



Annual Report 2009-10

Ministry of Tourism
Government of India



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Tourism – An Overview





Tourism – An Overview

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to be both educated and entertained. The motivations for tourism also include religious and business interests; the spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist



facilities have encouraged people to venture beyond the boundaries.

The importance of Tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity – an objective which we have set for ourselves.

Tourism has the potential to grow at a high rate and ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. Tourism sector stimulates other economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. through its backward and

Tourism – An Overview



forward linkages and cross-sectoral synergies. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy.

India's performance in tourism sector has been quite impressive. During the period 2002 to 2009, India witnessed an increase in the Foreign Tourist Arrivals (FTAs) from 2.38 million to 5.11 million. Due to global slowdown, terrorist activities, H1N1 influenza pandemic, etc., growth rate in FTAs during 2009 fell by 3.3 per cent. The year witnessed a contraction in global tourism by 4.3 per cent; the declaration in India was, therefore, less than that of the scale of global slowdown.

Foreign Exchange Earnings (FEEs) from tourism increased from Rs. 15,064 crore in 2002 to Rs. 54,960 crore in 2009. The growth rate in earnings in 2009 vis-a-vis 2008 was 8.3 per cent.

Tourism in India has come into its own as a brand – India Tourism. There have been several innovative approaches in the Ministry's policy in 2009-10. The creation of niche tourism products like heliport tourism, medical tourism, wellness tourism, adventure tourism, cruise tourism and caravan tourism has served to widen the net of this sector. A major step has been the issuing of guidelines

to State Governments/Union Territory administrations for development of tourism infrastructure that is world-class. The Ministry is contemplating a workshop to discuss the modalities to evolve Sustainable Tourism Criteria for India. The Ministry had also commissioned a pilot survey to assess the impact of growth of infrastructure in and around Corbett National Park.

The year has seen some firsts too. The Grand Prix for publicity related activity of India Tourism world-wide is a vindication of the Ministry's creative abilities to project Indian tourism as the world brand as also the stand that publicity is an important tool for development.

The Ministry is also gearing up for the XIX Commonwealth Games – 2010 scheduled this year. Keeping in view the need for additional accommodation in New Delhi and the NCR, the Ministry of Tourism has been synergising with the land owning agencies for creation of additional hotel rooms. A

Tourism – An Overview



five-year tax holiday has been obtained to promote the growth of new hotels. Hotel projects have been enabled to obtain credit at relaxed norms due to the efforts put in to have the Reserve Bank of India delink credit for hotel projects from Commercial Real Estate. External Commercial Borrowings have been relaxed by the Ministry of Finance to solve the problem of liquidity being faced by the hotel industry due to economic slowdown. Innovative curriculum was put in place for training of youth to meet the requirements of skilled human resource in the wake of the Games.

The Ministry, in its efforts to deliver responsive governance has initiated some measures. It is the first Ministry to have a Performance

Agreement signed between the Secretary (Tourism) and the senior officers of the Ministry of the rank of Joint Secretary and above. This agreement lays down time-lines for implementation of specific tasks by the officers. This has culminated in the Results Framework Document for the Ministry being hosted in the official

Tourism – An Overview

website highlighting its objectives, actions and measurable performance indicators.

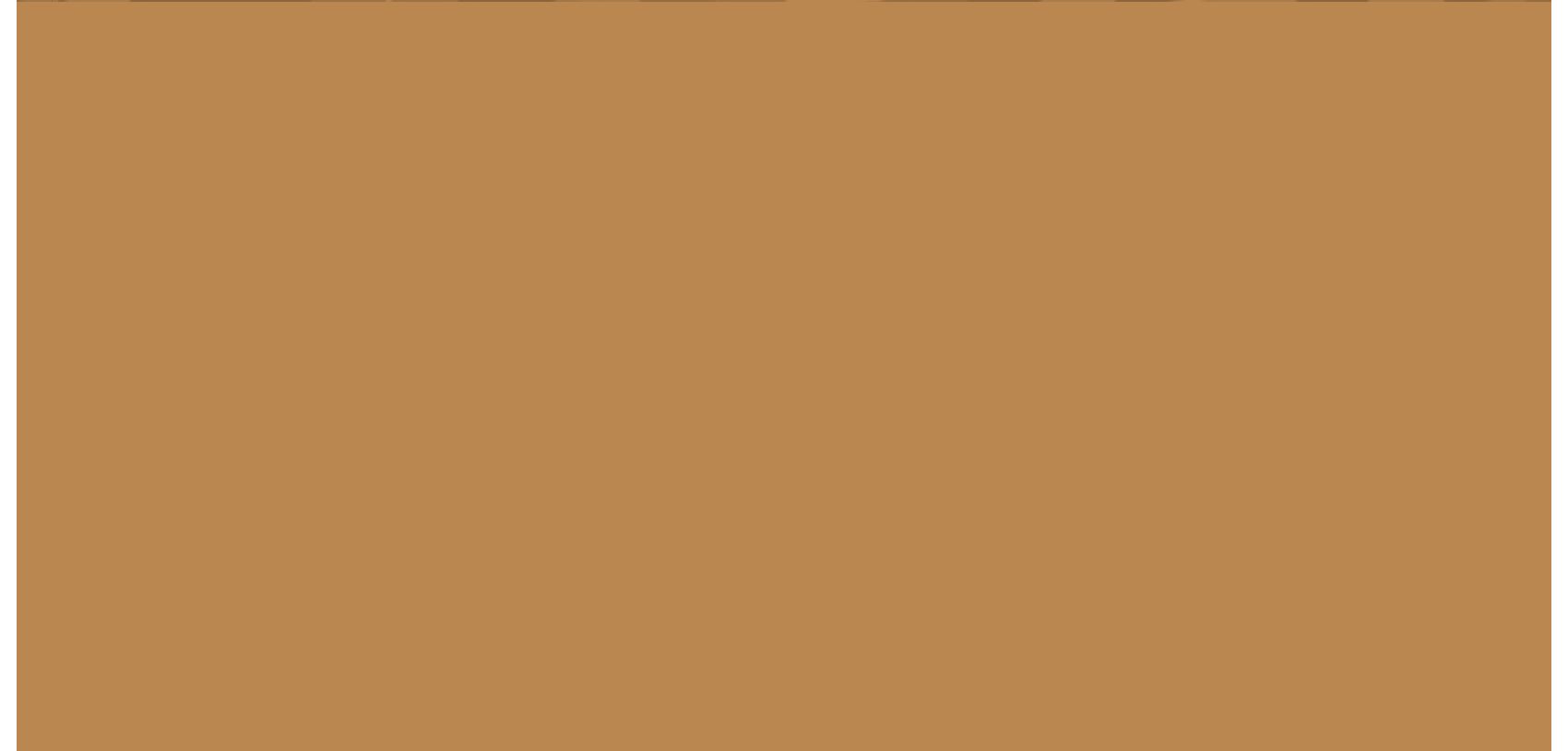
The year 2009-10 witnessed heightened engagements of the Ministry of Tourism with the States/ UTs to strengthen initiatives to promote tourism to a new height. This was backed by extensive monitoring of projects in the States/ UTs by the officials of the Ministry of Tourism. In order to ensure that development takes place in a holistic and integrated way and inter-state bottlenecks are removed, inter-state regional conferences were held. At the instance of the Ministry, States/ UTs are setting up State Level Monitoring Committees (SLMCs) at State/ UT level to hold periodic monitoring meetings to review the status of implementation of tourism projects. Also, recognising the need for monitoring of projects supported by Central Financial Assistance, a new Project Monitoring Information System (PMIS) software has been designed.

This software permits online submission of projects and utilisation certificates as also the reporting of the status of implementation of projects.



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 Territories and the representatives of the private sector.

The Ministry is led by Kumari Selja, Minister of Tourism and Minister of Housing & Urban Poverty Alleviation, Government of India and Shri Sultan Ahmed, the Minister of State for Tourism.

The Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, provides the executive directions to the Ministry. The Directorate General of Tourism, which is an attached office of the Ministry, has 20 field offices within the country, 14 overseas offices and one subordinate office/project, i.e., Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project (GWSP). IISM conducts various ski and other courses in the Jammu & Kashmir Valley. The overseas offices promote the market for Indian tourism abroad. The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects 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 is also in charge of 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.

2.2 Role and Functions of the Ministry of Tourism

As a part of its policies and programmes, the Ministry handles 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 Governments

(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 Cooperation and External Assistance:

- a. International Bodies
- b. Bilateral Agreements
- c. External Assistance
- d. Foreign Technical

Ministry of Tourism and its Functions

Collaboration

- (viii) Legislation and Parliamentary Work
- (ix) Establishment matters
- (x) Overall Review of the Functioning of the Field Offices
- (xi) Vigilance Matters
- (xii) Official Language: Implementation of Official Language Policy
- (xiii) VIP References
- (xiv) Budget Co-ordination and Related Matters
- (xv) Plan Co-ordination
- (xvi) Integrated Finance matters
- (xvii) Overseas Marketing (OM) Work
- (xviii) Welfare, Grievances and Protocol

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,



Ministry of Tourism and its Functions

- restaurants, Incredible India Bed & Breakfast (IIB&B) units
- b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.
- (v) Inspection and 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. Institutions
 - b. Setting standards and guidelines
- (viii) Publicity & Marketing:
 - a. Policy
 - b. Strategies
 - c. Co-ordination
 - d. Supervision
- (ix) Assistance for Parliamentary Work
- (x) Establishment matters of the Directorate General of Tourism excluding those of Group 'A' Officers and those requiring the approval of Secretary/ Minister.

2.3 Advisory and Co-ordination Mechanism

The National Tourism Advisory Council (NTAC) serves as a think-tank of the Ministry of Tourism for the development of tourism in the country. The first meeting of the reconstituted NTAC was held on 12th March, 2008. Important issues discussed in the meeting were the promotion of rural tourism through organization of marketing fares at different locations, issues of Visa on Arrival, reducing the time taken for obtaining approval for charter flights, promotion of eco-

tourism, safety and security of tourists, generation of reliable tourism statistics, etc.

A meeting of the NTAC was held on 15th December, 2009. The members were informed about the initiatives taken by the Ministry of Tourism to give a boost to tourism in the country which had been affected by the terrorist attacks in Mumbai and the global economic slow down. The industry representatives appreciated the efforts of the Ministry of Tourism in taking up the issues of tourism industry at appropriate forums, and achieving success on issues like introduction of visa-on-arrival, seamless travel for tourists in select areas, delinking of hotel sector from commercial real estate for credit purposes, common entry tickets for ASI monuments, etc. The members made suggestions for pursuing the matters relating to the rationalization of taxes, financial incentives such as exemption in service tax, revival of Section 80

Ministry of Tourism and its Functions

HHD of the Income Tax Act, development of eco-tourism, human resource development, promotional measures, launch of Visit India Year 2010 with additional incentives, etc.

The composition of the Council is as follows:

Chairperson: Minister of Tourism and Minister of Housing & Urban Poverty Alleviation

Vice Chairperson: Minister of State for Tourism

Members:

- (i) Representatives of the Ministries/ Departments of Government of India:
 - a. Secretary, Tourism
 - b. Finance Secretary

- c. Principal Adviser (Tourism), Planning Commission
- d. Secretary, Culture
- e. Secretary, Urban Development
- f. Foreign Secretary
- g. Secretary, Ministry of Civil Aviation
- h. Secretary (Road Transport & Highways), Ministry of Shipping, Road Transport & Highways



Ministry of Tourism and its Functions

- i. Chairman, Railway Board
- (ii) Twelve experts in the field of Travel and Tourism Management
- (iii) The President of each of the following Associations:
 - a. Federation of Indian Chambers of Commerce and Industry (FICCI)
 - b. PHD Chamber of Commerce and Industry (PHDCCI)
 - c. Associated Chambers of Commerce and Industry of India (ASSOCHAM)
 - d. Confederation of Indian Industry (CII)
 - e. Travel Agents Association of India (TAAI)
 - f. Indian Association of Tour Operators (IATO)
 - g. Federation of Hotel and Restaurant Associations of India (FHRAI)
 - h. Hotel Association of India (HAI)
 - i. Experience India Society
 - j. World Travel & Tourism Council India Initiative (WTTCII)
- (iv) Minister/ Secretary, Tourism of various States/ UTs could be invited as Special Invitees, as and when necessary.

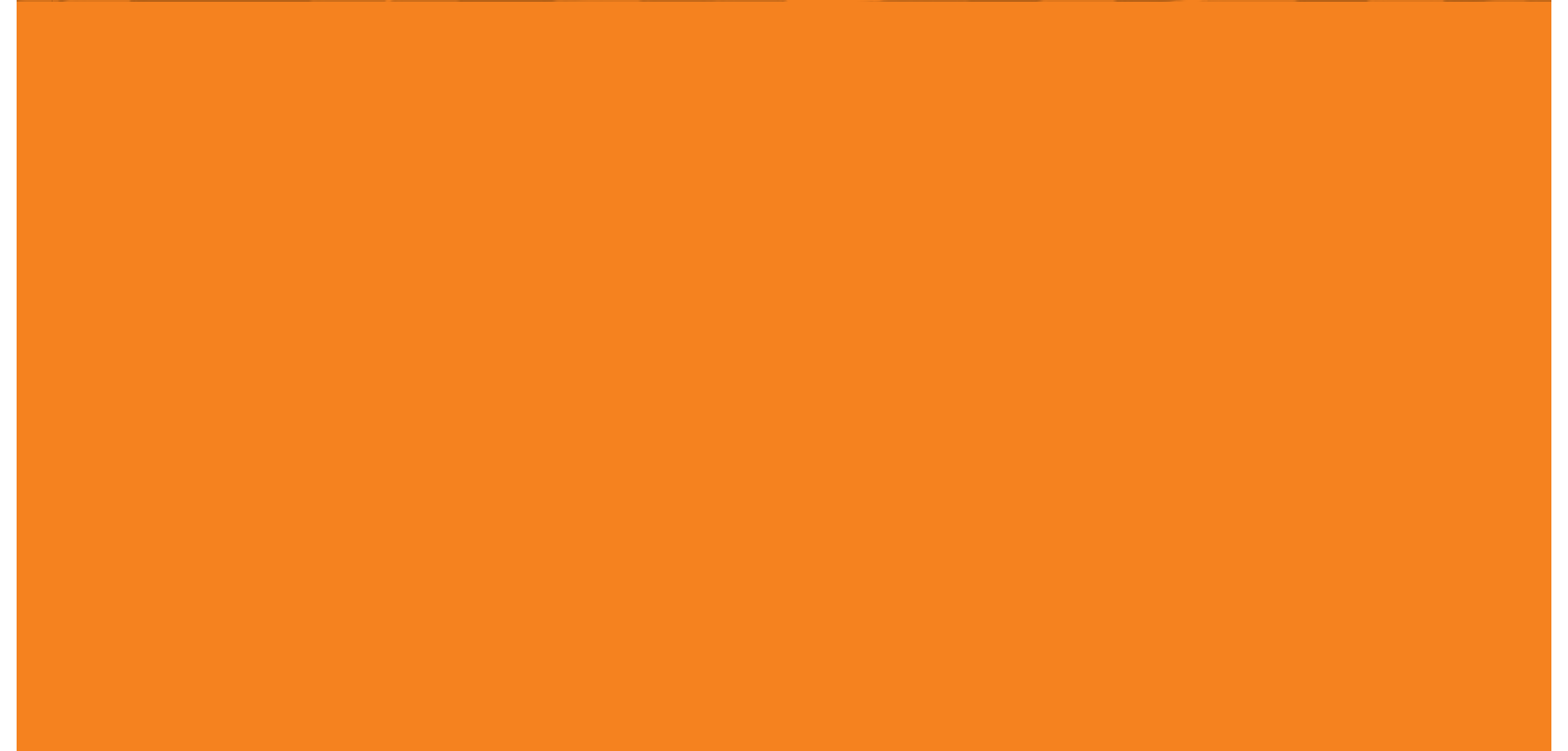
Member-Secretary:

Additional Director General (Tourism), Ministry of Tourism,
Government of India.



Development of Tourism Infrastructure





Development of Tourism Infrastructure

3.1 Augmentation of quality tourism infrastructure throughout the country is a key area of functioning of the Ministry. More than fifty per cent of the Ministry's expenditure on Plan schemes is incurred for development of quality tourism infrastructure at various tourist destinations and circuits in the States/ UTs.

3.2 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. Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, 100% Central Assistance is given 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 limit of financial assistance has been increased to Rs. 25 crore and Rs. 50 crore for development of identified mega destinations and circuits respectively.

Under the schemes to promote rural tourism in the country, the thrust is for development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits percolate down 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.

3.3 Development of Mega Destinations and Circuits

The Ministry of Tourism has taken a policy initiative to develop the tourist destinations / circuits of national importance in a holistic and integrated manner. The objective is to ensure that the infrastructure

of these mega destinations / circuits is developed to the extent that it can cater to the future tourist inflows so that visitors get a satisfying and memorable experience. The Ministry has identified 29 mega projects for development.



Development of Tourism Infrastructure

The list of State-wise identified mega projects is given below:

Sl.No.	State/UT	Mega Projects (Destinations / Circuits)
1.	Andhra Pradesh	1. Tirupati Heritage Circuit 2. Kadapa Heritage Circuit 3. Charminar area , Hyderabad - Destination
2	Bihar	4. Bodhgaya-Rajgir-Nalanda Circuit
3	Chhattisgarh	5. Jagdalpur-Tirathgarh-Chitrakote-Barsur-Dantewada Circuit
4	Delhi	6. Illumination of Monuments Circuit
5	Goa	7. Churches of Goa (Integrated Development of Infrastructure for Heritage and Hinterland Tourism) Circuit
6	Gujarat	8. Dwarka-Nageshwar-Bet Dwarka Circuit
7	Haryana	9. Panipat-Kurukshetra-Pinjore Circuit 10. Panchkula-Yamunanagar (Haryana)- Paonta Sahib (Himachal Pradesh) Circuit
8	Himachal Pradesh	11. Eco and Adventure Circuit (Kullu-Katrain-Manali)
9	Jammu & Kashmir	12. Spiritual Destination of Leh-Ladakh
10	Karnataka	13. Hampi Circuit
11	Kerala	14. Muziris Heritage and Culture Circuit (Trissur and Ernakulam Districts)
12	Madhya Pradesh	15. Spiritual and Wellness Destination of Chitrakoot
13	Maharashtra	16. Vidarbha Heritage Circuit 17. Aurangabad - Destination
14	Orissa	18. Bhubaneswar- Puri-Chilka Circuit
15	Puducherry	19. Puducherry - Destination
16	Punjab	20. Amritsar - Destination
17	Rajasthan	21. Ajmer, Pushkar-Destination 22. Desert Circuit (Jodhpur-Bikaner-Jaisalmer)
18	Sikkim	23. Gangtok - Destination
19	Tamil Nadu	24. Mahabalipuram – Destination 25. Pilgrimage Circuit (Madurai- Rameswaram-Kanyakumari)
20	Uttarakhand	26. Haridwar-Rishikesh-Muni Ki Reti Circuit
21	Uttar Pradesh	27. Agra Circuit 28. Varanasi-Sarnath-Ramnagar Circuit
22	West Bengal	29. Ganga Heritage River Cruise Circuit

Development of Tourism Infrastructure

3.4 Inter-ministerial Co-ordination

The Ministry of Tourism is also taking up with other central government ministries and concerned state governments to achieve convergence and synergy with other government programmes so that the impact of investment on these destinations is maximized. For identified destinations/ circuits covered by the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) convergence of the resources is being ensured so that the tourism related infrastructure and urban civic infrastructure complement each other. The Ministry is also taking up the issue of rail, road and air connectivity with the concerned ministries for these projects.

3.5 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, 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.



Development of Tourism Infrastructure



**WE STILL
BELIEVE
IN THE
JOINT
FAMILY
SYSTEM.**

Take a break. Come to Nagarhole for its elephants, Ranthambore for the big cats, Corbett for the spotted deers and Kaziranga for the great Indian rhinoceros. Or choose from 400 other Wildlife Sanctuaries and 70 National Parks spread across the length and breadth of India. Cherish the memory of breathtaking encounters with their majestic inhabitants.

New Tourism Products





Incredible India





4.1 Rural Tourism

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase 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.

Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas.

The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation, further supported by other community level institutions.

For the visitor, whose expenditure creates revenue for host community service providers, rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions.

So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.



a. Marketing Initiatives

Globally recognized Incredible India brand, now supported by the Ministry's new Explore Rural India sub-brand, is strengthening the visitors' attraction to India as a multiple-interest, all-season destination targeting higher visitor yields.

Community participation in rural tourism has been strengthened through the site artisans' structured involvement in Dilli Haat, Mega Craft Mela in cities such as Bhubaneswar, Aurangabad etc., India@60 roadshow in Singapore and Volvo Ocean Race in Cochin. Wide media

New Tourism Products

and trade focus were also given at the World Tourism Mart (WTM) and International Tourism Bourse (ITB), the world's principal tourism forums.

At the India@60 event in Singapore, as a unique first-time highlight, eight skilled artisans from four of the Ministry's UNDP-partnered rural tourism locations showcased their site attraction through impressive on-site art & craft demonstration and display. The eight participating artisans, many of those who travelled overseas for the first time, gained first-hand exposure to international competitive, merchandising and promotional practices. This enabled their extensive direct interface with the tourism trade, consumers, craft stores, corporate organizations, and the media.

The artisans from 5 rural tourism sites participated in the Pacific Asia Travel Association (PATA) Travel Mart held in September 2008 to showcase their arts & crafts.

Rural Eco-holidays: 15 rural tourism sites have been selected as rural eco-holidays sites for Visit India Year 2009. Under this marketing campaign of Visit India Year 2009 foreign tourists are offered one night stay with breakfast on complimentary basis in any one of the chosen rural eco-holiday site. The booking can be done through the Tour Operators approved by the Ministry of Tourism.



The project website **www.exploreindia.org** was upgraded, showcasing the first 29 sites of the Project's 36 sites which are now ready for marketing.

b. Recognition and Awards

- CNBC Awaaz Travel Award in 2008 was awarded to the following two rural tourism sites:

(i) Village Hodka, Distt. Kachchh, Gujarat for Best Tourism Income Generating Community.

(ii) Village Naggar, Distt. Kullu, Himachal Pradesh for Tourism site for Best Demonstrating Women Empowerment.

- World Travel Award for most Responsible Tourism Destination at WTM-2008, London.
- Ministry of Tourism (Incredible India) won the Global SASI (Shop America Salutes Innovation) Award Presented by National Geography Society for innovation in creating long lasting sustainable

authentic shopping opportunities for travellers as well as residents of India.

4.2 Cruise Tourism

a. Ocean Cruise

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008 with the objective of making India an attractive cruise tourism destination with the state-of-the-art infrastructure 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; to achieve a target of 6 lakh cruise passengers landing per year by the end of 2010.

While the growth rate witnessed globally in cruise shipping sector (in terms of cruise ship fleet and passengers carried) is in the range of 10%-20%, Indian coastline is not witnessing the same growth pattern. At present, no Indian shipping line owns any luxury cruise liner. However, the number of cruise (foreign lines) passengers landing at Indian ports has been increasing since 2004-05.



Trend in Cruise (foreign lines) passengers landing at Indian ports

Year	Number of cruise tourists
2003-04	28,000
2004-05	27,760
2005-06	1,52,827
2006-07	2,40,307

Source : Ministry of Shipping, Government of India

The Ministry of Tourism held a meeting with the stakeholders and other beneficiaries in collaboration with the FICCI on 4th September, 2008 to discuss various aspects of the policy and its implementation.

The Ministry has sanctioned Rs.1,450 lakh in 2008-09 to Cochin Port Trust for infrastructure development at Cochin Port to augment Cruise Tourism. The issues related to Duty Free Bunkering, Taxation and recent enhancement of Exclusively Economic Zone from 12 nautical miles to 200 nautical miles are being taken up with the Ministry of Finance.

The relaxation of cabotage for Foreign Flag Cruise has been extended for further 10 years i.e. till 2019.

New Tourism Products

b. River Cruise

The Ministry of Tourism provides Central Financial Assistance to State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including River Cruise. The followings are the main projects sanctioned for development of River Cruise:



- (i) Development of Brahmaputra River front and Cruise vessels on Brahmaputra River in Assam for Rs. 365.52 lakh in 2006-07;
- (ii) Development of Circuit on rivers Godavari and Krishna in Andhra Pradesh for Rs. 425.95 lakh in 2007-08;
- (iii) Development of Ganga Heritage River Cruise in West Bengal in 2008-09 for which Rs. 2,042.35 lakh has been sanctioned and Rs. 1,021.18 lakh has been released;
- (iv) A mega project for integrated development of infrastructure for Heritage and Hinterland Tourism in Goa including Mandovi and Zuari rivers with a sanctioned amount of Rs. 4,309.91 lakh to the State Government of Goa in the financial year 2008-09.

4.3 Adventure Tourism

For policy development and promotion of adventure tourism in the country, a meeting on adventure tourism was held by the Ministry

in July 2008 in which the adventure tour operators highlighted the issues that need to be addressed for the promotion of adventure tourism. This was followed by an inter-ministerial meeting held on 19th December, 2008 to discuss various issues related to adventure tourism under the chairmanship of Secretary (Tourism).

The Ministry provides financial assistance to the State Governments/Union Territory Administrations for development of adventure tourism destinations. To support adventure tourism event for promotional purposes Himachal Pradesh was provided financial assistance for organizing Mountain Biking expedition.

The two buildings - the new building of Indian Institute of Skiing and Mountaineering, Gulmarg and the building of Himalayan Institute of Adventure Tourism in Chemchey, Sikkim have been completed and made functional.

In July 2009, the Ministry of

Defence has already given permission for opening of 104 additional peaks in Leh area of Jammu & Kashmir for adventure tourism.

For giving a boost to adventure tourism, the union budget for 2009-10 has exempted customs duty on inflatable rafts, snow-skis, sail boards and other water sports equipment.

4.4 Medical Tourism

Medical Tourism has emerged as an important segment and the following initiatives have been taken to promote this category:

(i) The Ministry has extended the Marketing Development Assistance (MDA) Scheme to include Medical Tourism in its purview. The Scheme would provide financial assistance to Medical Tourism Service Providers (MTSP), i.e. representatives of hospitals accredited by the Joint Commission International (JCI) or National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators (Travel Agents, Tour Operators approved by the Ministry of Tourism, Government of India and engaged in Medical Tourism). The Ministry has produced a brochure on medical tourism regarding Marketing Development Assistance (MDA) scheme extended to Medical Tourism Service Providers (MTSP).

(ii) The Ministry of Tourism has requested all the State tourism

departments to promote medical tourism through suitable packaging of identified best hospitals and price banding for various specific treatments.

(iii) A new category of 'Medical Visa' was introduced by the Ministry of Home Affairs for patients and their attendants coming to India for medical treatment.

4.5 Wellness Tourism

India is a known wellness destination, centuries of wisdom as an ancient civilization is positioning India as a centre of Ayurveda, Yoga, Siddha, Naturopathy, etc. together with the spiritual



New Tourism Products

philosophy that is intrinsic to Indian way of life. The Ministry is promoting wellness tourism in a big way through publicity and promotional activities. Accordingly, the Guideline is being amended to extend the provision of MDA (Marketing Development Assistance) scheme to the Wellness Tourism Service Providers. Overseas Road Shows are also being organized by the Ministry inviting participation from hospitals and service providers.

Ministry of Tourism has identified 17 overseas Medical/Wellness Tourism related Fairs & Exhibitions for which Medical Tourism Service Providers/Facilitators and Wellness Tourism Service Providers are provided financial support under MDA (Marketing Development Assistance) Scheme for participation.

4.6 Eco-tourism

Eco-tourism projects are designed to promote responsible tourism with due emphasis on the preservation and enrichment of natural and cultural resources to ensure positive impact on environmental protection and community development.

The Ministry provides Central Financial Assistance to State Governments/Union Territories for development of eco-tourism projects. Promotion and marketing of eco-tourism products have been carried out in domestic and overseas markets.

4.7 Development of Camp Sites

There is growing awareness of and increasing demand for eco, adventure, wildlife and pilgrimage tourism. These tourism products involve visiting and staying in remote areas, forests, deserts and river side. There is an overall shortage of accommodation at tourist destinations, especially in remote areas. Moreover,



permanent construction in these areas may either not be permissible or feasible. To meet the increasing demand of tourists, camping facilities and tented accommodation would need to be developed. There is, therefore, a need to promote and facilitate setting up of camp sites while ensuring adherence to quality, standards and safety norms for which guidelines have been issued by the Ministry.

4.8 Promotion of Caravan Tourism and Caravan Camping Parks

The concept of Caravan tourism has gained immense popularity across the globe owing to the freedom and flexibility it provides, while

holidaying vis-a-vis itineraries and accommodation. This would include Caravans, i.e, vehicles viz. Recreational Vehicle (RV), Campervans, Motor Homes etc. Caravans are unique tourism products, which promote family oriented tours even at circuits/ destinations where adequate hotel accommodations are not available. One of the essential pre-requisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place providing basic or advanced amenities and facilities where Caravans can stay overnight in allotted spaces.

Considering the immense land area and the multitude of landscapes in India, Caravans and Caravan Parks are sure to add an exciting new facet to tourism. The initial demand in this niche segment is expected to come both from domestic and in-bound tourists.

There is at present a growing demand for eco, adventure, wildlife and pilgrimage tourism. This involves visiting and staying in remote areas, forests, deserts and riversides. There is shortage of accommodation at tourist destinations, especially in remote areas and in certain cases at places where a permanent construction may neither be permissible nor feasible. In such a scenario, Caravan Tourism can effectively meet the growing demand, while ensuring adherence to quality, standards and safety norms. Caravan Tourism would attract a wide range of market segment including young people, families, senior citizens and international tourists. The Caravan tourism policy issued by the Ministry is aimed to promote, facilitate and incentivise development of :-

- I. Caravan Parks in the public sector, private sector and in PPP mode
- II. Caravans in the public sector, private sector and in PPP mode

4.9 Heliport Tourism

With a view to promote tourist destinations in hilly and remote areas of the country, the Ministry of Tourism has issued guidelines to extend financial assistance to State Governments/ Union Territory Administrations for construction of heliports under the Scheme

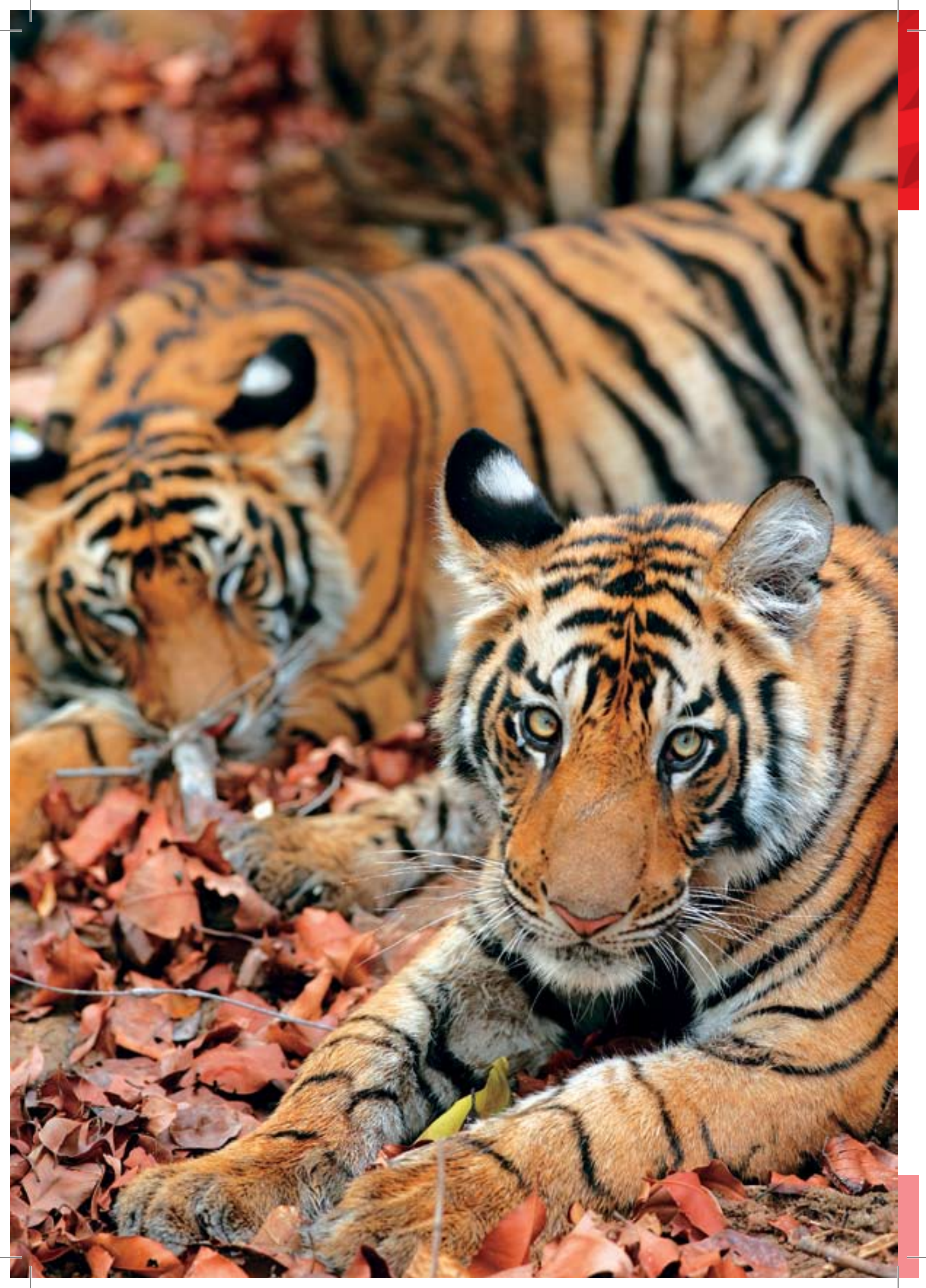
of Product/ Infrastructure Development for Destinations and Circuits.

Two projects for construction of heliports at Mangan and Geetang Khola in Sikkim have been sanctioned under this new initiative of the Ministry of Tourism.

4.10 Sustainable Tourism Criteria for India

The Global Sustainable Tourism Criteria (GSTC) are a set of 37 voluntary standards representing the minimum that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation.

The GSTC were developed as part of an initiative led by Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation, and the United Nations World Tourism Organization (UNWTO).



Taking a cue from this GSTC initiative, the Ministry of Tourism held a meeting to plan a National Workshop for Sustainable Tourism Criteria for India to discuss the modalities for the Sustainable Tourism Criteria for India with the various stakeholders of the Tourism Industry.

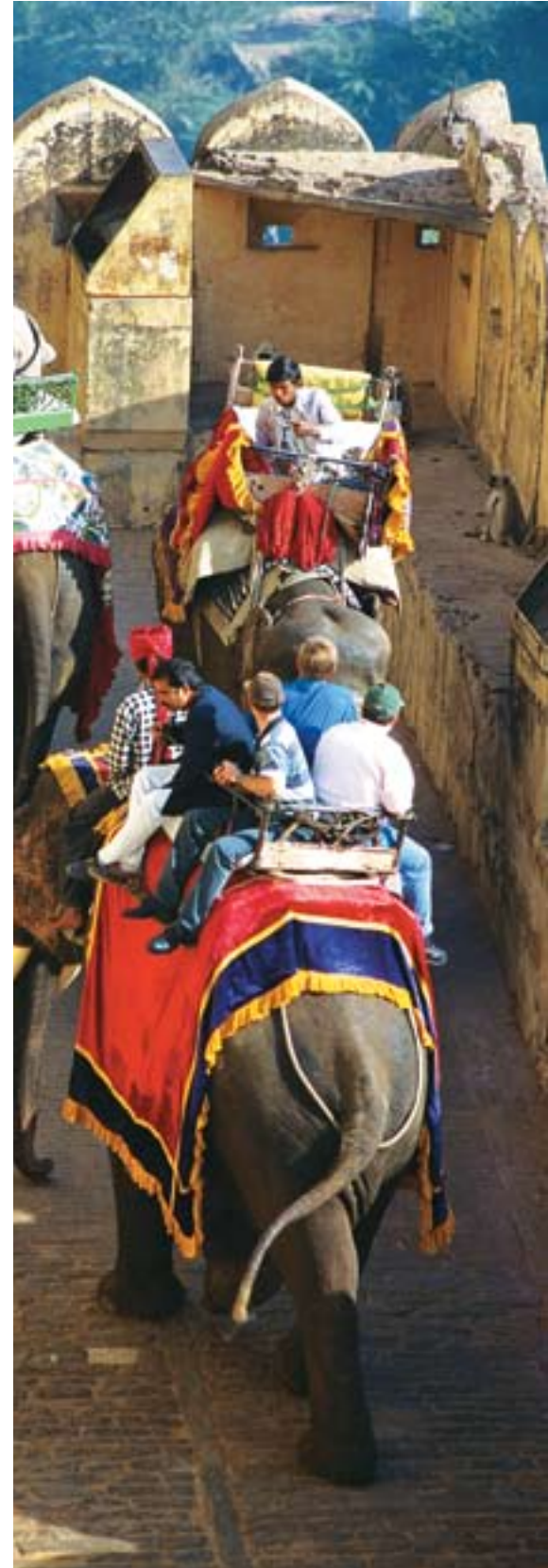
4.11 Tigers – Our Natural Beauties: An initiative

The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner. In the recent years it has been assessed that there is a growing trend towards travel to eco- tourism destinations like National Parks and Wildlife Sanctuaries.

Considering this trend a series of meetings were organised by the Ministry of Tourism with the stakeholders, State Governments and Ministry of Environment and Forests under the initiative “**Tigers – Our National Beauties**” and the stakeholders had raised serious concerns about growing dangers to wildlife in our national parks and wildlife sanctuaries due to unplanned growth of infrastructure, which is also affecting the wildlife corridors.

During these meetings, it was decided that before making any policy intervention independent assessment of the ground situation in National Parks and Wildlife Sanctuaries would be made. Accordingly, on a pilot basis the first assessment of Hotels, Lodges, Resorts, Camps and Guest Houses, in and around Corbett National Park, was taken up by the Ministry of Tourism considering that Corbett Reserve has the highest density of tigers in the country and is under huge biotic pressure. The Ministry of Tourism had commissioned this survey through the students of the Institute of Hotel Management, Pusa, New Delhi. The Survey was conducted from 16th-22nd December, 2009 and has come out with first hand information about the Lodges, Resorts, Camps and Guest Houses in and around Corbett National Park.

The report is available on the website of the Ministry of Tourism (www.incredibleindia.org).





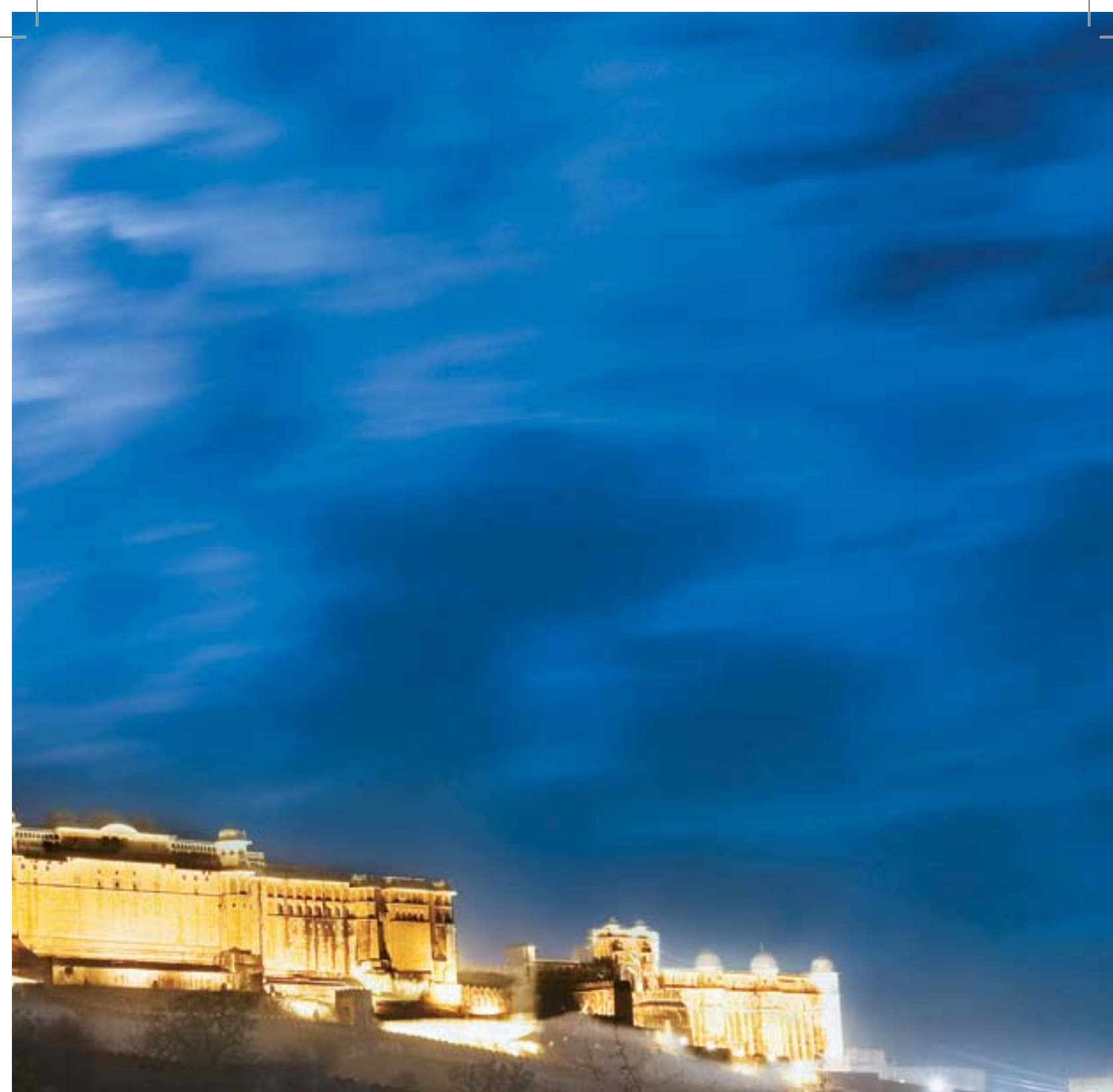
Accessible Tourism





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 for promotion of tourist destinations in the country, the Ministry of Tourism has taken an initiative to make tourist destinations barrier-free. Guidelines have been issued 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 to encourage other agencies responsible for maintaining monuments/

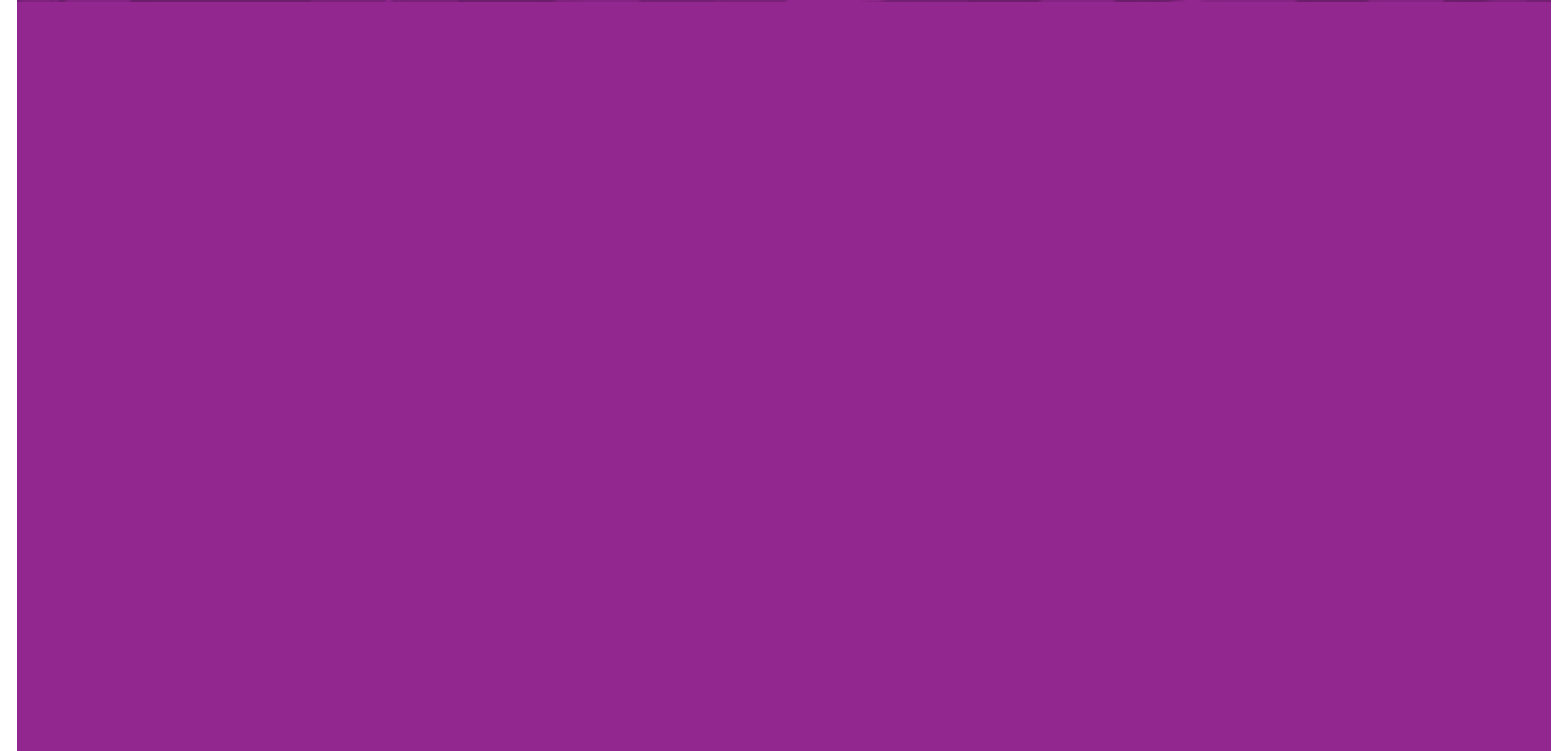


tourist attractions to create barrier-free environment for the promotion of accessible tourism.

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.

Hotels and Travel Trade





6.1 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, the Ministry of Tourism classifies hotels under the star system in six categories, from One to Five Star Deluxe and Heritage Hotels (introduced in 1994) 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 the differently abled persons and security and safety concerns.

Some of the new features include the following:

- (i) Measures and facilities to address the requirements of the differently abled persons
- (ii) Existing classified hotels and new projects have to adopt environmental friendly practices.
- (iii) Segregation of smoking and non-smoking areas in hotels has to be made besides complying 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) The classified hotels require to implement measures to address the safety and security concerns viz. X-ray machines for baggage, CCTV, under belly scanners for vehicles, verification of staff & service providers, hand and baggage scanners, etc.

To expedite the ongoing 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.

6.2 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 as 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 Guidelines.

6.3 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.

6.4 Guidelines for Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for some 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.

6.5 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry has recently reviewed and revised the Guidelines for the approval of Guest Houses, during December 2009 which will meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines have been aimed to address 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 can fall under such 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.

6.6 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.

6.7 Incredible India Bed & Breakfast 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.





6.8 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.

6.9 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 bound to grow and the country is in need of more Convention and Exhibition Centres to meet this requirement. To encourage investment and standardize facilities in these areas, the Ministry of Tourism grants approval to Convention Centres.

6.10 Classification of Tented Accommodation

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

classification of operational tented accommodation in two categories viz. Standard and Deluxe.

6.11 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, which are 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.

6.12 Incentives

Due to the efforts of the Ministry of Tourism, Reserve Bank of India (RBI) has de-linked credit for hotel projects from commercial real estate, thereby enabling hotel projects to avail credit at relaxed norms and reduced interest rates.

A Five-Year Tax Holiday had been announced to new hotels of two, three and four star category hotels and Convention Centres in 2007-08 under the Income Tax Act coming up between 1st April, 2007 to 31st March, 2010 in the NCT of Delhi and some neighbouring districts of NCR.

Further, a Five-Year Tax Holiday for all hotels of 2, 3 and 4 star category located in all UNESCO declared World Heritage sites (except Mumbai and Delhi) has also been announced for hotels which start operating with effect from 1st April, 2008 to 31st March, 2013.

6.13 Efforts to Overcome Shortage of Accommodation

The Ministry of Tourism has been urging the States/Land owning

agencies for following actions to meet the shortage of hotel accommodation in the country and the NCR of Delhi:

- Creation of Land Banks for use of hotels/allocation of plots for hotels.
- Arranging of hotel sites on long-term lease/joint revenue sharing basis etc. instead of direct sale by auction
- Allocation of maximum number of plots for the budget category hotels by the State Governments
- Ensuring a higher level of commercial utilization for budget hotel sites put up for auction
- Change of old Master Plans in the metros and other big cities to offer more hotel sites with higher commercial utilization and higher FAR/FSI to new Hotels

The upsurge in tourist arrivals intensified the Ministry's efforts towards augmentation of tourist accommodation. The Ministry brought out guidelines for the

Hotels and Travel Trade

classification of Apartment Hotels, Timeshare Resorts, Guest Houses and Tented Accommodation. The Ministry of Urban Development has now liberalized the operation of Guest Houses in National Capital Territory of Delhi as per its Master Plan 2021. On the request of Ministry of Tourism, Ministry of Urban Development has rationalized the conversion charges that are levied on the Guest Houses.

The excessive demand led to planning for an inventory of budget category rooms, bringing into its orbit spare rooms that are available with various house-owners, who are willing to use them for tourist accommodation. These facilities are classified as 'Incredible India Bed & Breakfast Establishments' under 'Gold' or 'Silver' categories. The revised guidelines have been aimed to address the changing needs and requirements of the guests as well as the safety and security concerns. The scheme facilitates availability of rooms at affordable costs for the common tourists, who desire to stay with Indian families and experience Indian culture combined with authentic Indian cuisine. Such registered houses are being promoted through the 'Incredible India' website of the Ministry of Tourism.

6.14 Approval of Travel Trade

The Ministry of Tourism has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. The aims and objectives of this scheme are to encourage quality, standard and service in these categories so as to promote tourism in India. This is a voluntary scheme open to all bona fide agencies. The total number of approvals issued to service providers of Travel Trade etc., is given below:-

Category	Till 16th December, 2009
Travel Agents	415
Inbound Tour Operators	552
Tourist Transport Operators	203
Adventure Tour Operators	28
Domestic Tour Operators	48
Total	1246

6.15 Tourist Charters

The Government has approved the guidelines for operation of Tourist Charter Flights to and from India with effect from 17th August, 2006. The guidelines have been further liberalized for operating these flights subject to the condition that Tourist Charter Flights will be permitted only for "Inclusive Tour Package (ITP)". Some of the modifications introduced in the Charter Guidelines in respect of ITP Charter Flights to India (Inbound Tourist Charters) are as follows:-

- Application for operating inclusive Tourist Charter Flights to India can be filed by an Indian Tour Operator recognized by the Ministry of Tourism, Government of India or flight clearing agencies, cleared by the security agencies for obtaining flight clearances from DGCA.

- The stipulated minimum duration of stay of charter tourists in India has now been removed.

During the period from 1st January, 2009 till 31st October, 2009, a total of 381 (ITP) Tourist Charter Flights operated into India bringing a total of 79, 053 foreign tourists.

6.16 VISA

The Ministry of Home Affairs has introduced “Visa-on-Arrival” scheme for tourists from five countries viz., Singapore, Finland, New Zealand, Luxembourg and Japan, on pilot basis.

As an outcome of the initiative taken up with the Ministry of External Affairs and Ministry of Home Affairs, the Advance Passenger Information system to facilitate security clearances has already been introduced on pilot basis on all Air India flights coming from various locations to Delhi. Depending on its success the Ministry of Home Affairs would be considering its expansion in due course.

The Ministry of Home Affairs has decided to grant Long Term Tourist Visa of 5 years duration with Multi-entry facilities carrying a stipulation of 90 days on each visit, to the nationals of the following 18 select countries:

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

6.17 Tourist Police

On the request of the Ministry of Tourism, the states of Andhra Pradesh, Karnataka, Goa, Kerala, Maharashtra, Himachal Pradesh,

Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Orissa have deployed Tourist Police in one form or another.

The guidelines for formation of Tourist Security Organization(s) comprising



Hotels and Travel Trade

Ex- Servicemen, in the states have been forwarded to the State Governments/ Union Territory Administrations. The Government of India, the Ministry of Tourism is in touch with the State Governments/ Union Territories to monitor and for follow up action.

6.18 Relaxation of Guidelines for Travel Trade

In the aftermath of the decline in the foreign tourist arrivals in the wake of global economic meltdown and the terrorist attacks on Mumbai city in November last year, Travel Agents (TAs), Inbound Tour Operators (ITOs), Domestic Tour Operators (DTOs), Tourist Transport Operators (TTOs) and Adventure Tour Operators (ATOs) are downsizing the staff strength and decreasing office space to reduce costs. Responding to the requests of Travel Trade Associations, the Ministry of Tourism has made amendments in guidelines for recognition of TAs, ITOs, DTOs, TTOs and ATOs. Accordingly, the requirement of office space has been reduced from the existing 250 sq. ft. to 150 sq. ft. for rest of India and 100 sq. ft. for hilly areas which are above 1000 metres from sea level. Similarly, the owner would now be considered as one of the qualified staff members.

For the North Eastern region, the requirement of qualified staff has been relaxed from the existing two qualified staff to one with the other being owner who would be treated as a qualified staff. The reduction in the requirement of office space from 250 sq. ft. to 100 sq. ft., which is applicable in hilly areas, is also applicable to North-Eastern region. Furthermore, the Chartered Accountant's Certificate regarding turnover of the firm in Rupee earnings would be treated as Foreign Exchange Earnings, provided there is documentary evidence that such earnings are from Inbound tour operations only. The revised guidelines are effective from 4th December, 2009.



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 infrastructural 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 29 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 8 State IHMs, and 5 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with specific mandate to impart / conduct hospitality education / training in hospitality skills.

7.2 National Council for Hotel Management and Catering Technology

For steering and regulating the academic efforts of the IHMs and FCIs, the Ministry had set up, in 1982, the National Council for Hotel Management and 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 undertakes recruitment; its

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 29 IHMs and 5 FCIs that have come up with the support of Ministry are affiliated to it for admissions

and regulations of examination. The NCHMCT has been given the mandate to affiliate private IHMs. As of now, 12 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 courses, i.e. P.G. Diploma in Accommodation Operation; P.G. Diploma in Dietetics and Hospital Food Service; Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation; Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admission is directly carried out by the respective Institutes as per eligibility criteria prescribed by the National Council for each of the courses.

7.3 Indian Institute of Tourism and 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 for providing specialized training and education for tourism and travel industry both in the private and public sector. The Institute had organized a Syllabus Review Workshop from 16th-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.

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) on the beach of Panjim. The administrative control of NIWS stands entrusted to the IITTM.

The Ministry has also sanctioned, during the year, the setting up of a South Centre of the IITTM at Nellore, Andhra Pradesh.

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 is prompting the following five-pronged strategy:

Human Resource Development

- i) Effort 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; and
- v) Skill testing and certification of the existing service providers.

The Ministry has extended Central Financial Assistance for the setting up of 15 new State IHMs (SIHMs) and 10 new FCIs. These SIHMs will be located at Silvasa, Ranchi, Raipur, Rohtak, Hoshiarpur, Bhatinda, Fursatganj, Bodhgaya, Ailawng (Mizoram), Dimapur, Yupia (Arunachal Pradesh), Kozhikode, Sholapur, Tirupati and Jorhat. The CFA for such projects 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. 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 paid for the construction of hostels. The expenditure over and above the central grant is met by the respective state governments. The FCIs will be located at Leh, Jammu, Hoshiarpur, Kangra, Garhmukteshwar (Uttar Pradesh), Muzaffarpur, Durgapur, Nagaon, Hassan and Tura. 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. Further, the new IHMs that are being sanctioned will have a composite character, both of an IHM and of an FCI. To begin with, each IHM will run

craft courses in five streams (total intake 200) and degree course (B.Sc. in Hospitality and Hotel Administration with intake of 120).

7.6 Broad-basing of the Hospitality Education

The Ministry has also decided to mainstream hospitality education 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 will be utilized for creation of infrastructure necessary for the conduct of courses / trainings.

7.7 Capacity Building

For upgrading the skills and capacity building of service providers of the Industry, the Ministry commenced the scheme of Capacity Building for Service Providers, under which, trainings are undertaken to cover a wide

Human Resource Development

range of services like health & personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, energy saving and nutrition saving techniques, guide training etc. It, inter-alia, covers service providers such as coolies/servers/waiters/helpers/front office staff/reception counter staff/food kiosk and dhaba staff/personnel engaged in handling tourists, airport security staff, immigration officials and custom officers.

The implementing agencies are, amongst others, Indiatourism Offices, Institutes of Hotel Management, Food Craft Institutes, Indian Institute of Tourism and Travel Management, NCHMCT, tourism departments of States/UT Governments, State Tourism Development Corporations, India Tourism Development Corporation, State/Central training/academic institutions. Under the scheme, the participants of 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 2009-10

a. A Special Training Programme to Create Employable Skills

The Ministry of Tourism has launched a special programme for creation of employable skills amongst youth belonging to economically weaker strata of





the society. A person seeking admission in the Programme should be minimum eighth pass and in the age group of 18 to 25. The Programme offers short but quality training courses covering i) food and beverage service and ii) food production. At present, the programme is being conducted by the IHMs and FCIs sponsored by the Ministry of Tourism. The trainees are also paid Rs.1500/- or Rs. 2000/- each, depending on the length of the course. In view of the intrinsic merits of the Programme and its pro-poor stress, it has been included in the Government's action plan for the first one hundred days. The first round of trainings commenced from 17th August, 2009. The target for the first 100 days was the training of 1250 persons and that has been achieved.

In view of the response to the Programme, it was extended to enlist more institutes as implementing agencies, to eventually reach out to people in much larger numbers. This extension of the Programme will be actualized through an active involvement of the State Governments and U.T. Administrations.

b. 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 initiated by the Ministry under which the service providers would undergo a 3-day orientation followed by practical test and viva voce. To begin with, funds were sanctioned to the NCHMCT and seven IHMs, at PUSA, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru and Goa, for the institution of testing facilities. In view of the importance of this programme to the Industry, it forms part of the action plan of the Government for first one hundred days. The certification target for the first one hundred days was 1250 persons in and has been achieved.

Encouraged by the response to this Programme, it was decided to add 7 more IHMs, at Jaipur, Gandhi Nagar, Srinagar, Chandigarh, Dehradun, Bhopal and Guwahati, as the skill testing centres.

c. Certified Hospitality Trainers Programme

About 300 first class graduates in hospitality and

hotel administration will be given intensive training spread over 55 working days so as to en-capacitate them for teaching assignments. The measure is intended to meet the shortage of teachers specific to hospitality education. Presently, the IHMs at Pusa (Delhi), Gwalior, Lucknow, Kolkata, Hyderabad, Bengaluru and Gandhi Nagar are conducting the Programme. During the training, each student is entitled to a stipend of Rs. 10,000/- per month.

d. Training of Teachers of IHMs and FCIs

With a view to upgrading the skill and enlarging the vision of the teachers in the IHMs, FCIs and IITTM, the Ministry organized the training of 46 teachers during the year. The training included study visits to certain hospitality institutes of repute in other countries.

e. Earn While You Learn Programme

Under this Ministry's Programme namely 'Earn While You Learn', the Indian Institute of Tourism and Travel Management conducts training of college-going students for a period of 21 days. The basic purpose of the training is to sensitize youth to tourism in the country and also give skills to handle tourism related functions. The Programme has acquired an added significance as Commonwealth Games – 2010 would be expected to draw volunteers from amongst the pass-outs of the Programme. During the course of this year and up to the Games, about 3000 students would be trained. This Programme is funded under the Ministry's Scheme of Capacity Building for Service Providers.

f. Training of 3000 Taxi / Bus Drivers and Conductors / Helpers

These trainings too will be funded under the Capacity Building for Service Providers Scheme. The trainings are being conducted by the Haryana Institute of Public Administration presently. The first training course was taken up on 11th May, 2009. Soon, the ITDC will also be expected to take initiative for the training of another 500 persons. This number (3000) has been worked out in consultation with the Organizing Committee for the Commonwealth Games. Each

training course runs over four days and aims at not only improving the drivers and others in their manners and attitude but also to give them skills in communication, first aids and yoga.

g. Training of 8000 auto-rickshaw Drivers

The Ministry of Tourism has launched a Programme to train 8000 auto-rickshaw drivers of Delhi. The partners in the Programme are : Haryana Institute of Public Administration (HIPA), India Tourism Development Corporation, Delhi Institute of Hotel Management (DIHM), Indian Institute of Public Administration (IIPA) and Delhi Police. The Programme got underway from 12th October, 2009 when the first course was conducted at HIPA. Later, one course each at the IIPA, the ITDC and the DIHM is being conducted on weekly basis. Each course will be of 3 days duration and take 40 trainees. This Programme complements the Programme for taxi drivers launched earlier.

Publicity and Marketing







8.1 Domestic Campaigns

In the year 2009-10, the Ministry of Tourism released a campaign in May–June 2009, on ‘Good Behaviour Towards Tourists’ featuring Shri Aamir Khan. This campaign was released on various Television Channels. In August–September 2009, the Ministry of Tourism also released a Generic Campaign in the domestic market to promote India as a holistic attractive tourist destination. This campaign was launched on various television channels as well as in national newspapers and regional vernaculars. The Ministry of Tourism also

produced 4 social awareness TV commercials on themes, ‘Honesty’, ‘Hospitality’, ‘Good Behaviour Towards Tourists’ and ‘Proud to be an Indian’ as part of Social Awareness Efforts. To reinforce the ‘Atithi Devo Bhavah’ message, encouraging the objective of responsible behaviour and to sensitize masses and tourism stakeholders, a campaign on Social Awareness was launched on Doordarshan and various TV channels in January–February 2010.

To promote North-East of India, the Ministry of Tourism released a TV campaign on various channels in January–February 2010.

8.2 International Campaigns

The Ministry of Tourism in the year 2009-10, released 5 international campaigns till December 2009, to promote India as an year round, attractive, multi-cultural, modern and sports friendly destination. These Campaigns are Print Campaign Europe, Print Campaign Americas, Print Campaign Asia Pacific, Print Campaign Global and

TV Campaign Asia Pacific. Major part of the activity was undertaken in the select TV channels, magazines, in-flight magazines and newspapers.

Apart from the Campaigns, the Ministry also undertook integrated programmes with the select publications.

8.3 Other Promotions

The Ministry is regularly producing its 'Incredible India' bi-monthly magazine. This magazine is produced along with the Ministry's newsletter featuring major activities undertaken by the Ministry of Tourism.

In the year 2009-10, the Ministry of Tourism is re-printing 5 Regional Maps of India along with 3 city maps of Jaipur, Agra and Thiruvananthapuram.

A promotional calendar for the year 2010 was produced.

To promote Indian Tourism, ad-hoc print advertisements were released in various magazines.

Promotional 'Incredible India Carry Bags' were also produced during the financial year.

8.4 Online Initiatives

An online campaign covering major websites in USA, UK, Germany, Italy, France, Japan, China as well as search portals like Yahoo and Google were undertaken in international as well as domestic markets.

Development of Visit India Year microsite was undertaken for promotion of the Visit India year.

A DVD comprising of Incredible India Television Commercials was also produced during the year.

CFAs to States / UTs is being provided for development of IT facilities.

8.5 List of Awards Won By The Incredible India Television Commercial

1. Das Goldene Stafttor/ The Golden City Gate, Germany, on 12th

March, 2009: won a Bronze Award

2. International Tour Film Festival, Plock, Poland on 29th May, 2009: won

a) The Best Commercial Film

b) The Best Film Voted Through Internet

c) The Best Amongst the Best Awards

3. The International Festival of Documentary Films, Campulung, Romania on 3rd July, 2009: won the Best Commercial Film Award

4. International Festival of Corporate AV medias (FIMAC) at Le Creust, France on 19th June, 2009: won a Bronze Award

5. International Tourism Film Festival, Barcelos, Portugal, on 26th September, 2009: won the Best Commercial Film Award

6. Tourfilm Karlovy Vary, Prague, Czech Republic: won the Best Commercial Award

7. International Tour Film

ONE special reason to visit India in 2009

*Any time is a good time
to visit the Land of the Tiger.
But there is no time like now.*

- ONE unforgettable holiday with someone special and a bouquet of never-before benefits
- ONE complimentary air-ticket
- ONE complimentary sightseeing tour in a city of your choice
- ONE day's complimentary stay in your hotel
- ONE complimentary Rural Eco holiday

Visit
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Year 2009

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- ONE complimentary air-ticket
- ONE complimentary sightseeing tour in a city of your choice
- ONE day's complimentary stay in your hotel
- ONE complimentary Rural Eco holiday

Visit
India
Year 2009

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Incredible **India**
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Festival ITF CRO in Split / Croatia: won the Best Promotive Tourist Film of the Festival Award

8. International Committee of Tourism Film Festival at Vienna: won a Grand Prix Award

8.6 Marketing Objectives of Overseas Offices

The Ministry of Tourism, Government of India, 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.

The above 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 and Exhibitions, Organising Seminars, Workshops, Road Shows and 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 MDA Scheme

Under the Market Development Assistance Scheme, the Ministry of Tourism, Government of India, 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 Strategy and Plan

of the Ministry of Tourism is the Hospitality Programme, under which the Ministry of Tourism invites editorial teams of travel publications, journalists, photographers, T.V. teams, 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 products during their familiarization tours on the Ministry of Tourism's hospitality.

During the 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 the Great Indian Travel Bazaar 2009, Himalayan Run & Trek Event, MICE Conclave in Hyderabad, etc. Familiarisation Tours on the Mahaparinirvana. Special

Publicity and Marketing

Buddhist Tourist Train were also arranged for trade and media representations, particularly from East and South East Asia, for promoting Buddhist sites in the country.

8.9 Overseas Marketing Meet

An Overseas Marketing Meet was organised by the Ministry of Tourism, Govt. of India at Ashok Hotel, New Delhi on the 3rd and 4th August, 2009. The Meet included presentations by heads of the 14 Indiatourism offices overseas on the marketing strategies and promotional activities being undertaken in their respective markets as well as interactive sessions and presentations by members of the Travel Industry.

The Meet provided an opportunity for interaction with the industry and to get their inputs and perspective on international tourism trends and marketing strategies as well as to highlight new tourism products and initiatives being taken in the field of Tourism in the country. The sessions during the Meet included presentations and panel discussions on the Industry's Perspective on Overseas Promotion and Marketing, Adventure Tourism in India, New Tourism Products (Rural Tourism, Cruise Tourism and the Luxury Tourist Trains), Medical & Wellness Tourism and MICE Tourism.

The Meet was inaugurated by the Hon'ble Minister of Tourism and Minister of Housing & Urban Poverty Alleviation, Govt. of India on 3rd August, 2009.

8.10 Some Major Promotional Activities Undertaken for Overseas Promotion

a. The Ministry of Tourism, Govt. of India undertook a series of promotional initiatives to minimize the negative impact of the global economic meltdown and the terrorist attack in Mumbai and to promote tourism to India.

- A **Visit India Year 2009** Scheme was launched by the Ministry of Tourism in April 2009 in collaboration with all stakeholders including airlines, hotels, tour operators, for incentivising travel to India. Under the Scheme, participating airlines, hotels and tour operators have provided incentives by way of one complimentary air passage

for a travelling companion, one night complimentary stay in the hotel booked by the tourist and complimentary sightseeing tour in any one city of visit. In addition Rural Eco-packages and Wellness packages were also offered to tourists from overseas.

- 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.

(i) Road Shows, in collaboration with the Indian Association of Tour Operators were organized in Japan & South Korea (Seoul-Osaka-Tokyo), USA & Canada (New York-Chicago-Toronto-Vancouver-San Francisco-Los Angeles) and West Asia (Dubai-Muscat-Bahrain) during the months of April and May 2009.

(ii) Road Shows in collaboration with the PATA India Chapter

Publicity and Marketing

were organised in Scandinavia – Helsinki (Finland), Stockholm (Sweden) and Oslo (Norway) in August 2009. 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. The delegation for the Road Show in Norway was led by the Hon'ble Minister of Tourism and Minister of Housing & Urban Poverty Alleviation.

- (iii) Road Shows focusing on Adventure Tourism were organized in Australia and New Zealand (Adelaide, Brisbane, Melbourne, Sydney, Wellington and Auckland) in September 2009, in collaboration with the Adventure Tour Operators Association of India.
- (iv) To promote Wellness and Medical Tourism, Road Shows were held in Dubai, Riyadh, Kuwait and Doha in October 2009. The Road Shows comprised presentations on the varied tourism

products of the country as well as focused presentations on Medical and Wellness facilities in the country. The delegation from India for the Road Shows was led by the Hon'ble Minister of State for Tourism.

- b. As part of the celebration of the **“Year of India in Russia”** mega promotional events featuring Indian culture and cuisine were held in Moscow and St. Petersburg

**ONE special reason
to visit India in 2009**

*Any time is a good time
to visit the Land of the Taj.
But there is no time like now.*

- **ONE** unforgettable holiday with someone special and a bouquet of never-before benefits
- **ONE** complimentary air-ticket
- **ONE** complimentary sightseeing tour in a city of your choice
- **ONE** day's complimentary stay in your hotel
- **ONE** complimentary Rural-Eco holiday

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Publicity and Marketing

in September 2009. The highlights of the Incredible India Event were the India Evenings organised at the Ritz Carlton Hotel, Moscow and at the Grand Hotel Europe, St. Petersburg. The India Evenings comprised a cultural performance to showcase India's rich cultural heritage, followed by an Indian dinner. The India Evenings were followed by four-day long India Food Festivals in both cities. To coincide with the Events, an integrated outdoor advertising campaign and Print Media campaign were launched in Moscow and St. Petersburg.

c. The Ministry of Tourism supported a major India promotional event "**India Calling**" organized by the National Geographic Society in Los Angeles in September 2009. The event showcased Indian music, culture, cuisine and handicrafts. Chefs from leading hotel chains in India and craftspersons from Rural Tourism projects in the country were taken for the event.

d. The Ministry of Tourism, Govt. of India, through the Indiatourism office in London undertook an advertising campaign in the print and outdoor media in London to coincide with the **Queens Baton Relay** for the Commonwealth Games 2010, which was flagged off from the Buckingham Palace on 29th October, 2009. The campaign included advertisements at Heathrow Airport, on hoardings, billboards, LED Screens and bus shelters at prominent locations in London city as well as in leading daily newspapers.

e. The Ministry of Tourism has co-sponsored an event "**India Show**" - a unique experience with modern entertainment, produced by M/s Prime Time Entertainment AG, Germany, to be shown in Germany, Austria and Belgium for a period of 18 months, i.e. from November 2009 till April 2011. The show will present to the Europeans the magic and mysticism of India and the fabulous world of the maharajas. The concept is to create India in luxury tents and move them from city to city. The event will provide an ambience of palaces, bazaars and other attractions, through modern stage technology.

The World Premier of the event was held in Frankfurt on 17th December, 2009, which was attended by the Secretary (Tourism),

Govt. of India.

f. Indiatourism, New York arranged for the premier screening of the film "**Quest for the One-horned Rhino**" a film produced by Richard Bangs, world renowned travel pioneer, author and producer, at the Explorers Club, New York on 17th September, 2009. The film focuses on the story of wildlife conservation in the state of Assam, with particular reference to the one-horned rhino. The screening of the film was attended by leading tour operators, media representatives, adventure enthusiasts as well as opinion makers in New York. The Hon'ble Chief Minister of Assam was also present and addressed the gathering prior to screening of the film.

g. 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 Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Hangzhou, China, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt, FITUR in Madrid and ITB in Berlin.

Indiatourism, Beijing was awarded the “*Best Tourism Promotion Award*” at the World Travel Fair in Shanghai. Indiatourism, Tokyo was awarded the “*Best Booth Operation Award*” at the Korea World Travel Fair and the “*Best Tourism Promotion Award*” at the Busan International Tourism Fair in South Korea.

h. India Evenings and Presentations have been organized in Amsterdam, Brussels, Brugge, Luxembourg, Copenhagen, Birmingham, Bristol, Cardiff, Norwich, Portsmouth, Dublin, Bern, Basel, Zurich, Marbella, Bratislava (Slovakia), Zagreb (Croatia), Ljubljana (Slovenia) Lithuania, Latvia, Estonia, Almaty (Kazakhstan), Budapest, Hamburg, Munich, Dusseldorf, Cologne, Vienna, Boston, Miami, Florida, Toronto, Montreal, Vancouver, Ottawa, Sao Paulo, Buenos Aires, Port of Spain, Beijing, Hangzhou, Kunming, Seoul, Tokyo, Busan, Taipei, Sydney, Abu Dhabi, among other cities.

i. 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 Buenos Aires (Argentina), Montevideo (Uruguay), Colombia and Ecuador, Beijing (China), Dubai (UAE), Durban and Johannesburg (South Africa).

j. Indiatourism offices have also participated in / supported **Cultural Festivals**, including the “Namaste India” Festival in Tokyo, Festivals of India in Argentina, Indonesia and Ireland, “India Week” in Reykjavik, Iceland, the “Shared Histories” Cultural Festival in South Africa and a “Discover Incredible India” Cultural Festival in Los Angeles.

k. For greater visibility of “**Incredible India**”, outdoor advertising campaigns including advertising on taxis / buses / trams, hoardings and billboards have been undertaken in Beijing, Shanghai, Guangzhou and Kunming, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Bahrain, Kuwait, Doha, Riyadh, Ras-al-Khaimah, Johannesburg,

Helsinki, Stockholm, Oslo, Amsterdam, Rotterdam, London, Manchester, Edinburgh, Belfast, Moscow, St. Petersburg, Vienna, Frankfurt, Munich, Dusseldorf, Hamburg, Berlin, Davos, Paris, Cannes and Nice, New York, Washington, Miami, Boston, San Francisco, Los Angeles, Vancouver, Ottawa, Toronto and Buenos Aires.

l. 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.

Statistics, Surveys and Studies





9.1 Information and Research Activities

The Market Research Division of the Ministry of Tourism is responsible for compilation, tabulation and dissemination of information on various aspects of 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, occupancy statistics of approved hotels, etc. Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences and satisfaction levels, availability and adequacy of infrastructural facilities at tourist centres, etc. This Division also undertakes studies and preparation of master plans/perspective plans/Detailed Project Reports (DPRs) for development of tourism in the country.

9.2 Foreign Tourist Arrivals

The Foreign Tourist Arrivals (FTAs) in India during the year 2009 were 5.11 million as compared to 5.28 million in 2008, registering a fall of 3.3%. Tourism sector witnessed a bad year all over the world. The decline in growth rate in FTAs observed in India was lower than that observed for world (4.3%).

9.3 Foreign Exchange Earnings from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. The

Foreign Exchange Earnings (FEE) from tourism during 2009 in US\$ terms are estimated at 11.39 billion as compared to 11.75 billion during 2008, registering a fall of 3.0%.

In rupee terms, the FEE from tourism during 2009 are estimated at Rs. 54,960 crore as compared to Rs. 50,730 crore during 2008, registering a growth of 8.3%.

A statement giving FTAs in India and FEE from tourism for the years 2000 to 2009 are given below:



Foreign Tourist Arrivals and Foreign Exchange Earnings during the Years 2000-09

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Rs. in Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in 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	50730#	14.4	11747#	9.5
2009	5108579@	-3.3	54960#	8.3	11394#	(-)3.0

Advance Estimates

* Revised Estimates

@ Provisional Estimates

9.4 Domestic Tourism

The estimates of domestic tourism are compiled on the basis of data collected and furnished by State/UT Governments to the Ministry of Tourism. As per the figures reported by the State/UT Governments, the domestic tourist visits during the year 2008 are estimated to be 562.9 million, showing a growth of 6.9 % over 2007.

9.5 Surveys and Studies

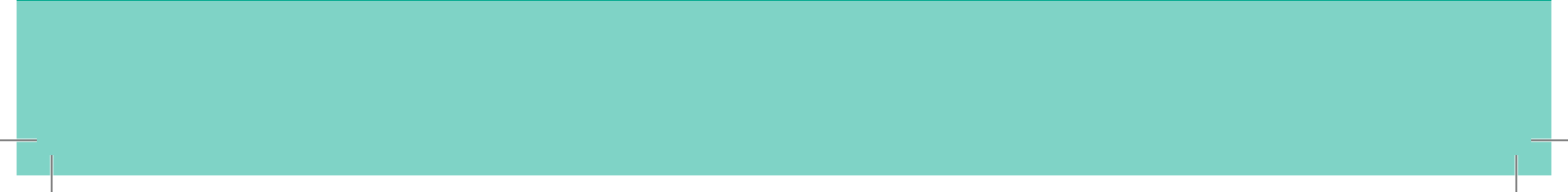
One of the important activities of the Ministry of Tourism is to sponsor studies and surveys to get important inputs for formulation of policies and programmes for the development of tourism in the country. In addition, evaluation studies are also conducted to find

out the effectiveness of the schemes being implemented by the Ministry of Tourism. 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 conduct of statistical surveys.

The details of Surveys, Studies, DPRs, Feasibility Studies, etc. completed/ commissioned during 2008-09 and 2009-10 are given at Annexure II.

International Cooperation





International Cooperation

10.1 Cooperation with International Organizations

International Cooperation Division is one of the important divisions of the Ministry of Tourism, which engages in various consultations and negotiations with international 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 Cooperation (BIMSTEC); Mekong-Ganga Cooperation (MGC); Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC) and South Asian Sub-regional Economic Cooperation (SASEC) .

This Division also negotiates with other countries for signing of agreements / Memoranda of Understanding for bilateral tourism Cooperation and attends Joint Commission Meetings in co-ordination with Ministries of Commerce, Culture, External Affairs, Civil Aviation, Finance, Petroleum, etc. for promotion of tourism.

10.2 Bilateral Tourism Cooperation Agreements

India has signed 46 bilateral / trilateral Agreements / MoUs / Protocols with other countries to widen links of friendship and mutual promotion of tourism. During the year, Agreements / MoUs on tourism cooperation have been signed with Spain on 22nd April, 2009 and Poland on 25th April, 2009. In addition, Joint Working Group Meeting on Tourism was also held on 27th-28th August, 2009 in Yogyakarta, Indonesia to further India's interest in the field of tourism with Indonesia.

A Joint Action Plan on tourism Cooperation between India and Singapore was signed on 4th August, 2009.

10.3 Participation in the UNWTO

As a specialized multilateral agency of the United Nations, the World Tourism Organization (UNWTO) is the multilateral international

body in the field of tourism, acting as a global forum for tourism policy issues and a source of tourism know-how. While primarily an inter-governmental organization with over 150 member – countries, it also welcomes the private sector, educational institutions, tourism associations and local tourism authorities to participate as Affiliate Members. India participated in the 18th Session of the General Assembly of UNWTO organised from 5th-8th October, 2009 in Astana, Kazakhstan. In the election held, during the General Assembly Session, India was once again elected to the Executive Council of UNWTO. The Executive Council is the governing body of the UNWTO, which is responsible for ensuring that the Organisation carries out the work and adheres to its budget. India is a member of the Executive Council of UNWTO continuously for the last 19 years. During this period, India has been elected to the Chairmanship of the Executive Council twice.

10.4 External Assistance

The Ministry of Tourism is according high priority to the development of tourism related infrastructure - with external assistance. Phase II of Ajanta-Ellora Conservation and Tourism Development Project is being implemented with the loan assistance of the Japan International Cooperation Agency (JICA). A loan agreement between Government of India and JICA has also been signed for the development of Uttar Pradesh Buddhist Circuit.

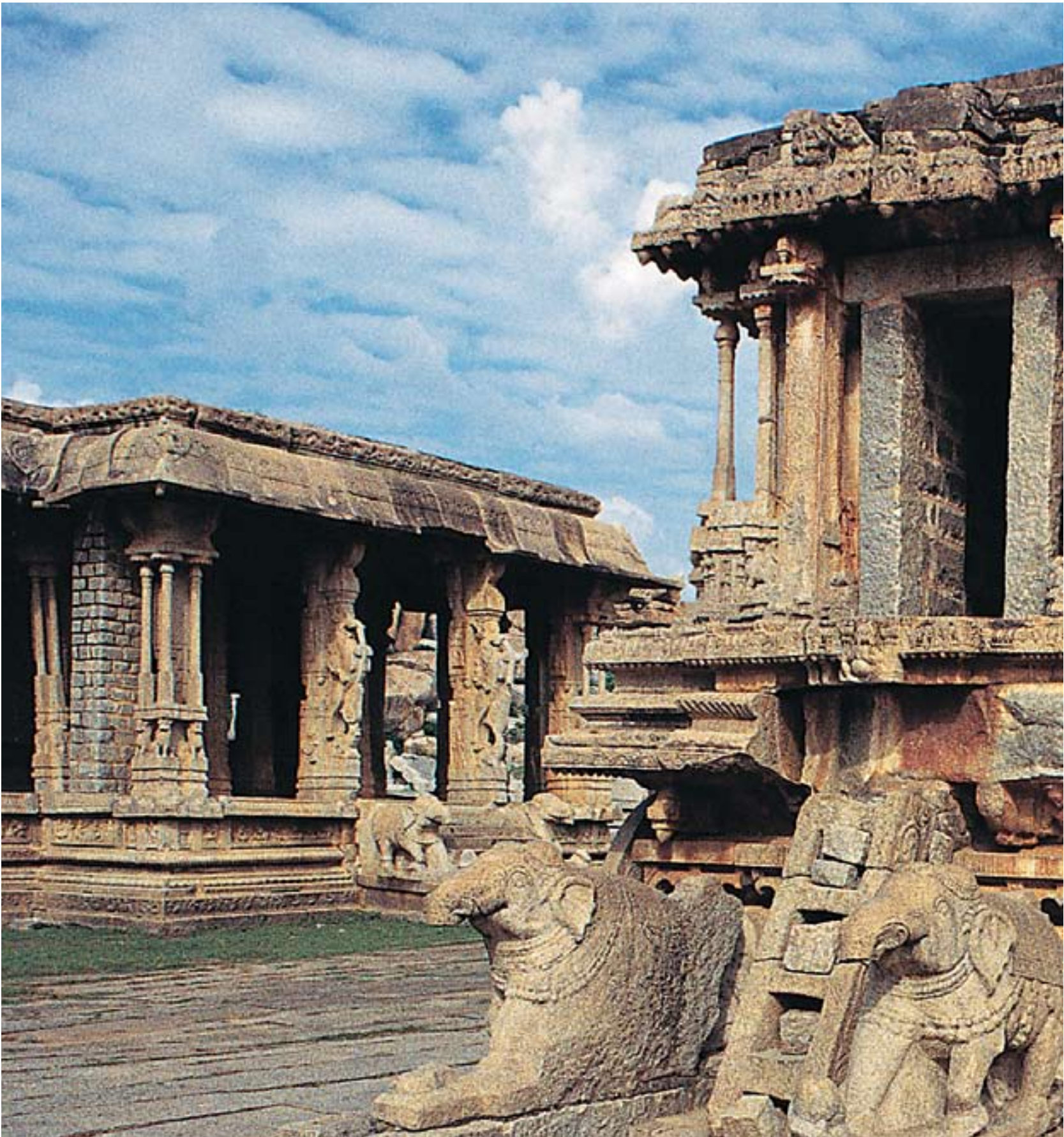
a. Ajanta-Ellora Phase II

A loan agreement for 7331 million Japanese Yen was signed with JBIC on 31st March, 2003 to undertake the Ajanta-Ellora Development Conservation 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. Development of Buddhist Circuit in Uttar Pradesh

A loan agreement for the development of Uttar Pradesh Circuit Project was signed on 31st March, 2005 for an amount of 9495 million Japanese Yen with JBIC. The scope of the project provides for improvement of roads, public utilities, site development, support programme, etc. at Sarnath, Kushinagar, Kapilvastu, Sravasti, Sankisa in Uttar Pradesh.







India Tourism
Development
Corporation Limited





India Tourism Development Corporation Limited

11.1 Introduction

India Tourism Development Corporation (ITDC) is the only Public Sector Undertaking of the Ministry of Tourism. Incorporated on 1st October, 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 Organisational Set-up

The present organisational set-up at the Corporate level comprises Chairman & Managing Director (C&MD), Functional Directors and

heads of business groups viz. Ashok Group of Hotels, Corporate Marketing, Event Management, Ashok International Trade, Ashok Travels & Tours, Ashok Creatives, Ashok Institute of Hospitality & Tourism Management and Engineering Services Division etc. supported by Human Resource Management, Finance & Accounts, Public Relations, Secretarial and Vigilance & Security departments.

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



India Tourism Development Corporation Limited

completed hotel, 3 Restaurants (including one Airport Restaurant), 11 Transport Units, 1 Tourist Service Station, Duty Free Shops at Goa and Coimbatore Airports, 1 Tax Free Outlet, 1 Sound & Light Show and 4 Catering Outlets. Besides, ITDC is also managing a Hotel at Bharatpur, a Tourist Complex at Kosi and a Son-et-Lumeire (SEL) Show at Sabarmati, Ahmedabad owned by the Ministry of Tourism.

11.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 8.47 crore in seven subsidiary companies as on 31st October, 2009 (provisional) :

(Rs. in crore)

Subsidiary Companies	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 Capital Structure as on 31st October, 2009 is as under :-

(Rs. in crore)

	2007-08	2008-09	2009-10 (Provisional up to Oct. 2009)
Authorised Capital	150.00	150.00	150.00
Paid-up Capital	67.52	67.52	85.77
Reserves & Surplus	172.24	189.72	*
Net Worth	310.17	328.05	*
Capital Employed	285.41	293.87	*

* These figures will be worked out after finalisation of annual accounts.

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

11.6 Pattern of Shareholding

The authorised and paid-up capital of the Corporation as on 31st October, 2009, 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%



India Tourism Development Corporation Limited

11.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last four years and for the year 2009-10 (Provisional) are tabulated below :

(Rs. in crore)

	2005-06	2006-07	2007-08	2008-09	2009-10 (Prov. up to Oct. 2009)
Turnover	373.64	564.11	470.27	410.67	152.13
Operating Profit (Before Interest & Depreciation)	54.53	74.33	77.45	42.95	- 7.63
Profit Before Tax	51.57	68.77	69.41	38.19	- 10.82
Profit After Tax	45.79	45.56	44.08	25.38	*
Direct Foreign Exchange Earnings	146.94	149.10	57.23	20.10	1.80

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

The decrease in turnover and profitability during 2009-10 is mainly attributed to general recession in the tourism sector because of global financial crisis and terrorists attack on Mumbai on 26th November, 2008 and also due to the closure of rooms in the main building of Ashok Hotel for renovation. The profitability of the Corporation was also affected due to enhanced wage bill on account of pay revision in respect of employees working on Central Dearness Allowance (CDA) pattern and executives working both on CDA and Industrial Dearness Allowance (IDA) patterns and also due to charging of a part of renovation expenditure to revenue expenditure in compliance with accounting standard.

11.8 Memorandum of Understanding (MoU)

The MoU for the year 2009-10 was signed between the Ministry of Tourism and ITDC envisaging targets for financial, dynamic, sector-specific and enterprise-specific parameters. The various criterion of MoU include targets for gross sales and gross margin, customer

delight, HRD (employees training), enrolment of hotels under Ashok Alliance, handling of conferences/exhibitions for outside agencies, organizing Food Festivals in hotels, renovation of ITDC hotels, multiple of Average Room Recovery (ARR) and occupancy of ITDC hotels and joint venture hotels etc.

11.9 Ashok Group of Hotels

The three hotels in Delhi were nominated as the Family Hotels for Commonwealth Games 2010 and an MoU between ITDC and CWG was signed to this effect on 4th June, 2009.

The Ashok Group of Hotels continued to play host to several prestigious international and national level conventions and events including prestigious General Assembly of Commonwealth Games Federation – a preamble to the Commonwealth Games 2010 (CWG 2010). This was a testing time for The Ashok as the renovation of public areas

India Tourism Development Corporation Limited



of the hotel was completed in a record time and the hotel was got ready for the General Assembly. The other conventions and events hosted by The Ashok Group of Hotels include SAARC workshop, UNESCO South East Asia Chapter International Residential Conference, National Human Rights Commission, Delhi Diabetic Forum, Archlights Education Fair, World Environment Day, State Tourism Secretaries Conference, Overseas Marketing Meet under the Ministry of Tourism, Central Pollution Control Board, Pacific Asia Travel Writers' Association (PATWA), World Hydrogen Technologies Convention 2009 (WHTC-09), Asian Particles Technology Symposium, various conferences and meets of CWG 2010 etc.

The Ashok went into major renovation whereby 186 rooms, guest corridors, Lobby as well as major public areas were put under renovation. The major renovation work of public areas at The Ashok has been completed and the renovation of 186 guest rooms is under progress. The lobby of Hotel Janpath is also under complete renovation. CCTVs have been installed in all three Delhi based hotels to

address the growing security concerns. 94 rooms and lobby at Hotel Samrat are also soon to go under renovation. A small Gymnasium has been introduced in Lalitha Mahal Palace Hotel (LMPH), Mysore and Hotel Jaipur Ashok. Art Camps have also been organized in LMPH, Mysore and Hotel Patliputra Ashok, Patna. The rooms and Lobby of Hotel Kalinga Ashok, Bhubaneswar have been made Wi-Fi enabled.

While the existing food & beverage outlets continue to

India Tourism Development Corporation Limited

be popular in their segments, new outlets have been either added or are in the pipeline. LAP - A high end Club for the niche market has been opened in Hotel Samrat. The Club is already making waves in the high circles of Delhi. Three more outlets have been finalized which will be opened in due course – A Chinese restaurant in The Ashok is scheduled to open soon, a Jain vegetarian restaurant at The Ashok and a Pan-Asian Restaurant at Hotel Samrat have also been finalized for operations soon. Also in the pipeline is a new Health Club and Beauty Parlour as well as another 24-hour restaurant with international cuisine in Hotel Samrat. Hotel Janpath will also have a Spa and a Swimming Pool to add to their existing repertoire of guest facilities.

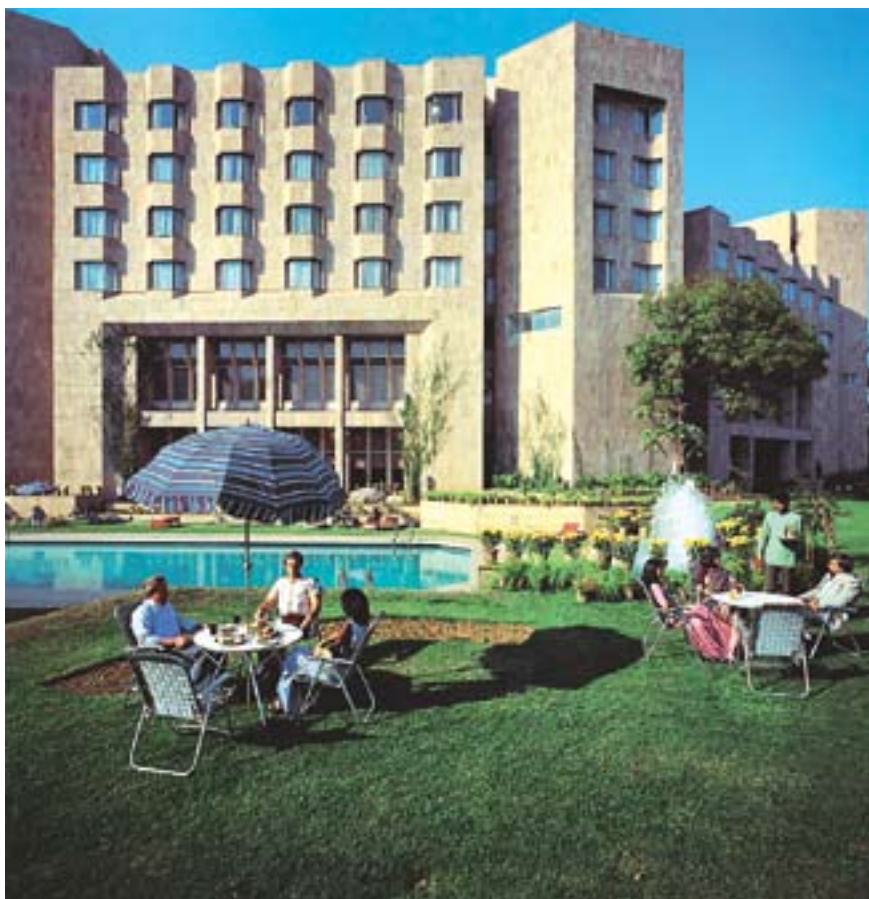
The Ashok Group also globally popularized the Indian cuisine by participating in the food festivals abroad. On the domestic front, Punjabi Food Festival was organized by Hotel Jammu Ashok, Odissi

Thali Festival, Punjabi Thali Festival and Monsoon Meal Mahotsav by Hotel Kalinga Ashok, Bhubaneswar and Oudhi Food Festival by Hotel Patliputra Ashok, Patna.

11.10 Corporate Marketing

The Corporate Marketing Division has been handling promotion and marketing of ITDC hotels and the reservation of ITDC hotels is undertaken by its Centralized Reservation Service. The initiatives taken by the Division to promote and market ITDC hotels include :

- 1 Successful launching of the operation of Online Hotel Reservation Service in all ITDC hotels;
- 2 Redesigning of the official website – www.theashokgroup.com to give a new look;
- 3 Launching of ‘Ashok Alliance Hotels’ concept by signing Agreements with the following :
 - 4-Star Hotel City Beautiful, Chandigarh



India Tourism Development Corporation Limited

- 3-Star River Front Hotel, Surat
 - 5-Star Airport Hotel in Kolkata
by M/s Shelter Projects Ltd.
 - 3-Star Hotel in Malout (Punjab)
by M/s Silver Palm Hotel and Resort
 - 5-Star Luxury Hotel Project in Manesar
by M/s Manesar Developers Pvt. Ltd.
 - 3-Star Hotel Project in Jodhpur(Rajasthan)
by M/s. Shakun Properties
 - 4-Star Hotel in Bhiwadi (Rajasthan)
by M/s Jagrit Infrastructure Pvt. Ltd.
 - 3-Star Hotel Project in Nagpur (Maharashtra)
by M/s Gupta Associates.
- 4 Participation in IATO Meet in Bengaluru in September 2009 where the ITDC hotels were promoted to travel agents and special rates were offered. Brochure kit was also distributed to the agents world wide;
 - 5 Organization of the product familiarization visits for the individual Indian Travel Agents to the Janpath and Ashok Hotels so as to apprise them of the new developments;
 - 6 Undertaking Sales Blitz in different source market in NCR, Mumbai and Bengaluru by the Corporate Marketing and the hotel executives;
 - 7 Formulation of tariff for all the ITDC hotels for the year 2009-10.

11.11 Event Management

The Event Division manages events, conferences and exhibitions both within the country and abroad and has established itself as the leader in the field of Event Management.

Some of the major events handled by the Division during 2009-10 include: World Environment Day, Golden Jubilee Celebrations of Indian

Oil Corporation, inauguration of the Armed Forces Tribunal, Regional Conference of State Tourism Ministers, Central Advisory Board of Education, Ministerial Meeting on Re-energising Doha : A commitment to Development, Air Transport Symposium, SAARC Environment Ministers Meet, Indo-Chinese Environment Meeting, Designing and Construction of SARAS Pavilion for CAPART at IITF, 2009. The Division also co-ordinated arrangements for Commonwealth Games Federation-General Assembly held from 6th-13th October, 2009 at The Ashok, New Delhi.

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 Travels & Tours (ATT).

11.12 Ashok International Trade

The efforts put in for consolidation of duty free

India Tourism Development Corporation Limited

operations at Goa have started yielding encouraging results. In the first half of the financial year 2009-10, the turnover is higher by approximately 45% over the same period last year and at the end of the current fiscal year, the division expects substantial improvement in turnover over the last year.

After successfully bagging the tender for Coimbatore Duty Free Shop against stiff competition, the operations were successfully launched in August 2009.

ITDC has been allotted space to run an exclusive Indian merchandise retail operation at Mumbai International Airport and the division is all set to launch this exclusive ethnic shop in the next 2 months.

The efforts made by the division to secure business opportunities in seaports have paid results. For the first time, it has been awarded contracts for running duty free shops at seaports of Chennai and Kolkata. These shops are expected to be made operational within next 2-3 months. The division is also pursuing to bag more contracts for duty free shops at ports along the western coast in Gujarat.

11.13 Ashok Travels & Tours

Ashok Travels & Tours (ATT), the in-house Travel Agency of the



ITDC with pan India presence, provides all travel related services namely air tickets, transport, tour packages etc. During this year, ATT started daily Volvo Service on the sector Mumbai-Shirdi and special Durga Puja Darshan tours were organized during Durga Puja. It also started daily Kolkata sightseeing along with inbound tours and promotion of North-East India. The division is focusing on tour packages and promoting them on B2B and B2C basis.

11.14 Ashok Creatives

The Ashok Creatives continued to play a key role in tourism promotion and developmental projects of the Ministry of Tourism as also for various clients.

As the Division did not win any of the International and Domestic Campaigns of the Ministry of Tourism, concentration has been given to execute creative jobs which is the Division's forte as well as sourcing more work from the Division's existing clients

India Tourism Development Corporation Limited

as well as prospective clients.

Advertising assignments were also taken up for clients viz. Directorate of Income Tax, Ministry of Tourism, Ministry of Culture, Central Pollution Control Board, Indian Institute of Travel & Tourism Management, Gwalior, Archaeological Survey of India etc. Advertising releases as well as advertorials on recent activities at The Ashok Group Hotels were released to the print media – newspapers and magazines for wide publicity of The Ashok Group.

Among the new projects, an exclusive Tourism Promotion/ Informative CD has been prepared for West Bengal Tourism and final approval on the additions incorporated is awaited from the client. A 10-minute exclusive overview film on the Commonwealth Games 2010 Delhi has been submitted to the Organizing Committee for the Games. A 30-second film on promotion of Rural Tourism was developed and produced for the Ministry of Tourism for telecast on national and international electronic media networks.

On the Design and Print-production front, the Division designed and produced several jobs for the Ministry of Tourism (MOT), Election Commission of India (ECI), Central Pollution Control Board (CPCB), Administrative Reforms Commission (ARC), Archaeological Survey of India (ASI), etc. Work is in progress on ASI's Coffee Table Book on "Monuments of India" (Hindi) and "Monuments of Haryana" (Hindi). Exclusive menu cards (in various international languages) for The Ashok Group Restaurants at Hotels Ashok, Samrat, Janpath, Lalitha Mahal Palace Hotel, Mysore etc. have been prepared along with graphic items. In terms of thematic, textual and visual contents, the menus display the Division's exceptional creative inputs.

The Ashok Creatives is a pioneer in mounting of Sound & Light Shows (SEL) at different locations of the country. The shows at Sabarmati Ashram (Gujarat), Kanyakumari (TamilNadu), Talatal Ghar (Assam), Udaigiri (Orissa), Deoghar (Jharkhand), Kumbhalgarh (Rajasthan), Hampi (Karnataka) and Ludhiana (Punjab) are at various stages of development. The show at Madurai has been commissioned and

handed over to the Tamil Nadu Authorities for operation. The show at Purana Quila and upgradation of SEL show at Red Fort, Delhi have been sanctioned by the Ministry of Tourism. The shows at Ross Island and upgradation of SEL show at Cellular Jail, Port Blair are under sanction by the Ministry of Tourism.

With a view to enlarging its area of activities and to strengthening its commercial base, Ashok Creatives is putting in aggressive efforts for empanelment as an advertising agency as also to secure print production assignments in various Government organizations on the basis of public-private partnership initiated in the recent past. Further, Ashok Creatives has recently signed an MoU with M/s Hungama Digital for tapping multimedia business from State Governments, various Ministries and Government bodies. Among the new initiatives, Ashok Creatives has also tied up with Aamir Raza Hussain, Director

India Tourism Development Corporation Limited

M/s Stagedoor to promote SEL shows and other extravaganza in various States. The objective is to capture new avenues of business.

11.15 Engineering Services Division

The Engineering Division continued to prepare Detail Project Reports for the development of major tourist circuits/destinations in various states of the country. During the year, ITDC submitted DPRs to the Ministry of Tourism/State Government in respect of the following :

- 1 DPR for development of Mega Tourism infrastructure in Ajmer-Pushkar, Haridwar-Rishikesh and Varanasi (Uttar Pradesh).
- 2 DPR for illumination of Waterfall at Chitarkote and Tirathgarh in Chhattisgarh.
- 3 DPR for revitalization of Jallianwala Bagh, Amritsar.
- 4 DPR for Tourist Circuits in Leh, Jammu & Kashmir.
- 5 DPR for tourism infrastructure in Andaman & Nicobar, Port Blair-Neil-Havelock-Baratang Tourist Circuit.
- 6 DPR for Mizoram Destination – Palak Lake-Chawngte / Circuit-Maunbawk (L)-Serkawr-Zawngling-Niawhtlang-Chakhheitia.
- 7 DPR for Mega Tourist Destination in Puducherry, Churches in Goa and Gangtok – Sikkim.

To provide hospitality services of international standard during CWG 2010, various ITDC properties are being renovated. During the period under report, the Engineering Division completed major renovation work of public areas in The Ashok and is likely to complete the renovation work of 186 rooms of the Hotel. During the year, the Division also handled work relating to renovation in Hotel Jaipur Ashok, Hotel Jammu Ashok, Daawat Khana Restaurant at Red Fort, Delhi and Roof Top restaurant at Taj, Agra. The proposals for renovation in Lalitha Mahal Palace Hotel, Mysore, Hotel Samrat, New Delhi and Hotel Kalinga Ashok, Bhubaneswar are almost in

final stage and the work shall soon be started therein.

The Division is also executing tourist infrastructure projects funded by the Ministry of Tourism/various State Governments in the States of Uttar Pradesh, Bihar, Delhi, Arunachal Pradesh, Mizoram, Imphal, Punjab, Puducherry and Guwahati.

The Division has been adopting the policy of energy conservation for making its Hotels/Joint Venture Hotels energy efficient. CCTVs are being installed in almost all the units. Proper care has been taken for making the building barrier-free for physically challenged persons. The kitchens in various units are being upgraded as per Hazard Analysis and Critical Control Point (HACCP) standard. International consultants have been appointed for illumination of prestigious monuments in Delhi for night tourism during Commonwealth Games 2010.

11.16 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM), an ISO 9001-2000 certified institute run by ITDC in New Delhi has been undertaking "Education and Training" related activities.

The AIH&TM has been conducting 4 years' 'Bachelors in International Hospitality Business Management' course affiliated to the Kurukshetra University, Kurukshetra (Haryana) and from the current academic year, AIH&TM has started the 3 years' 'BBA in International Hospitality' affiliated to the Indraprastha University, Delhi.

The Ministry of Tourism, Government of India has entrusted



'Capacity Building Training for Service Providers' to the AIH&TM as one of its implementing agency which includes training of stakeholders for the forthcoming 'Commonwealth Games 2010' under which the training is on for Auto-rickshaw Drivers, Unclassified Hotels and the staffs of State Emporium.

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

- 1 Diploma programme in Front Office, Housekeeping, F&B Service and Food Production.
- 2 Air Hostess, Travel & Hospitality Management Diploma courses at Bengaluru, Chennai and Thiruvananthapuram for students sponsored by the State Governments of Karnataka, Tamil Nadu and Kerala respectively. The students sponsored for this course by the Department of North-Eastern States are also being provided training at Bengaluru.

India Tourism Development Corporation Limited



11.17 Commonwealth Games – 2010

a. Additional Alternative Accommodation in DDA flats at Vasant Kunj

The Ministry of Tourism has instructed the ITDC to make preparation for running the alternative additional accommodation for visitors coming during the Commonwealth Games, Delhi - 2010 by suitably furnishing the 2709 flats (5009 bed rooms) being constructed by Delhi Development Authority (DDA) at Vasant Kunj. The specifications for these flats have been framed and agreed between the Ministry of Tourism and DDA. A Committee consisting of nominated members from DDA and ITDC and an official from the Ministry of Tourism shall be responsible for completion of formalities for undertaking the tendering process. The committee has already finalized various items along with quantities for furnishing the flats. Ground work for undertaking

3 Training programme in Hospitality Skills has been provided to the employees of various outside agencies like BHEL, NTPC, ITBP, IRCTC etc.

4 Apprentice programme as per the Government Apprenticeship Act, 1961 in Front Office, Housekeeping, F&B Service and Food Production and Industrial Exposure Training for Hotel Management students of Government and private colleges.

The AIH&TM has also launched franchising of its courses in the following areas :

- 1 Bachelors in International Hospitality Business Management
- 2 Diploma in Air Hostess, Travel & Hospitality Management
- 3 Certificate Courses in Hotel Operational Departments

Under the above franchising arrangements, Agreements have been signed with Institutes in Mumbai, Kolkata and Goa. In addition, a Strategic Alliance Agreement has been signed with the 'Indian Institute of Learning & Advanced Development' (INLEAD), Gurgaon. The AIH&TM and INLEAD have proposed to launch jointly ASHOK INLEAD SCHOOL OF HOSPITALITY (AISH). AISH will offer PG Diploma Programmes in Facilities Management, Event Management & PR, Hospitality Operations Management.

India Tourism Development Corporation Limited

the tendering process has been done and Notice Inviting Tender (NIT) has been issued.

Broadlines have been drawn for the operation and maintenance of this project. The operation shall be run by the ITDC through manpower from different sources i.e. students of various catering colleges, job contracts, casual semi-skilled labour and outsourcing of services. For front office operations, the check-in/check-out procedure shall be centralized and supported by computerized system. ITDC will adopt a system of differential tariff based on the facilities available namely (i) AC/Non-AC, (ii) Attached bathroom/shared bathroom, (iii) Apartment/Room. The guests shall be provided housekeeping services (cleaning of rooms) along with replenishment of guest supplies and bottled water. For cleaning of rooms and common areas in the blocks, service providing agencies will be engaged through tendering process. To provide F&B services, a Food Court shall be created at Community Centre through outsourcing of the services. Laundry service will also be licensed out. Necessary permissions and licenses will have to be taken by ITDC before operation. Letters have already been sent to concerned authorities for granting permission for running alternative additional accommodation and for making security arrangements. DDA has already made provisions for supply of water, electricity and sewage disposal. Civil and electrical maintenance shall be carried out by DDA during the period of operation.

b. Award of Games Family Hotel Status to ITDC Hotels in Delhi

Under an MoU signed between C&MD, ITDC and Secretary-General, Organizing Committee, CWG-2010, ITDC hotels in Delhi have been declared as official hotels and will be taken over by the Organizing Committee for the entire period of Commonwealth Games. The Ashok and Hotel Samrat will be hosting VIP delegates and senior officials of the federation from 71 participating commonwealth countries during the games. The facilities available during the General Assembly meeting of CWG-2010 held in October 2009, was widely appreciated.

c. Illumination of Monuments in Delhi for Commonwealth Games – 2010

The ITDC has been undertaking illumination work of thirteen monuments in Delhi on behalf of the Ministry of Tourism. Illumination of four monuments at (i) Sher Shah Gate, (ii) Subz Burj, (iii) Purana Quila and (iv) Safdarjung Tomb has already been completed and they have been handed over and inaugurated. For the illumination of the remaining nine monuments, a consultant has been appointed who has prepared designs and estimates for all the balance nine monuments. Tenders have been floated after final go ahead given by a team of experts from Archaeological Survey of India (ASI), Indian National Trust for Arts & Cultural Heritage (INTACH) and ITDC constituted for the purpose.

11.18 Plan Schemes

The RBE for 2008-09 envisaged a plan outlay of

India Tourism Development Corporation Limited

Rs. 45.56 crore, which included Rs. 38.56 crore for renovation/improvement in existing hotels and remaining fund for other activities of the Corporation. The plan capital expenditure during 2008-09 was Rs. 8.93 crore.

11.19 Human Resource Management

Human Resource Management Division is of vital importance especially for service industry. The total manpower of ITDC as on 31st October, 2009 is 2347 in number. Of these, 691 employees belong to Scheduled Castes (SCs), 52 to Scheduled Tribes (STs) and 95 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 mandays in ITDC Hqrs. and its own units in the year as on 31st October, 2009.

11.21 Implementation of Official Language Policy

During the year, the company continued its efforts to promote the use of Hindi in official work through motivation and training. Cash incentives were granted to the employees on doing prescribed quantum of work in Hindi. Hindi workshops were organised to provide practical training of noting-drafting and other works in Hindi. Various Hindi competitions were also organized during Hindi Month celebrations for giving impetus to the use of official language in day-to-day work.

11.22 Conservation of Energy

ITDC is committed to energy conservation at every stage of its operations. Efforts in this direction are driven by commercial considerations as well as energy conservation policies and practices. During the year, ITDC continued to maintain its thrust on energy conservation.

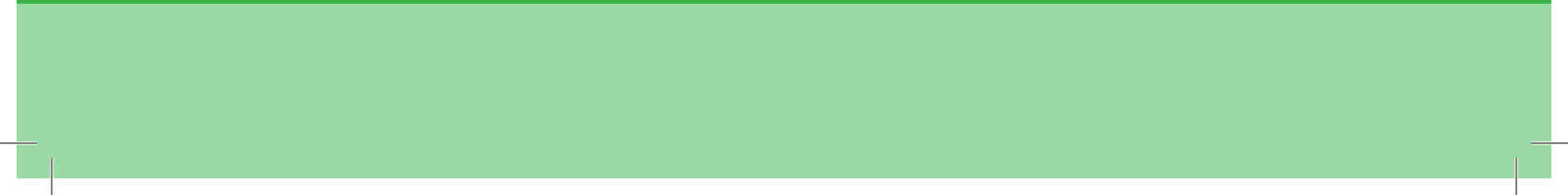
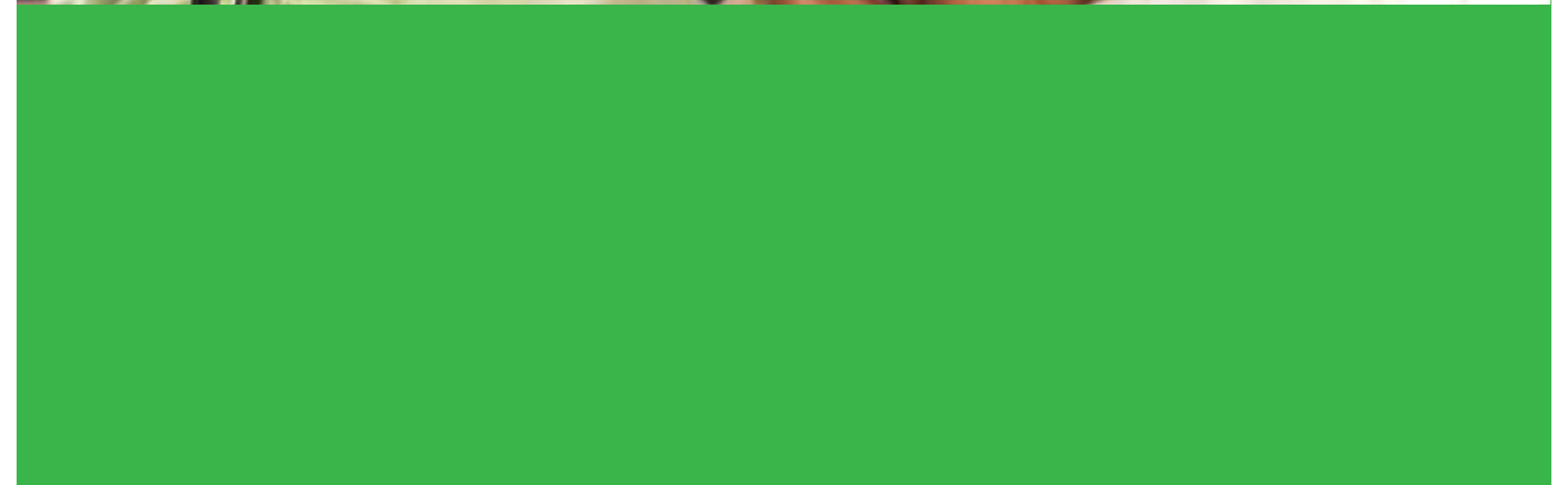
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Welfare Measures and Vigilance





Welfare Measures and 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 the 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 Ministry of Social Justice and Empowerment.

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 Vigilance Activities

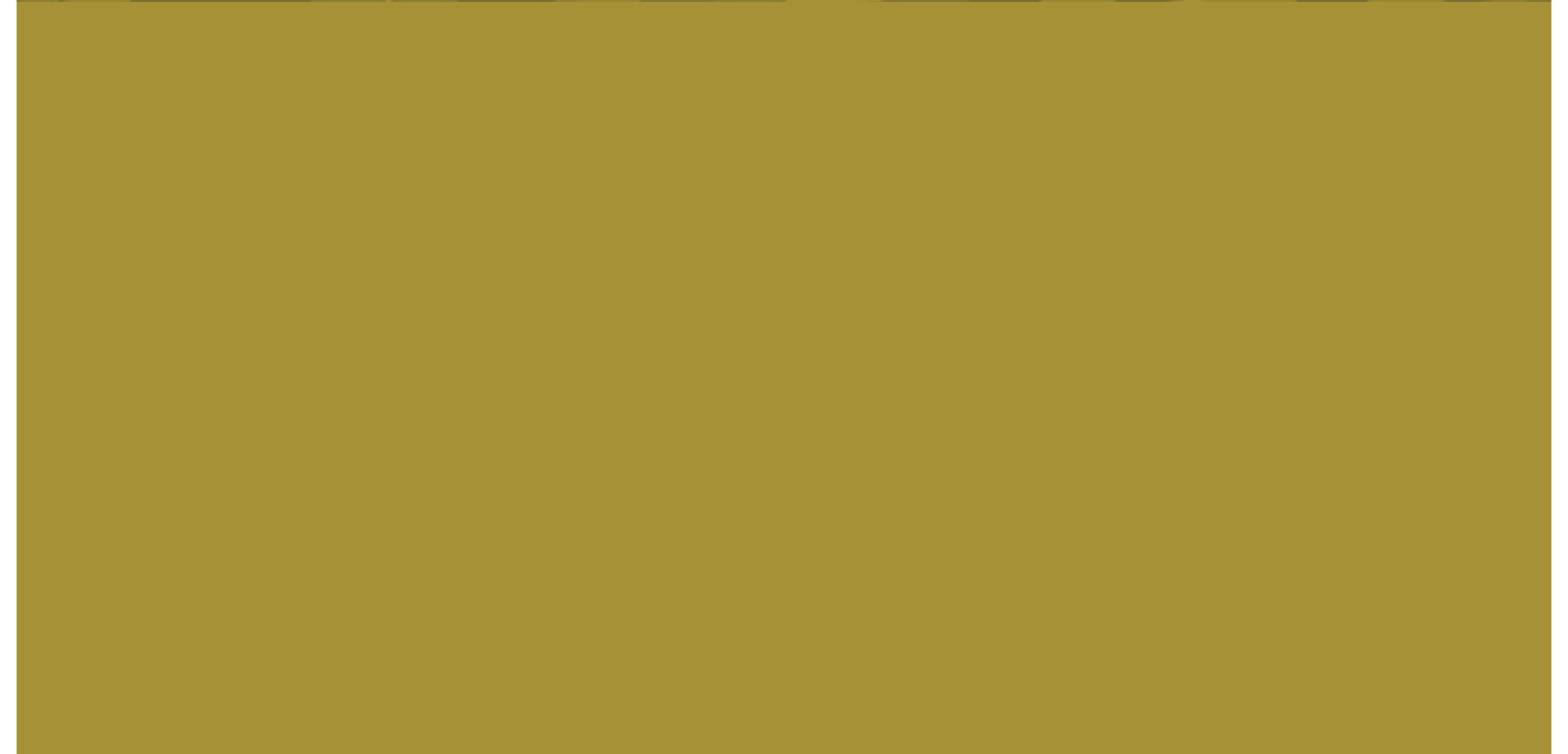
The Vigilance Division in this Ministry is headed by a Chief Vigilance Officer of the rank of Joint Secretary, assisted by a Director, Under Secretary and a Confidential Assistant. All possible efforts are made to process complaints received in the Ministry and to get them investigated on time. Wherever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

12.5 Complaints

The Ministry of Tourism has a Complaint Cell headed by a Deputy 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.

Progressive use of Hindi





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 and persons located in “A”, “B” & “C” Regions.

13.5 Compulsory Training in Hindi

Almost all officers and employees, have proficiency and working knowledge in Hindi.

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

All the manual, 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 Central Financial Assistance, Guidelines for Recruitment of Tourist Guides and National Tourism Policy have been translated in Hindi.

13.7 Special Measures for Promoting the Use of Hindi

(i) Notifying Office under Rules 10(4): The Ministry of Tourism has already been notified under Rules 10(4) of the Official Language Rules, 1976.

(ii) Incentive Scheme and Cash Awards: There exists an Incentive scheme for doing original official work in Hindi. 10 officers/employees have been awarded cash prizes under this scheme in 2008-09.

(iii) Hindi Diwas and Hindi Fortnight: Hindi Pakhwada was organised in the Ministry of Tourism from 1st-14th September, 2009. Competitions such as Essay in Hindi, Noting-Drafting in Hindi, Picture Expression, Hindi Translation and Hindi Quiz etc. were held during this period. On 20th October, 2009 a “Puraskar Samaroh (Prize-awarding function)” was organised in the Ministry of Tourism, where Secretary (Tourism) gave away cash awards and certificates to winners of the competitions.

(iv) Hindi Workshop: Hindi Workshops are arranged for the officers/employees to encourage them to work in Hindi. Two workshops were organized in the year 2009.

13.8 Hindi Salahakar Samiti

Process of reconstituting the Hindi Salahakar Samiti of the Ministry of Tourism is going on.

13.9 Departmental Website

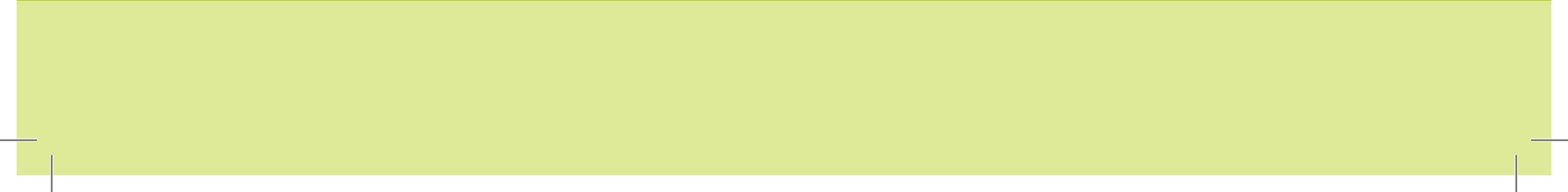
Hindi version of the Ministry’s promotional website has been launched. Hindi Software has been provided to various Divisions and Sections in the Ministry so that they can work in Hindi on computers.

13.10 Inspection of Committee of Parliament on Official Language

Second Sub-committee of Committee of Parliament on Official Language inspected Dr. Ambedkar Institute of Hotel Management, Catering & Nutrition, Chandigarh on 29th October, 2009.

Gender Equality - The Prime Concern





Gender Equality – The Prime Concern

14.1 Tourism is a service industry with a strong female presence. That is all the more reason why gender sensitisation 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.

14.2 The Conduct Rules of the Government have a provision to prevent gender bias in order to safeguard the right and legal entitlements of women. The National Commission for Women was set up by the Government in 1992.

14.3 The Ministry is represented at the highest level by a lady Hon'ble Minister of Tourism and Minister of Housing & Urban Poverty Alleviation. The Director (Administration) of the Ministry is also a lady.

14.4 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 and road shows of national and international importance.

14.5 An award for the Lady Chef of the year is a part of the National Tourism Awards.

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



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Gender Equality – The Prime Concern

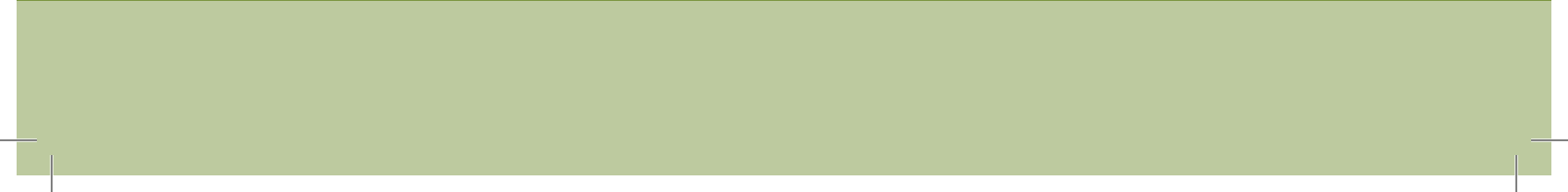
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CAT Cases





CAT Cases

15.1 The following six cases are pending in various CAT Benches:-

- An applicant has filed an appeal in CAT, New Delhi for his non-appointment to the post of Director (C&M) in ITDC.
- An employees association of ITDC has filed an appeal for clearance of dues of employees as per rules of ITDC and share purchase agreement.
- An applicant (casual labour) has filed an appeal in CAT, Srinagar as he has not been regularized.
- An applicant has filed an appeal at CAT, Jaipur regarding granting of 2nd ACP to him.
- An applicant has filed an appeal in CAT, Kolkata for granting of 1st ACP to him.
- An applicant has filed an appeal in CAT, Kolkata seeking promotion to the post of Information Assistant and retention in Kolkata itself.

Seek Enlightenment in the Land of the Buddha



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Implementation of Right to Information Act, 2005





Implementation of Right to Information Act, 2005

The screenshot shows the official website of the Ministry of Tourism, Government of India. The page is titled 'HAND-BOOK ON RIGHT TO INFORMATION ACT, 2005' and displays a table of contents. The website header includes the Ministry of Tourism logo and the 'Incredible India' slogan. The navigation menu includes Home, H.R.D., Finance, Statistics, and Guidelines. The table of contents lists 19 chapters covering various aspects of the RTI Act, from introduction to the list of CPIOs.

Contents	
CHAPTER - 1	Introduction
CHAPTER - 2	Particulars of Organizations, Functions and Duties
CHAPTER - 3	Powers and Duties of Officers and Employees
CHAPTER - 4	Rules, Regulations, Instructions, Manual and Records, for Discharging Functions
CHAPTER - 5	Particulars of Arrangement for Consultation with or Representation by the members of the public in relation to the Formulation of Policy or Implementation thereof
CHAPTER - 6	Statement of the Categories of Documents Held by the Ministry or under its Control
CHAPTER - 7	Statement of Boards, Council, Committees and Other Bodies Constituted as Part of the Ministry
CHAPTER - 8	Names, Designations and Other Particulars of the Public Information Officers
CHAPTER - 9	Procedure followed in Decision Making Process
CHAPTER - 10	Directory of Officers and Employees
CHAPTER - 11	Monthly Remuneration Received by each of the Ministry's Officers and Employees, including the System of Compensation as Provided in its Regulations
CHAPTER - 12	Budget Allocated to Each Agency (particulars of all plans, proposed expenditures and reports on disbursement made)
CHAPTER - 13	Manner of Execution of Subsidy Programmes
CHAPTER - 14	Particulars of Recipients of Concessions, Permits or Authorizations Granted by the Ministry
CHAPTER - 15	Norms for the Discharge of Functions
CHAPTER - 16	Information Available in Electronic Form
CHAPTER - 17	Particulars of the Facilities available to Citizens for Obtaining Information
CHAPTER - 18	Other Useful Information
CHAPTER - 19	List of CPIO's

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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, 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

Implementation of Right to Information Act, 2005

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 to the general public on the website.

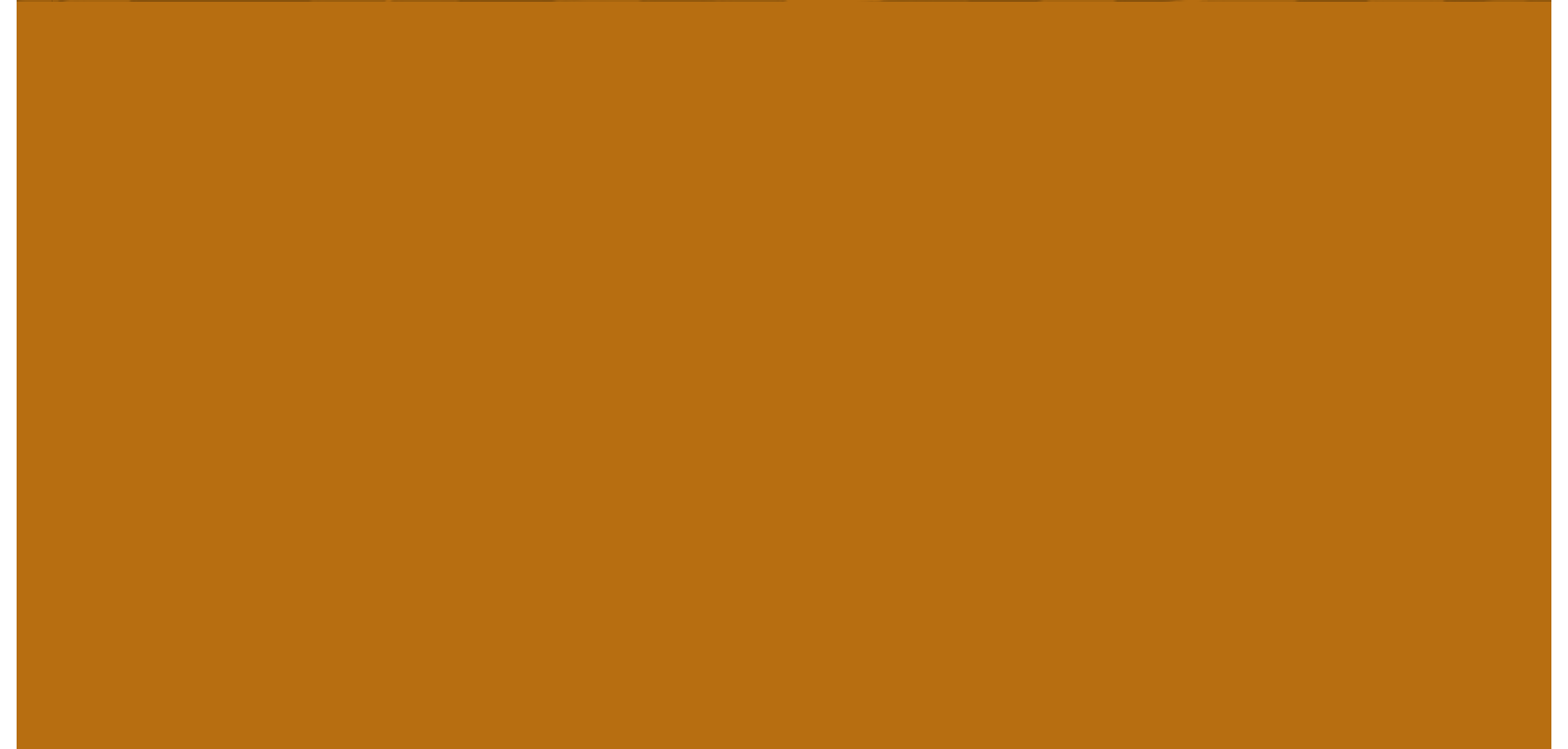
16.3 The Ministry designated fifteen of its officers as the Central Public Information Officers (CPIOs) with each CPIO responsible for a distinct functional domain. The Additional Secretary of the Ministry is designated as the Appellate Authority.

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



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 Joint Secretary & Financial Adviser (JS&FA) of the department and the Financial Controller. The Financial Controller heads the accounting organization and reports to the Secretary through the Joint Secretary & Financial Adviser. The accounting organization comprises of 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 DDOs (Drawing & Disbursing Officers) for payment. In some cases Pay & 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 Drawing & Disbursing Officers are subject to post-check. Any discrepancies/shortcomings found in the working of the Drawing & Disbursing Officers (both cheque & non-cheque drawing) are pointed out in the Internal Audit reports of those offices.

17.2 The Pay & Accounts Office

The Pay & 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

Departmental Accounting Organisation

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.

The Ministry of Tourism operates Grant No. 93 for which the Budget Provision during 2009-10 is as under:

	(Rs. in crore)
Revenue Section	
Plan	994.00
Non-Plan	70.00
Capital Section	
Plan	6.00
Non-Plan	00.00
TOTAL	1070.00

(i) Computerization

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.

COMPACT

An important initiative in Computerization of Accounting System, taken at the instance of the office of the Financial Controller is the implementation of, the COMPACT package which touches upon the functioning of most of the areas in a Pay & Accounts Office. The overall objective towards 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 of information, but also helps in improving the analysis of the accounting information. There are various functions, especially those relating to reconciliation, which involves 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 be of great help in improving the quality of accounts.

E-lekha

The Pay & Accounts Office (PAO) 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

Departmental Accounting Organisation

expenditure can be glanced through at any time with the help of E-lekha.

(ii) Computerization in the Principal Accounts Office

The Principal Accounts Office consolidates accounts through a software called "CONTACT". The compilation is done by the Pay & Accounts Office in the COMPACT and the floppy is generated and forwarded to the Principal Accounts Office. The consolidated account of the Ministry is kept in the Headquarters. The Principal Accounts Office also checks the monthly accounts submitted by the PAOs in e-lekha and then forward the monthly accounts to O/o the Controller General of Accounts in e-lekha.

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

1. Registration of PAOs, Cheque Drawing & Disbursing Offices (CDDOs) & Programme Division.
2. Checking and forwarding of Agency for registration to Project Cell, O/o the Controller General of Accounts.
3. Generation of e-bill for payment to state of Jammu & Kashmir, Sikkim and Delhi.
4. Uploading of Advice No. and Clearance Memo against each Sanction ID generated for payment to State Government except Jammu & Kashmir, Sikkim and Delhi of pending sanction IDs.
5. Monitoring through various reports in CPSMS Portal.

The Principal Accounts Office through the NIC is regularly uploading monthly receipts and payments figure at website **www.tourism.nic.in**.

The Financial Controller submits the monthly MIS on line to Controller General of Accounts through its website **www.cga.nic.in**. The MIS contains status of accounts, adherence to the due dates of various targets, etc.

A special team headed by an officer of Principal Accounts Section periodically visits PAO unit for checking the implementation of different parameters fixed for smooth follow up of COMPACT. The outcome of the inspection is communicated to the CGA on quarterly basis.

Apart from these initiatives, several other steps are being taken in the O/o Financial Controller to increase the computerization process for which the officials are regularly being sent for training at the Institute of Government Accounts & Finance.

(iii) Internal Audit

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.

Internal Audit functions as an important tool for reviewing of accounting, financial and administrative functions. It

Departmental Accounting Organisation

highlights the important areas of deficiencies. The Internal Audit provides a basis for taking remedial and corrective measures to avoid audit objections.

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, bi-annually 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 & 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. Simultaneously, an intimation regarding inspection of the office of the DDO is sent to the Pay & Accounts Office.

The Senior Accounts Officer/ Accounts Officer supervises the inspection party. The percentage of supervision is determined with due regard to the nature of the unit inspected and the volume of work involved. Where necessary, the Financial Controller / Assistant Financial Controller may himself supervise the working of any Inspection party.

In order to speed up the progress and to achieve the targets of auditing the units of the Ministry of Tourism, additional Internal Audit parties are constituted consisting of officers from the Regional Pay & Accounts Offices situated in Mumbai, Kolkata and Chennai.

In the financial year 2009-10, 20 units were audited till November 2009 against overall 28 units completed during the financial year 2008-09.

Scope of Internal Audit

- (i) To study the Accounting Procedure prescribed by the Department with a view to ensuring that they are correct, adequate and free from any defects or lacunae.
- (ii) Watch implementation of the prescribed procedures and other issues from time to time.
- (iii) Scrutiny and check of payments and accounting work of the accounting units.
- (iv) Investigation of important areas on accounting and other connected records.
- (v) Coordination with other Ministries and the office of the Controller General of Accounts regarding audit procedures.
- (vi) Periodical review of all accounts records.
- (vii) Pursuance / settlement of objections taken in

Departmental Accounting Organisation

test audit notes issued by the statutory audit offices and other matters relating to statutory audit.

- (viii) To examine and report on points or irregularities brought to its notice by the Principal Accounts Office and the Pay & Accounts Offices in the Ministry / Department.
- (ix) Preparation and submission of Annual Review on performance of Internal Audit Wing to the Internal Audit Wing of the Controller General of Accounts.

Nature of Audit

The nature of checks by the Internal Audit Wing are as follows:

- (i) Detailed scrutiny of accounts and records required to be maintained in the Pay & Accounts Offices and in the Drawing and Disbursing Offices.
- (ii) Verification of payments and accounting procedure in the Departmentalized System of Accounts including procedure to be followed by the Cheque Drawing DDOs.
- (iii) Verification of the extent and frequency of control and checks exercised by the Heads of the Offices in order to locate any lacunae in the procedure whereby frauds or defalcations may be possible either by individual or in collusion. Wherever necessary, steps to remove such lacunas are suggested.
- (iv) Scrutiny of sanctioning and purchase procedure in the offices inspected.
- (v) Checking procedure in regard to disposal of assets to ensure that there exists adequate scrapping.
- (vi) Scrutiny of General Office Management procedure adopted by the Heads of the Offices locally where they have financial and accounting implications, so as to suggest tightening up administrative and financial control, savings in expenditure or streamlining of accounting.

Departmental Accounting Organisation

Internal Audit Performance during 2009-10

The number of units due for audit in the financial years 2008-09 and 2009-10 and audited in 2008-09 and in 2009-10 (up to November) are as under:-

	No. of units due for audit	No. of units audited	No. of units due for audit	No. of units audited in 2009-10 (up to November)
	2008-09	2008-09	2009-10	
Outside Delhi	35	24	35	18
Delhi	5	4	5	2
Overseas	13	Nil	13	Nil
Total	53	28	53	20

(i) Follow-up and Remedial Action

The Internal Audit Section at the Headquarters maintains a Control Register of Internal Audit to keep a watch on the receipts and issues of the Internal Audit Report.

The Head of Office is expected to furnish para-wise replies to the Inspection Report through the Controlling Officer / Head of the Department within six weeks from the date of issue of the final report. The progress of the settlement of objections is watched through the Control Register of outstanding reports/ paras. First reminder for para-wise replies to the inspection report is issued after six weeks from the date of its issue.

An objection book is maintained at the headquarters entering therein objections having money value. The progress of recovery or sanction to write off the loss is watched through this book.

Objections of routine nature relating to initial records i.e. cash book, log book, overtime allowance register, stock register and service books etc. where Department / Office has accepted the Internal Audit point of view and has intimated that the necessary compliance can be verified during the course of checking of all such records at the time of next inspection, may be treated as finally settled.

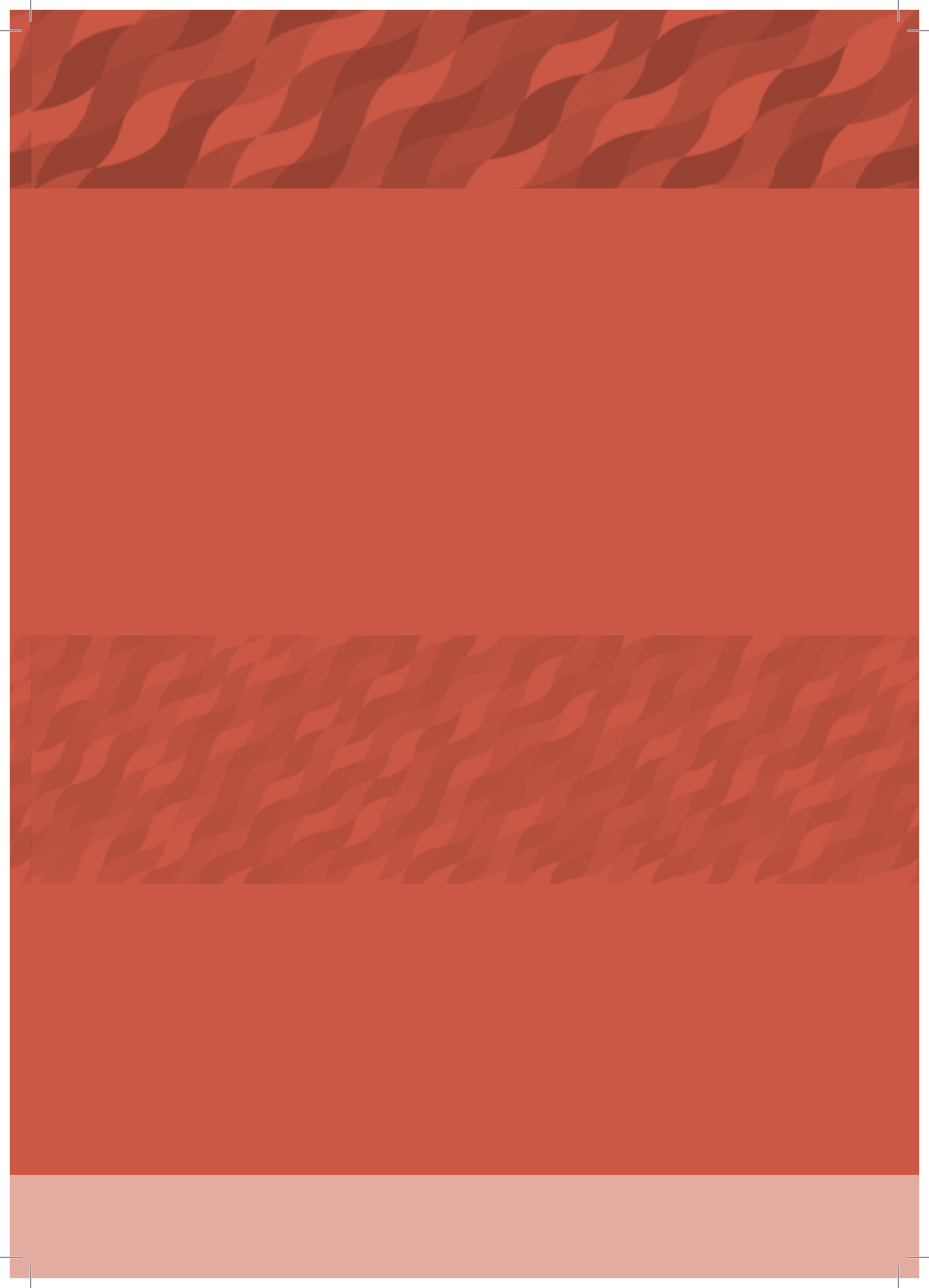
Specific objections pointing out over payments, short and non-realization of Government dues, irregular payments of grants, non-utilization of costly stores, equipment and machinery, irregular purchases and other serious irregularities where the Department / Office has furnished satisfactory replies are treated as settled subject to the verification at the time of next audit. The outstanding audit reports/ audit paras are reviewed periodically.

An annual review on performance of Internal Audit is sent to the Department of Expenditure, Controller General of Accounts and the Secretary (Tourism).

Commonwealth Games

Delhi - 2010





Commonwealth Games Delhi – 2010



18.1 Addressing Accommodation Shortage

In order to meet the shortfall of accommodation in the wake of expected increase in the arrivals of tourists, the Ministry of Tourism has been in regular touch with the 'Land Owning Agencies' in the National Capital Region of Delhi for creation of additional hotel rooms.

a. Increase in the Floor Area Ratio (FAR)

The Delhi Development Authority (DDA) / Ministry of Urban Development have announced the increase in Floor Area Ratio (FAR) from 150 to 225 for hotels in Delhi excluding the hotels falling in the Lutyens Bungalow Zone etc. to provide additional rooms in existing and new hotels. Further, the Ministry of Tourism has advised all existing hotels to upgrade the hotels and be ready for the Games.

b. Monitoring mechanism of the Ministry of Tourism for the creation of new accommodation for the Commonwealth Games-2010 (CWG-2010)

A Task Force has been constituted in the Ministry of Tourism, under the chairmanship of Secretary, Tourism, for monitoring the progress of the various agencies for creation of additional hotel accommodation in NCT of Delhi.

c. Additional Accommodation for the Games

(i) Housing Units of DDA

For the purpose of augmentation of budget accommodation during the Games, a proposal is under consideration to use housing flats of the Delhi Development Authority (DDA). The DDA would construct these flats with richer specifications under various categories which are located at Vasant Kunj and Jasola. The India Tourism Development Corporation (ITDC) would upgrade and furnish these flats and operate such units during the Games.

(ii) Licensed Guest Houses

An estimated 11,000 rooms are expected to be available for the Games from the licensed Guest Houses in the National Capital Territory of Delhi. The Ministry of Tourism has conducted a survey of the licensed Guest Houses along with

the Municipal Corporation of Delhi and Delhi Police (Licensing) through the Institute of Hotel Management, Pusa, New Delhi in order to compile a data base of these units and to ascertain their standards of services and facilities. In order to be ready for the Games, the Ministry of Tourism has initiated the training of the owners / management and staff of these identified guest houses to upgrade their standards and soft skills under the Scheme of Capacity Building of Service Providers (CBSP) through the IHM, Pusa, and New Delhi.

(iii) Bed & Breakfast Establishments

The Ministry of Tourism has launched the “Incredible India Bed and Breakfast / Home Stay Scheme” all over the country. Around 3,000 “Incredible India Bed and Breakfast / Home Stay” units are estimated to be ready and available for the Games.

(iv) Games Family Hotel for the CWG-2010

The Ashok, Samrat and Janpath Hotels under the ITDC have been declared as the official hotels for the games. While the Hotel Ashok and Hotel Samrat would be the Games Family Hotel, Hotel Janpath would be for the press & media. These hotels have undertaken a major renovation work to prepare them for the event.

(v) Games Travel Office, Organizing Committee, CWG-2010

The Organizing Committee, Commonwealth Games, have indicated a requirement of 6,000 rooms in the three, four & five star category for the Games family, technical delegates, officials, media, observers, sponsors and CWG-2010 representatives etc. The Organizing Committee, CWG-2010 has set up a “Games Travel Office” for hospitality and travel requirements.

(vi) Upgradation / Renovation of existing hotel rooms

A multidimensional approach towards the development of Delhi as a modern metropolis has led to a vibrant hospitality industry. The upgradation of hotels is a regular exercise undertaken by the starred hotels. The Ministry of Tourism has also requested the hotels to upgrade their properties and be ready for the games.

d. Training of Volunteers by the Ministry of Tourism

The Ministry of Tourism has introduced ‘Earn While You Learn’, a short training scheme with the objective to sensitize youth specific to tourism service that evince interest in becoming a service provider in the field of tourism. Youth trained under this scheme will also be utilized for the CWG 2010.

e. Overseas Promotion & Publicity of the CWG-2010

The Ministry of Tourism would promote the Games and the Queen’s Baton Relay (QBR) in the identified overseas markets for which Branding and Publicity Campaigns would be held in Commonwealth markets like UK, Canada, Australia, New Zealand, South Africa, Singapore and Malaysia in the form of Road Shows, promotional events, FAM Tours for media and important players from trade etc.

An Overview of North Eastern Region





An Overview of North Eastern Region



19.1 North East Region of India comprises of 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 offers 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. 95.00 crore has been earmarked in R.E. 2009-10 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, the Ministry of Tourism has taken the following steps.

19.2 Infrastructure and other Projects

In the 100 days agenda of this Ministry, it was decided to grant CFA for construction of Heliport as a component for areas which are inaccessible but having tourism potential, with a maximum financial ceiling of Rs. 75.00 lakh under the scheme of product infrastructure development of destination and circuits. Accordingly, all State Governments / UT Administrations have been requested to submit the proposal as per the guidelines.

For the first time any where in

An Overview of North Eastern Region

the country, the State of Sikkim has been granted Central Financial Assistance for three destination projects that include development of Heliport viz. Destination Development of Mangan Tourist Axis including Heliport in North Sikkim for Rs. 3.29 crore, Destination Development of Geetang Khola waterfall including Heliport in West Sikkim for Rs. 3.25 crore and Destination Development of Tourist Infrastructure under Berfung-Ralong Constituency including Heliport At Chemchey in South Sikkim for Rs. 4.22 crore. These would facilitate easy access to the destination mentioned above which are of immense tourism potential, where the tourists are otherwise discouraged due to long and taxing travel through hilly roads.

In order to promote Meetings, Incentives Conventions and Exhibitions (MICE), the Ministry of Tourism has decided to consider proposals for grant of financial assistance up to Rs. 5.00 crore for construction of one Convention Centre in each State/UT under the scheme of Product/ Infrastructure development for destinations and circuits.

Manipur and Mizoram are the two North eastern states to receive financial assistance for construction of convention centre. For construction of Convention centre at Imphal, Government of Manipur has been sanctioned an amount of Rs 4.16 crore while, for construction of convention centre at Berawatlang Tourist Complex,



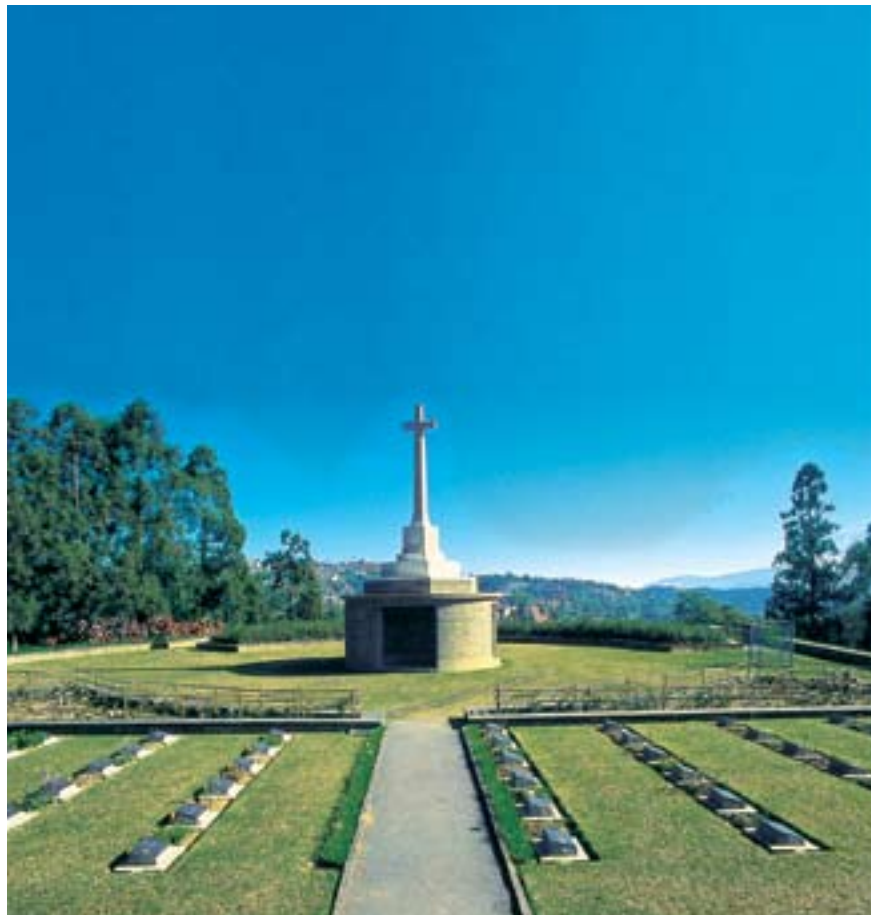
Aizawl, Government of Mizoram has been sanctioned an amount of Rs. 4.68 crore.

In order to provide a platform for interaction with the State Government/ UT Administrations, it was decided by the Ministry of Tourism to have regional conferences of State Tourism Ministers. Gangtok, the tiny Himalayan city of Sikkim was the venue for Inter-State Regional Conference of Tourism Ministers of East & North East States, held on 6th December, 2009.

19.3 Rural Tourism

Rural Tourism Scheme is the 10th plan initiative of the Ministry of Tourism. It aims at improving the rural economy by promoting traditional rural art, craft textile, culture etc. based livelihood through tourism process. The 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 2009-10

An Overview of North Eastern Region



three sites, in Nagaland, two sites in Sikkim, two sites in Tripura and one site in Arunachal Pradesh have been given Central Financial Assistance under Rural Tourism.

Rural Tourism sites, Lachen, Sikkim and Sualkuchi, Assam were selected as two of the 15 Rural Eco-holiday destinations for Visit India Year 2009. Under this, the inbound tourists are offered one night complimentary stay including breakfast at the Rural Eco-holidays destinations by the concerned State Governments and the local transport is arranged by the IATO (Indian Association of Tour Operators).

19.4 Participation in International Travel Fairs and Exhibitions

Free space is provided to the 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 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 Region on a regular basis under the Hospitality Scheme of the Ministry so as to promote the Region.

An Overview of North Eastern Region

In the current financial year i.e. 2009-10, ten familiarization tours were organized for 21 guests comprising of prominent tour operators and media personalities who visited various destination/locations in the States of 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 State-wise brochures and thirteen posters on each individual state and five themes related to the region such as music & dance and arts & crafts. 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 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. These legends and folklores are related to geography, beliefs, culture, tradition etc. In 2009-10, the Ministry of Tourism has also produced a new 60 seconds TV commercial 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.

19.8 IHM’s/FCI

The Ministry of Tourism provides financial assistance for setting up of Institute of Hotel Management (IHM) and Food Craft Institute (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.



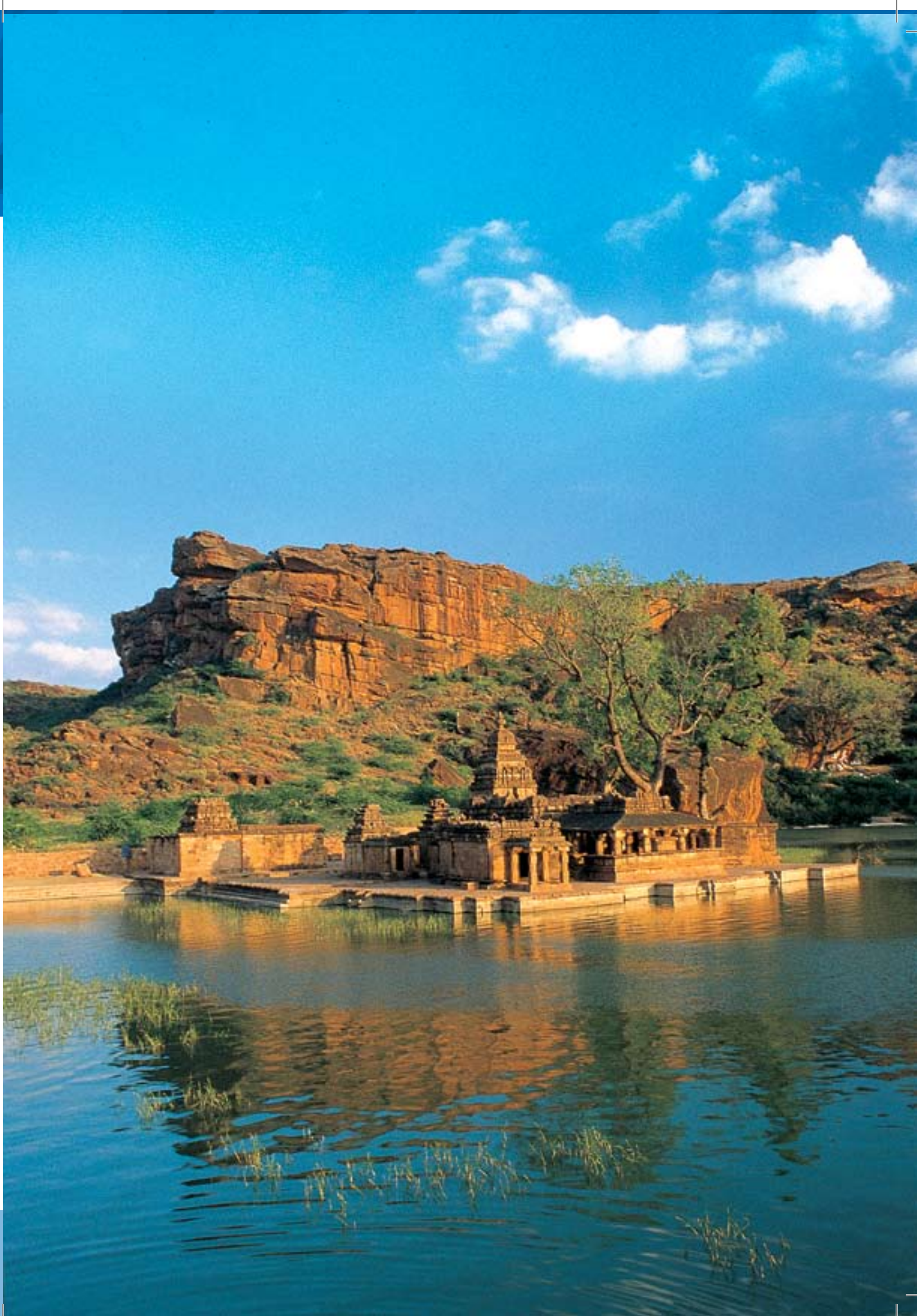


Important Audit Observations

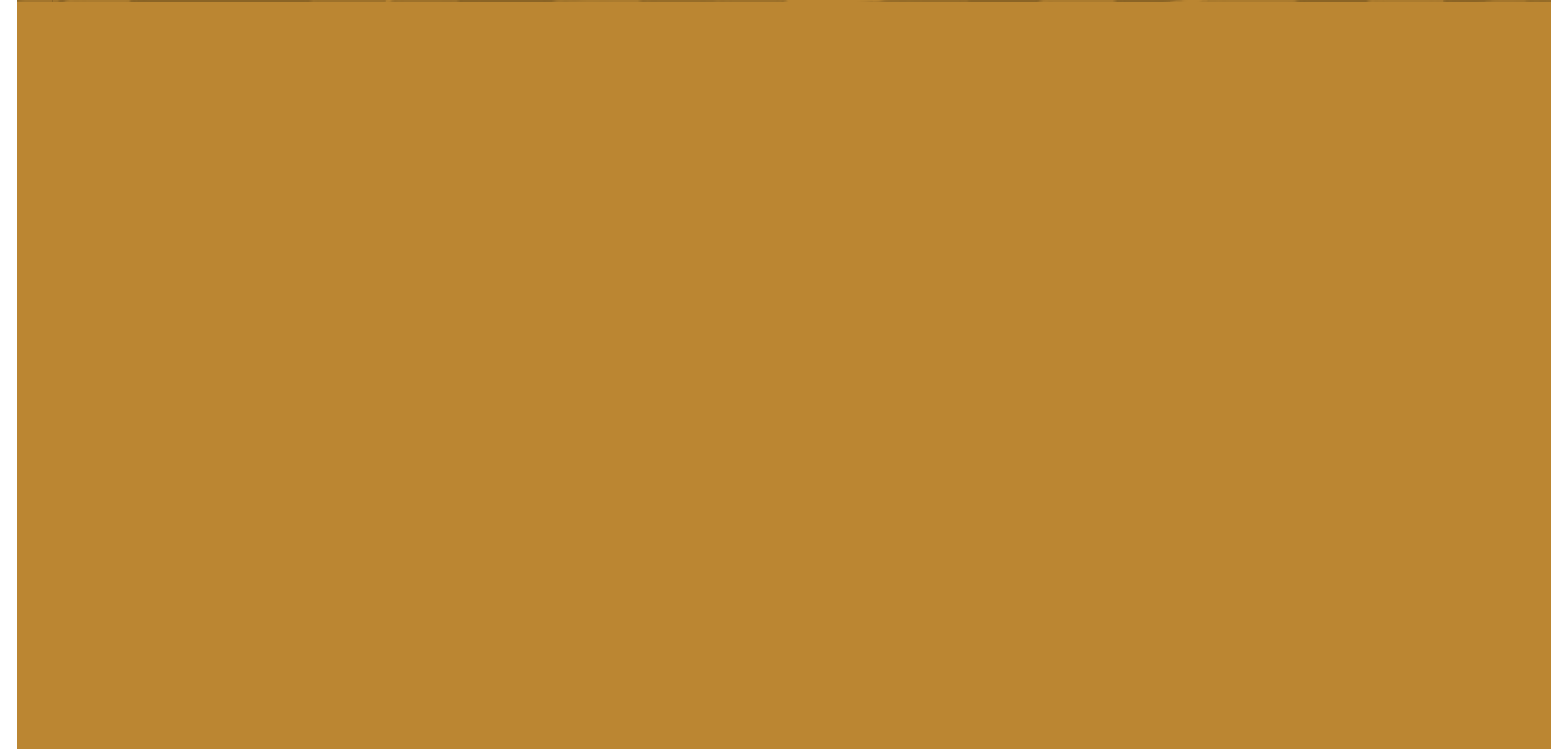


Important Audit Observations

There are no important audit observations pertaining to this Ministry.



Annexures



Senior Officers of the Ministry

Secretary/ Additional Secretary/ Joint Secretary

- Shri Sujit Banerjee, Secretary to the Government of India and Director General (Tourism)
- Shri Sanjay Kothari, Additional Secretary
- Shri E.K. Bharat Bhushan, Joint Secretary and Financial Advisor
- One post of Joint Secretary is vacant

Advisors

- Dr. Manas Bhattacharya, Economic Advisor
- Shri Umesh Kalra, Advisor

Additional Director Generals

- Dr. R.N. Pandey, Additional Director General
- Shri Devesh Chaturvedi, Additional Director General
- Shri Ajay Kumar Gupta, Additional Director General

List of Surveys / Studies

A. The following Surveys / Studies / DPRs / Feasibility Studies were completed during the year 2008-09:

(a) Surveys / Studies:

1. Evaluation study of the plan scheme “Assistance to IHMs/FCIs/ IITTM/NIWS”.
2. Evaluation study of the plan scheme “Computerization & Information Technology”.
3. Evaluation study of the plan scheme of “Assistance for Large Revenue Generation Projects”.
4. Evaluation study of the plan scheme “Market Research – Professional Services”.

(b) Detailed Project Reports:

1. Detailed Project Report for Infrastructure development of Culturally Significant Circuits Haridwar-Rishikesh-Muni Ki Reti-Swargashram in Uttarakhand under Mega Circuits/Destination.
2. Detailed Project Report for Infrastructure development of Culturally Significant Destination in Gangtok, Sikkim under Mega Circuits/Destination.
3. Detailed Project Report for Infrastructure development of Culturally Significant Destination for development of Churches of Goa under Mega Circuits/Destination.
4. Detailed Project Report for Ganga Heritage and Murshidabad Circuit in West Bengal.
5. Detailed Project Report for circuits destination at Dhalai – North District Circuit in Tripura.
6. Detailed Project Report for circuits destination at West-South District Circuit in Tripura.
7. Detailed Project Report for destination development at Amarpur in Tripura.
8. Detailed Project Report for destination development at Khowai in Tripura.

9. Detailed Project Report for rural development at Bagbari (Mohanpur) in Tripura.
10. Detailed Project Report for rural development at Baramura Eco-Park (Teliamura) Rural Village in Tripura.
11. Detailed Project Report for rural development at Sarasima (Belonia) Rural Village in Tripura.
12. Detailed Project Report for rural development at Kalapania (Sonamura) Rural Village in Tripura.
13. Detailed Project Report for development of “Ishingthingbi Lake” Thoubal in Manipur.
14. Detailed Project Report for development of Khongjom War Memorial Complex in Thoubal in Manipur.

B. The following Surveys/ Studies / Master Plans/ Feasibility Studies Detailed Project Reports have been completed during the year 2009-10:

(as on 21st January, 2010)

(a) Surveys / Studies:

1. Study to assess the number of tourists

Annexure - II

expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms.

(b) Detailed Project Reports:

1. Detailed Project Report for destinations Palak and its surroundings in Mizoram.
2. Detailed Project Report for destinations Chawngte and its surroundings in Mizoram.
3. Detailed Project Report for development of tourist circuit – Maubawk (L)-Serkawr-Zawngling-Niawhtlang Chakheitla in Mizoram.
4. Detailed Project Report for Infrastructure development of Ajmer-Pushkar as major tourist destinations in Rajasthan under Mega Circuits/Destination.

C. The following Surveys / Studies / Master Plans / Feasibility Studies / Detailed Project Reports were commissioned and are in progress during 2009-10 :

(a) Surveys / Studies:

1. International Passenger Survey.
2. Tourism survey for the State of Andhra Pradesh.
3. Tourism survey for the State of Jharkhand.
4. Tourism survey for the State of Maharashtra.
5. Tourism survey for the State of Punjab.
6. Tourism survey for the State of Delhi.
7. Study to analyse the factors responsible for slow down in tourism sector in India.
8. Study on problems and prospects of Accessible tourism in India.
9. Study to assess the Infrastructure Gaps in tourism sector.

(b) Detailed Project Reports:

1. Detailed Project Report for the areas covering Yamuna Nagar and Panchkula in (Haryana) - Ponta Sahib (Himachal Pradesh).
2. Detailed Project Report for development of Puducherry as Mega Project.
3. Detailed Project Report for Destination of Vangmun under Jampui Hills in Tripura.
4. Detailed Project Report for Rural Tourism at Boxanagar under

Sonamura Sub-Division in Tripura.

5. Detailed Project Report for Rural Tourism at Manu Valley under Kailashahar in Tripura.
6. Detailed Project Report for Rural Tourism at Sania Reang Para under Kamalpur Sub-Division in Tripura.

(c) Master Plans/Tourism Development Plans:

1. Master Plan for tourism promotion in Himachal Pradesh.
2. Tourism Development Plan for Arunachal Pradesh.
3. Tourism Development Plan for Meghalaya.

Indiatourism Offices in India

Regional Offices

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

Other Offices

1. Patna
2. Jaipur
3. Bengaluru
4. Varanasi
5. Agra
6. Bhubaneswar
7. Port Blair
8. Imphal
9. Shillong
10. Hyderabad
11. Kochi
12. Goa
13. Aurangabad
14. Khajuraho (Decision has been taken to shift the office to Indore)
15. Naharlagun (Itanagar)

Indiatourism Offices Abroad

Sl. No.	Operation/ Station	Countries Covered
America		
1.	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
UK		
4.	London	UK, Ireland and Iceland
Europe		
5.	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
West Asia		
9.	Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
10.	Johannesburg	South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar
Australasia		
11.	Sydney	Australia, New Zealand, Fiji and The Pacific
12.	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam
East Asia		
13.	Tokyo	Japan, South & North Korea, The Philippines
14.	Beijing	Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau



