theme Park 'The Himalayan Haat' in Uttarakhand.
3. DPR for Destination (Sirpur) in Chhattisgarh

C. Ongoing Surveys/Studies:

- I. Surveys/Studies conducted by Ministry of Tourism.
 - i. Surveys/Studies taken up during 2009-10.
 1. International Passenger Survey.
 - ii Surveys/Studies taken up during 2010-11.
- 1 An Evaluation-cum-Impact study of Rural Tourism Project.
2. Study to assess the requirement of Manpower in Hospitality & Travel Sector.
- iii Surveys/Studies taken up during 2011-12.
- 1 Preparation of Tourism Satellite Account for India.
2. Study for identification of Tourism circuits/destination and setting up a Project Monitoring Unit.
3. Study to assess the "Competitiveness of the Tourism Sector in India in Comparison with selected countries of the world.
4. Study on evaluating effectiveness of Hunar-se-Rozgar scheme of Ministry of Tourism.
5. Study for creation of comprehensive data base for marketing India as MICE destination.
6. Impact of Heritage Hotel in Country with emphasis on rural areas.



7. Study on financial sustainability of the CIHMs across the country.
8. Assessment of International Media Campaigns of the Ministry of Tourism.
9. Tourism Survey for the State of Himachal Pradesh.
10. Tourism Survey for the State of Haryana.
11. Tourism Survey for the State of Madhya Pradesh.
12. Tourism Survey for the State of Chhattisgarh.
13. Tourism Survey for the State of Sikkim.

II Surveys/Studies conducted by State Governments and sponsored by Ministry of Tourism.

- i. Surveys/Studies taken up during 2010-11.
 1. Study of demand & supply employment generation in Tourism sector and Human Resources Development in Odisha.etc.
 2. Study on Investment opportunities in Tourism Sector like Hotels, Boating activities, Development of Adventure Tourism in Odisha.
 3. Survey and documentation of intangible Heritage of Orissa-Folk theatrical forms etc.
- ii. Surveys/Studies taken up during 2011-12.
 1. Conduct of "Customer Satisfaction Survey at the Accommodation units" in the State of Madhya Pradesh.
 2. Preparation of business plan for medical tourism society in Andhra Pradesh.

D Ongoing Detailed Project Reports (DPRs):

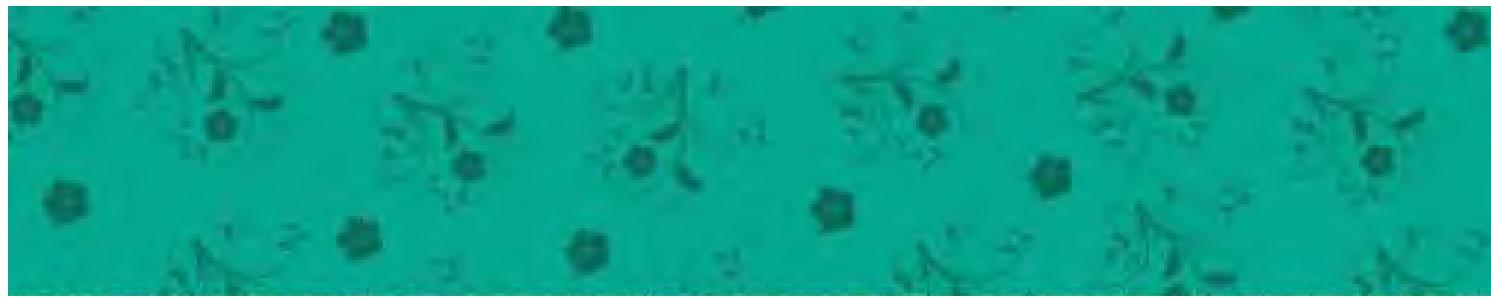
- i. DPRs taken up during 2009-10.
 1. DPR for Master Plan for promotion of Tourism in Himachal Pradesh.
 - ii. DPRs taken up during 2010-11.
1. DPR for Tourism Destination at Mukutmanipur, Bankura Distt.in West Bengal.





4. DPR for Tourism Destination at 24-Parganas (North) in West Bengal.
5. DPR for Tourism Destination (Kodar Dam) in Chhattisgarh.
6. DPR for Ambala as a Tourist Destination in Haryana.
 - iii. DPRs taken up during 2011-12.
1. DPR for Master Plan for Development of Tourism for Tehri Lake in Uttarakhand.





INDIATOURISM OFFICES IN INDIA

Regional Offices

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

Other Offices

1. Patna
2. Jaipur
3. Bengaluru



INDIATOURISM OFFICES ABROAD

Sl. No.	Operation/Station	Countries Covered
1.	America New York	All States on the East Coast of USA, South America up to Columbia/Venezuela
2.	Los Angeles	All States on the West Coast of USA up to Panama
3.	Toronto	Canada and Greenland
4.	UK London	UK, Ireland and Iceland
5.	Europe Frankfurt	Germany, Poland, Czech Republic, Slovakia, Austria, Romania, Bulgaria, CIS countries, Israel
6.	Paris	France, Switzerland, Spain, Portugal
7.	Amsterdam	Netherlands, Luxembourg, Belgium, Scandinavian countries
8.	Milan	Italy, Greece, Malta
9.	West Asia Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
10.	Johannesburg	South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar
11.	Australasia Sydney	Australia, New Zealand, Fiji and The Pacific
12.	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam
13.	East Asia Tokyo	Japan, South & North Korea, The Philippines
14.	Beijing	Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau

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