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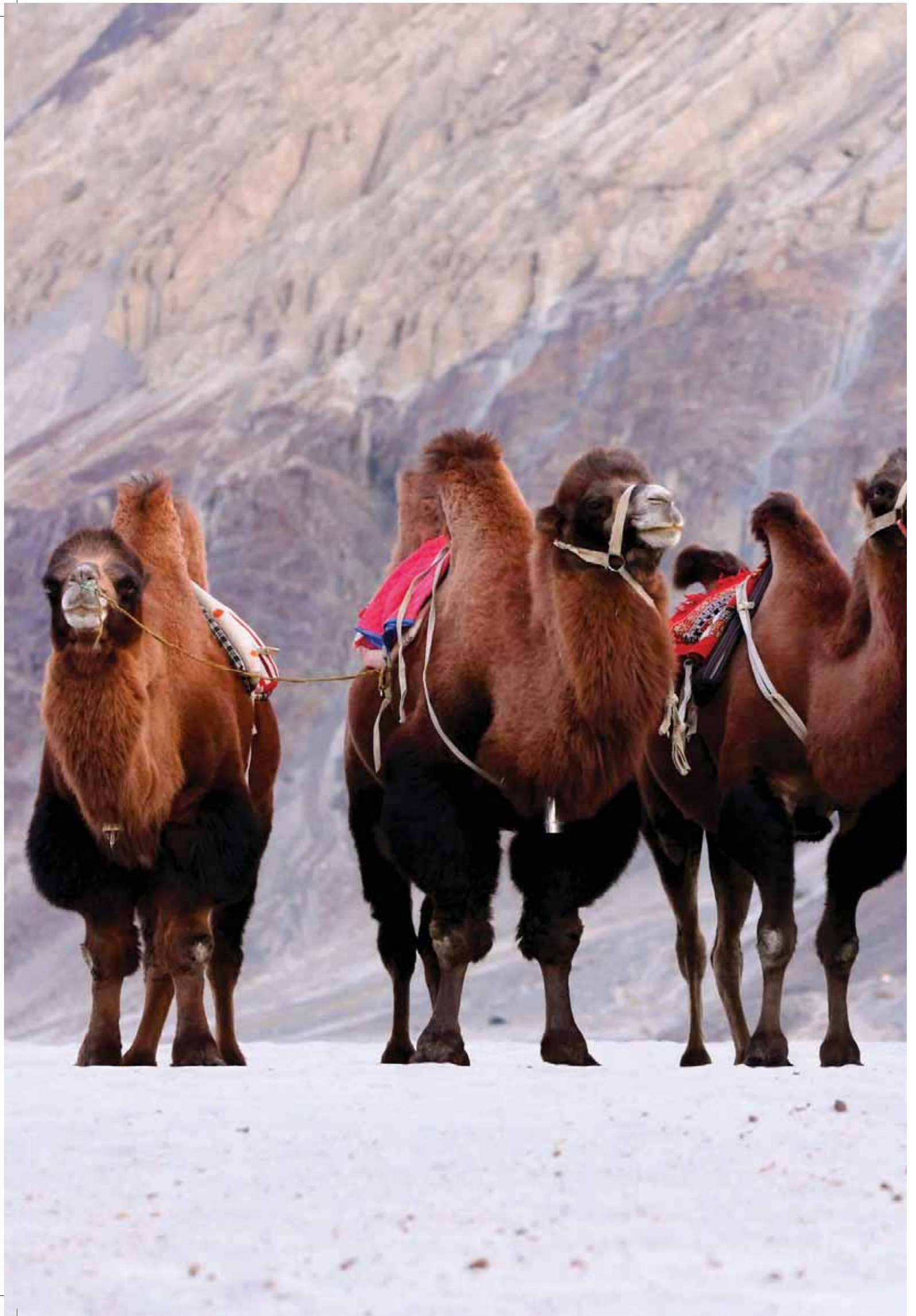


एक कदम स्वच्छता की ओर



ANNUAL REPORT 2017-18

MINISTRY OF TOURISM
GOVERNMENT OF INDIA





Annual Report 2017-18

Ministry of Tourism
Government of India



Contents

Chapter No.	Title	Page No.
1	Tourism – An Overview	4
2	Ministry of Tourism and its Functions	13
3	Ministry of Tourism- Role, Synergy and Convergence	17
4	Development of Tourism Infrastructure	22
5	Initiatives for Accessible Tourism	26
6	New Tourism Products (Niche Tourism)	27
7	Hotels and Travel-Trade	42
8	Human Resource Development	54
9	Publicity and Marketing	62
10	International Cooperation	74
11	North-Eastern Region and Jammu & Kashmir – Special Emphasis	78
12	India Tourism Development Corporation Limited (ITDC)	86
13	Statistics, Surveys and Studies	100
14	Gender Equality	104
15	Welfare Measures	105
16	Vigilance	106
17	Cases in the Central Administrative Tribunal	107
18	Departmental Accounting Organisation	108
19	Important Audit Observations	113
20	Implementation of Right to Information (RTI) Act, 2005	114
21	Progressive use of Hindi	115
22	Swachh Bharat Mission	118
Annexures		
I	Indiatourism Offices in India	120
II	Indiatourism Offices in Abroad	121
III	Senior Officers of the Ministry	123
IV	Projects Sanctioned under Swadesh Darshan and PRASHAD.	125
V	List of Surveys / Studies	131



Chapter - 1

Tourism - An Overview

- 1.1** Tourism is a major engine of economic growth and an important source of employment & foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity and sustainability.
- 1.2** The Ministry of Tourism has the main objective of increasing and facilitating tourism in India. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projecting the country as a 365 days' tourist destination, promoting tourism in a sustainable manner, etc. are some

of the policy areas which need to be constantly worked upon to increase and facilitate tourism in India.

Ministry of Tourism is according priority for holistic development of tourism destinations into world class destinations using a cluster approach including development of infrastructure, amenities, interpretation centres and skill development by achieving synergy and convergence with other Central Ministries, State Governments and Industry Stakeholders. As a step in this direction, Ministry of Tourism has recently launched the 'Adopt A Heritage' project. Heritage sites are being offered for adoption by the public sector, private sector and individuals to become 'Monument Mitras' for developing amenities and facilities at these sites under this programme.



Creation of 'Special Tourism Zones' anchored on Special Purpose Vehicles (SPVs) in partnership with the States was announced in the Budget for 2017-18. Ministry of Tourism has formulated the guidelines for implementation of the new scheme in consultation with the State Governments and Private Sector and is in the process of completing other formalities before launching the scheme. Creation of Special Tourism Zones would lead to overall development of the areas and offer diverse tourism experiences which would help in creating livelihood and improve standards of local communities living in those areas.

- 1.3** Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. During 2016, FTAs were

8.8 million with a growth rate of 9.7% over 2015. In the year 2016, there were 5.77 million arrivals of NRIs in India, with a growth rate of 9.7% over 2015. ITAs include both FTAs and Arrivals of Non Resident Indians (NRIs). In the year 2016, there were 14.57 million International Tourist Arrivals (ITAs) in India, with a growth rate of 9.7% over 2015.

- 1.4** Foreign Exchange Earnings through Tourism (FEEs) during the period 2017 were Rs.1,80,379 crore with a growth of 17% over same period of previous year. The FEEs from tourism in rupee terms during 2016 were Rs.1,54,146 crore with a growth rate of 14.0%.
- 1.5** Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative



of pursuance with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2017, e-Visa facility had been extended to the nationals of 163 countries under 3 sub – categories i.e. ‘e- Tourist Visa’, ‘e – Business Visa’ and ‘e – Medical Visa’.

- 1.6** During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2%. During 2016, FTAs on e- Tourist Visa in India were 1.08 million as compared to 0.445 million in 2015, registering a growth of 142.5%.
- 1.7** For creation of tourism infrastructure, the Ministry of Tourism has two major schemes viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual,

Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.

- 1.8** Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit &



Sufi Circuit.

- 1.9** Under PRASHAD scheme, 25 sites of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailem (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

- 1.10** A 24x7 Toll Free Multi-Lingual Tourist Info Line (1800111363 or on a short code 1363) in 10 International Languages besides Hindi & English is being run by the Ministry of Tourism for providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and for assisting them with advice while travelling in India. The calls made by tourists (both international and domestic) while in India will be free of charge. The international languages handled are Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish, in addition to English and Hindi.

- 1.11** To overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination, Ministry of Tourism has taken the initiative of



identifying, diversifying, developing and promoting niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, etc.

1.12 A National Medical and Wellness Tourism Board has been set up to work as an umbrella organisation to govern and promote medical tourism in India. Ministry supports the Chambers of Commerce for organising exhibitions and seminars on Medical Tourism. These include International Health Tourism Conference, Bangalore 2017, Advantage Healthcare India, Bangalore 2017, MedicaPharma 2017, Delhi.

1.13 A detailed road map and action plan to move India from its current position to become a preferred cruise destination

in the world has been prepared by the consultant appointed jointly by Ministry of Shipping and Ministry of Tourism. Further, Standard Operating Procedures (SOPs) - 2 for Cruise Vessel Operations which is to be used for the cruise season 2017-18 have been prepared by the Committee headed by Chairman, Mumbai Port Trust.

1.14 In order to promote Adventure Tourism, the Ministry of Tourism has decided to celebrate 2018 as year of Adventure Tourism. Ministry has also taken the decision for purchase of 25 Satellite phones to be used by approved Adventure Tour Operators for mountaineering and trekking expeditions thus fulfilling the long standing demand of the industry.

1.15 The India Golf Tourism Committee



(IGTC) with Secretary (Tourism) as the Chairman, is the nodal body for golf tourism in the country. IGTC approved 06 golf events for financial support during the year 2017-18 (till December 2017).

- 1.16** The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the STCI amongst stakeholders. The first workshop in the series was held at

Jaipur on 24-25 October 2017 and the second one in Goa on 21-22 November 2017.

- 1.17** Ministry has also taken the initiative to establish India as a filming destination by promoting “Incredible India” brand at various fora. Ministry has also supported the International Film Festival of India (IFFI 2017) in Goa by hosting the closing dinner
- 1.18** It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21

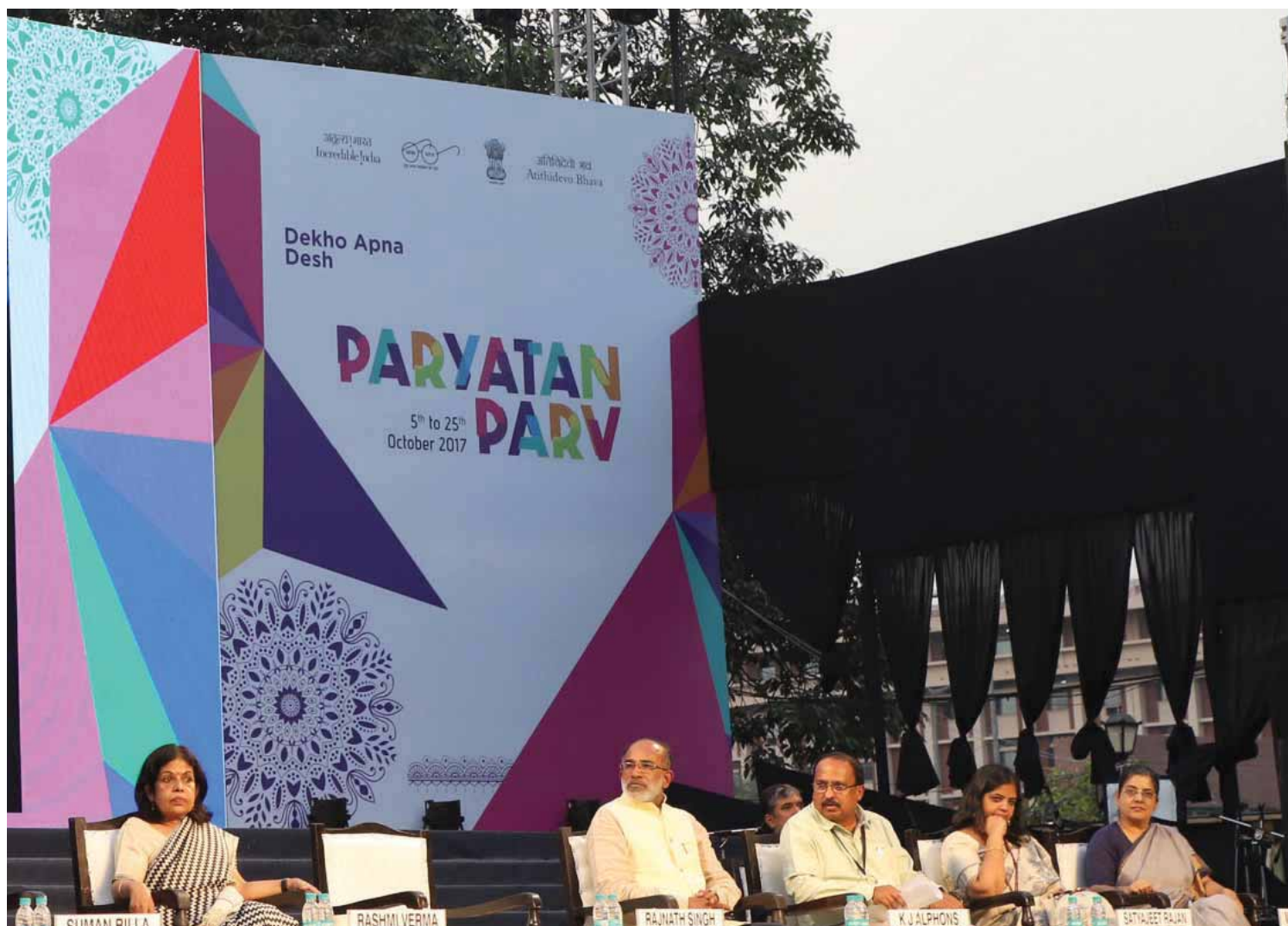


Central IHMs and 21 State IHMs, and 11 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. While the IHMs mainly impart degree level hospitality education, the FCIs are concerned with skill level education. National Council for Hotel Management & Catering Technology (NCHMCT) steers and regulates the academic efforts of the IHMs and FCIs.

- 1.19** Apart from this the Indian Institute of Tourism and Travel Management (IITTM) an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centres at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports). IITTM is a pioneer in the field of travel and tourism education and training. It provides specialized training

and education for tourism and travel industry.

- 1.20** The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The Ministry is also expanding the ICI, by opening its Northern Chapter at Noida which has been sanctioned at a total cost of Rs. 98.50 crore; Rs. 65 crore has already been released by the Ministry for this project.
- 1.21** The Ministry of Tourism, as part of its ongoing promotional activities, releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of



India to increase foreign tourist arrivals and domestic visits within the country. A series of promotional activities are undertaken in important and potential markets overseas through the India Tourism offices abroad and within India through domestic India Tourism offices, with the objective of showcasing India's tourism potential to foreign and domestic tourists.

- 1.22** The "Incredible India 2.0" Campaign of the Ministry was launched by the Hon'ble President of India on 27th September 2017, during the National Tourism Awards function. The 2.0 Campaign marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism

and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign. The major campaigns launched during 2017 – 18 include Global Media Campaign on the Euro Sports Channel, International Media Campaign on Al Jazeera TV channel in the Middle East Region, on Travel Channel Global Feed, CNN, BBC, Discovery, TLC, NGC, Euronews, History, CNBC, CBS- USA and TABI – Japan, 'The Heritage Trail' to promote the World Heritage Sites in India and Domestic Television Campaigns on Doordarshan to promote tourism of the North East Region and to the State of Jammu & Kashmir.

- 1.23** The North East region of India is also being promoted through organising

the annual International Tourism Mart which is attended by global buyers besides others. The 6th International Tourism Mart was organized from 5th to 7th December, 2017 in Guwahati.

1.24 The Ministry of Tourism is developing a new Incredible India website, leveraging the latest trends in technology for promotion and marketing of our country, to provide enhanced visitor experience with personalization and to realise the objectives of the Incredible India 2.0 campaign. This new website is aimed at providing an engaging experience for all visitors by providing relevant, interactive and immersive experience across multiple digital touch points (website, and mobile app). It is expected to make the Incredible India website a one-stop-shop for all tourists planning to visit India/ Indian Destinations by providing complete details on destinations and enabling end to end planning.

1.25 'Paryatan Parv' was celebrated during 5th-25th October, 2017 with the objective of drawing focus on the benefits of tourism, showcasing the cultural diversity of the country and reinforcing the principle of "Tourism for All". Over 1125 activities and events covering 32 states and Union Territories, were arranged during the 21 days event. These included cultural performances, food festivals, tourism exhibitions, displays of handicrafts & handlooms, yoga sessions, tourism & heritage walks, tourism related competitions for students & public, excursions trips to tourist sites, sensitization & awareness programmes, seminars & workshops etc.

1.26 The 'Adopt a Heritage Scheme' of Ministry of Tourism was launched on World Tourism Day i.e. 27th September, 2017 by the President of India. Thereafter, Ministry of Tourism invited

Private Sector Companies, Public Sector Companies and Corporate individuals to adopt the sites and to take up the responsibility for making our heritage and tourism more sustainable through conservation and development. Seven shortlisted companies have been given 'Letters of Intent' for fourteen monuments under 'Adopt a Heritage Scheme'. These companies will be the future 'Monument Mitras'.

1.24 To address the importance of "Swachhta" in tourism sector, Ministry has framed its "Swachhta Action Plan" involving 3 different activities of creating cleanliness awareness among tourists, students, teachers, school /college staffs, stakeholders of tourist centers, pilgrimage centers, famous archaeological monuments etc. Each activity would be implemented at 150 places in selected 15 states during 2017-18. Out of 450 activities, 232 activities have already been completed till December, 2017. To encourage State Govts. to maintain the tourist place clean, a new award category titled Swachhta award has also been instituted by the Ministry for best maintained tourist place in the country in the National Tourism Awards.

1.25 With the rollout of GST regime from July 1st, 2017, a GST Cell / facilitation centre was constituted in the M/o Tourism to monitor the impact of GST on tourism and to handhold the tourism stakeholders for a smoother transition process by inviting GST related queries from all stakeholders of Tourism. Contact details of the facilitation centre are available on the websites- incredibleindia.org and tourism.gov.in. M/o Tourism, in association with its regional offices, stakeholder associations and with support of officials from D/o Revenue has organized several workshops on GST related matters till date.



Chapter - 2

Ministry of Tourism and its Functions

2.1 The Organisation

Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/Union Territory Administrations and the representatives of the private sector. Shri K.J. Alphons is the Minister of State (Independent Charge) for Tourism.

Secretary (Tourism) is the executive chief of the Ministry. Ministry of Tourism has an Indian Institute of Skiing and Mountaineering and 20 Domestic

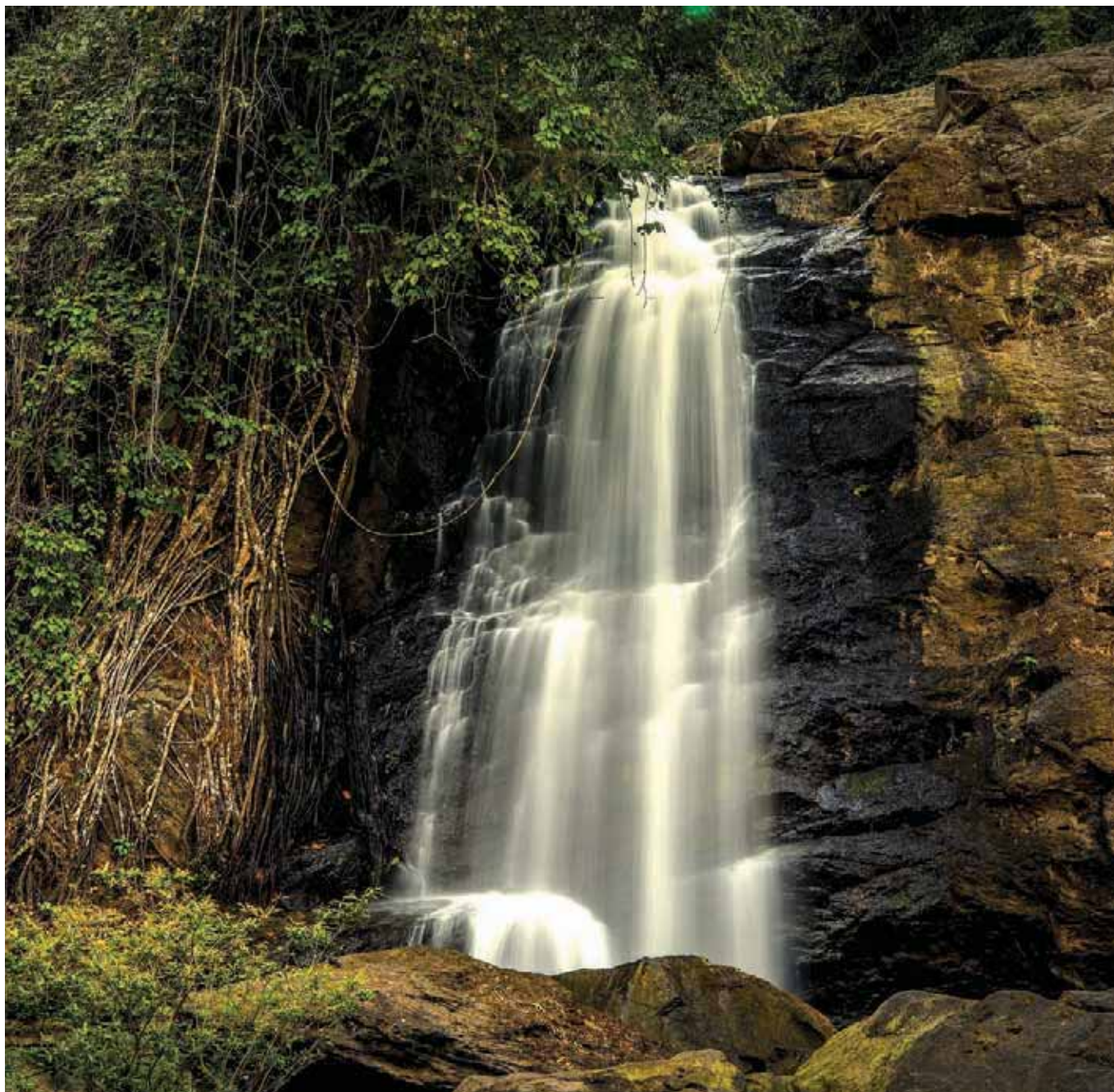
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promote Indian tourism in the market abroad.

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

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

The Ministry also has the following autonomous institutions:

- 1 (i) Indian Institute of Tourism and



Travel Management (IITTM).

- (ii) National Council for Hotel Management and Catering Technology (NCHMCT, the Institutes of Hotel Management (IHMs) and Food Craft Institutes (FCIs).

2.2 Role and Functions of the Ministry of Tourism

The Ministry has the following main functions:-

- (i) All policy matters including:

- a. Development Policies
- b. Incentives
- c. External Assistance
- d. Manpower Development
- e. Promotion & Marketing
- f. Investment Facilitation
- g. Growth Strategies

- (ii) Planning

- (iii) Co-ordination with other Ministries, Departments, State /



- Union Territory Administrations.

(iv) Regulation:

 - a. Approval and classification of hotels, restaurants, etc.
 - b. Approval of travel agents, Tour Operators, Tourist Transport Operators, etc.

(v) Infrastructure & Product Development:

 - a. Central Assistance
 - b. Niche Tourism Products
- (vi) Research, Analysis, Monitoring and Evaluation

(vii) International Co-operation and External Assistance:

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

(viii) Legislation and Parliamentary Work



(ix) Establishment Matters

(x) Overall Review of the Functioning of the Field Offices

(xi) Vigilance Matters

(xii) Official Language: Implementation of Official Language Policy

(xiii) VIP References

(xiv) Budget Co-ordination and Related Matters

(xv) Welfare, Grievances and Protocol



Chapter - 3

Ministry of Tourism and its Functions

3.1 Role

The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India. This is necessary in order to harness the direct and multiplier

poverty eradication in the country. The other major objectives of the Ministry pertain projecting the country as a 365 days' tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on integrated development of tourism infrastructure and facilities through

stakeholders. The role of Government in tourism development has been re- that of a catalyst and requires synergy

stakeholders. This makes the task extremely challenging.

3.2 Synergy and Convergence:

3.2.1 Stakeholders:

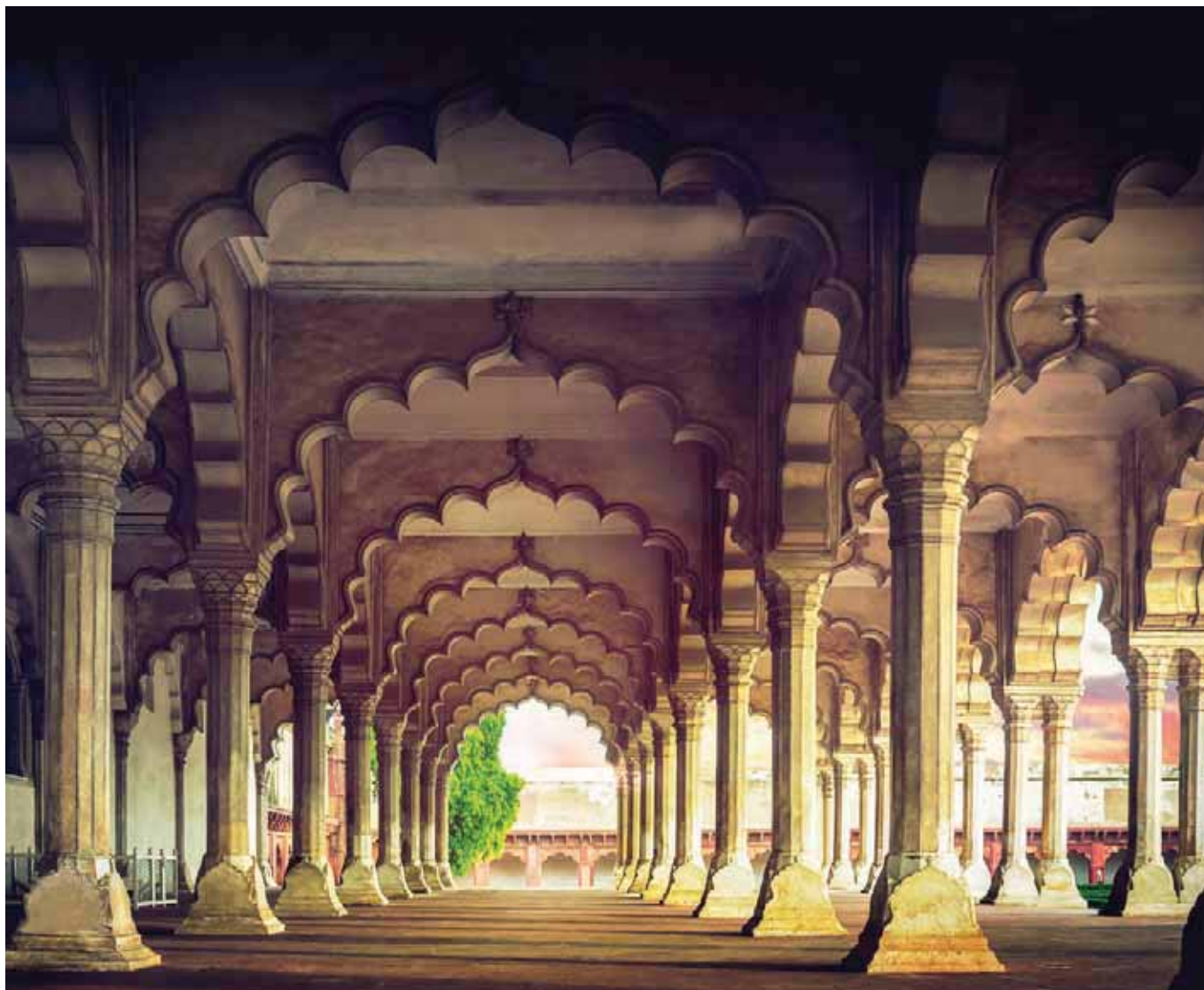
It has been Ministry of Tourism's constant of the tourism sector, Partner Ministries & their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry Associations work in conjunction with each other keeping aspirations in sync with the larger



Partner Ministries:

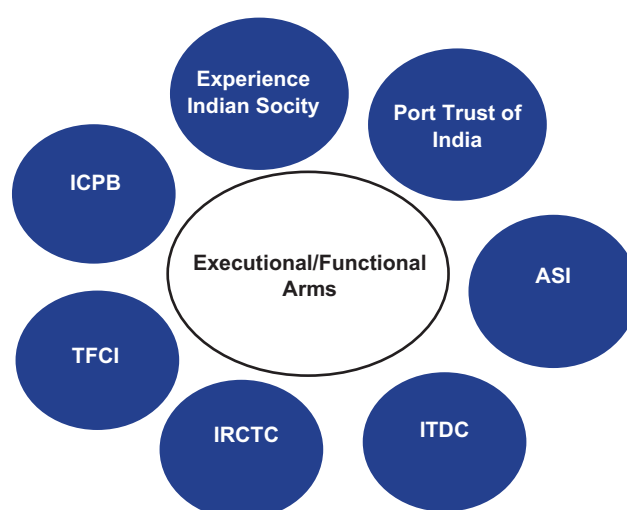
In its bid to strive for convergence, the Ministry of Tourism works in close collaboration with the Culture, Civil Aviation, Urban Development, Road Transport & Highways, Railways, etc. and various State/Union Territory Governments.





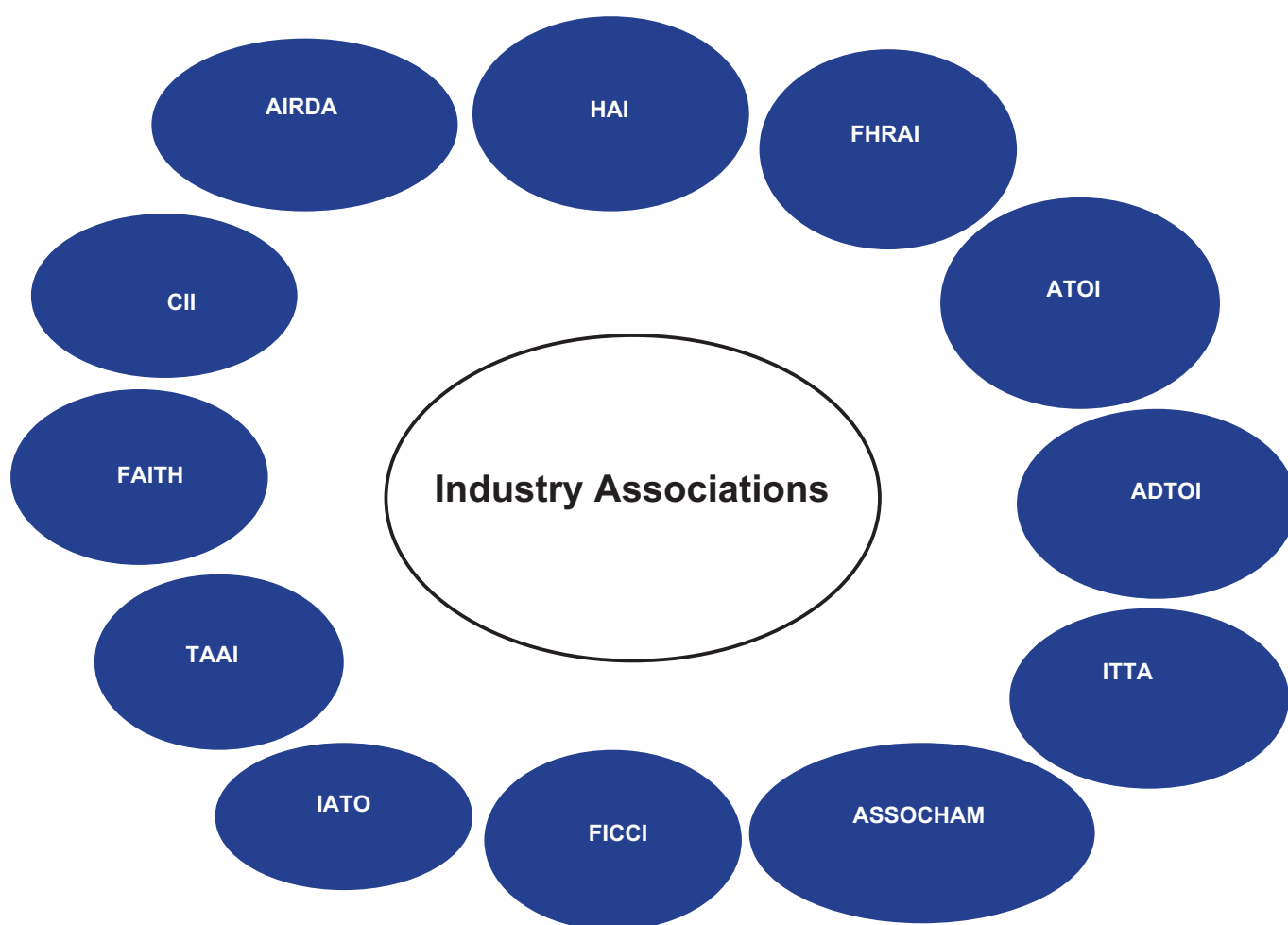
Executional Arms of the Government:

The Ministry has a strong liaison with the executional / functional arms which are under the Corporations and Undertakings like Archaeological Survey of India (ASI), India Tourism Development Corporation (ITDC), India Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society, etc.



Industry Associations:

Ministry of Tourism is in constant dialogue with Industry associations namely- Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Federation of Associations of Indian Tourism and Hospitality (FAITH), and “All India Resort Development Association (AIRDA)”, etc.



3.2.2 Inter-Ministerial Coordination Committee on Tourism Sector

The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary facilitates resolution of Inter-Ministerial issues involved in the development of tourism in the country.

7th Meeting of the IMCCTS was held on 09th June, 2017 under the Chairmanship of the Cabinet Secretary. Important Inter-Ministerial issues relating to development of tourism were discussed in the meeting. The following Ministries/ Departments were invited to attend the meeting:

- i. Railway Board,
- ii. M/o Home Affairs
- iii. M/o Civil Aviation
- iv. M/o Environment, Forests & Climate Change
- v. M/o Culture
- vi. M/o Road Transport & Highways
- vii. M/o Development of North Eastern Region
- viii. D/o Economic Affairs
- ix. M/o Shipping
- x. D/o Youth Affairs
- xi. D/o Sports

Ministry of Tourism is the Convener of the Committee.



Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure goes into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs. At present the following Schemes, for Tourism Infrastructure creation are operative in the Ministry of Tourism.

Schemes:

- 4.1** Integrated Development of Tourist Circuits around Specific Themes - **SWADESH DARSHAN:** - Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing

efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit.

During 2017-18 (up to 31.12.2017) Ministry of Tourism had released an amount of Rs. 907.36 crore for the projects sanctioned under Swadesh Darshan Scheme. Details are given in Annexure IV.



4.2. National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):

The Scheme has the objective of holistic

and heritage destinations. The scheme aims at infrastructure development such as development/up gradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like tourism Information/Interpretation Centers with ATM/ Money exchange counters, improvement of road connectivity (last mile connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light & Sound Show, water/adventure

sports, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/ bazars / souvenir shops/cafeteria, raft

improvement in communication through establishing telephone booths, mobile services, internet connectivity, Wi-Fi hotspot. In addition, Shoreline development & rejuvenation of natural water bodies have also been included.

Under PRASHAD scheme, 25 cities of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Dwarka



(Gujarat), Deoghar (Jharkhand), Badrinath (Kedarnath), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailem (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

During 2017-18 (up to 31.12.2017) Ministry of Tourism had released an amount of Rs. 83.24 crore for the projects sanctioned under PRASHAD scheme.

Since its launch, total 21 projects have been approved under the scheme with sanctioned expenditure of Rs. 587.29 crore out of which Rs. 203.06 has been released upto 31.12.2017. Details are given in Annexure IV.

4.3 Assistance to Central Agencies for tourism infrastructure development: To ensure development of tourism infrastructure by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, M/o Railways etc. who own the assets through CFA provided by M/o Tourism. The amount released under this Scheme for FY 2017-18 as on 31-12-2017 are as follows:



(Rs. in lakh)

Name of Projects	Amount released
Illumination at Sarnath & Varanasi	153.72
Son et Lumiere (SEL) show at Diu	465.32
Cruise Terminal building at Mormugao Port Trust	327.66
Cruise Terminal building at Chennai Port Trust	862.33
Son et Lumiere (SEL), Dal Lake	215.51
Kanhoji Angre light house, Mumbai Port Trust	750.0
Son et Lumiere (SEL), Yavindra Garden	300.0
Son et Lumiere (SEL), Puttaparthi	354.33
Upgradation/modernization of International Cruise Terminal at Indira Dock, Mumbai	500.00
Total	3928.87

4.4 Assistance for Large Revenue Generating Projects

The Scheme aims at development of infrastructure by promoting Large

Revenue Generating Projects like Tourist Trains, Cruise Vessels, Convention Centres, Golf Courses etc. by attracting Public Sector and Corporate/Private Sector Partnership.



Chapter - 5

Accessible Tourism

5.1. Provisions under Guidelines for Hotels.

5.1.1 As per the guidelines of the Ministry shall provide, at least one room for the and bathroom of such rooms should allow wheel chair (made available by the hotel) to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bathroom shall be minimum 90 cm. In existing hotels the door width of & bathroom of such rooms shall have minimum width of 90 cm w.e.f. 01.04.2023.

5.1.2 Bath room should be wheel chair accessible with sliding door suitable

i height WC, grab bars etc.

5.1.3 entrance of the hotel to allow wheel chair access. Free accessibility in all public areas and to at least one restaurant in 5 Star and 5 Star Deluxe hotel.

5.1.4 In public Restrooms (unisex), wheel chair should be accessible with low height urinal (24" maximum) with grab bars.

5.1.5 The almirah in differently abled rooms shall be sliding in cases where no sufficient space is available for opening the almirah doors by the differently abled person.

5.1.6 Room shall have low height furniture, low peephole, cupboard with low cloth hangers, audible and visible (blinking light) alarm system & door bell.



Niche Tourism Products

Identifying niche products is a dynamic process. The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome the aspect of 'seasonality' and to promote India as a 365 days destination, attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. The Ministry of Tourism has constituted Committees for the promotion of Golf Tourism and Medical & Wellness Tourism. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion:

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

6.1 Cruise Tourism

- 6.1.1** Cruises are one of the most dynamic and the fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product.



India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposable incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

6.1.2 Task Force on Cruise Tourism.

The coastline and inland waterways has enormous potential to develop cruise tourism, both international and domestic. To harness this, there is a need to provide necessary infrastructural

facilities through ports in terms of berths, terminals and tourist/passenger amenities. For promoting cruise tourism, joint efforts of Ministry of Tourism and Ministry of Shipping are required and will act as the catalyst. Accordingly, a Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. and meets regularly and has formulated Standard Operating Procedure (SOP) to be followed by the various agencies for handling of cruise ships. The Task Force has reviewed the



SOPs and updated them into the SOP version 2 which is to be used for the cruise season 2017-18.

On the recommendation of the Task Force, Ministry of Shipping and Ministry of Tourism have jointly appointed a consultant for preparing Action Plan and detailed road map for the development of Cruise Tourism in India. The Consultants have submitted their report which contains many recommendations for making India a preferred destination both for Sea and River Cruise. The Task Force has accepted the report and have decided to engage a Project Management Consultant to monitor its implementation.

6.1.3 Financial Assistance for development of Cruise Tourism:

The Ministry of Tourism provides Central Financial Assistance (CFA) to the Central Government Agencies for development of Cruise Tourism infrastructure. New Cruise Terminals have been developed in Mumbai, Goa, Kochi and Chennai ports with financial assistance from the Ministry of Tourism. Development of Cruise Terminals and Cruise ships are also covered under the Large Revenue Generating (LRG) scheme of the Ministry for assistance.

6.1.4 River Cruise

The Ministry of Tourism provides Central Financial Assistance (CFA)



to the State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including creating facilities for River Cruise.

6.1.5 Identification of Cruise Circuits and development of necessary infrastructure

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

Accordingly, a **Working Group** was constituted to examine the modalities of cruise tours connecting religious

places and other related issues. The composition of the Working Group is as follows:

- (a) Inland Waterways Authority of India (IWAI) – 1 member from HQ and Local Director/In charge;
- (b) Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
- (c) Domestic Tour Operators – 1 member;
- (d) Cruise Operators – 2 representatives from cruise operators operating in each waterway.

In its report, the Working Group has identified 8 Tourist Circuits on National Waterways -1(River Ganga)



and National Waterways -2 (River Brahmaputra). The Working Group has also identified key issues and challenges pertaining to development of these circuits which, inter alia, include:

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

6.2 Adventure Tourism

6.2.1 Adventure tourism involves exploration or travel to remote, exotic areas. Any

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

6.2.2 Initiatives of Ministry of Tourism to Promote Adventure Tourism

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

The Ministry of Tourism formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover

Land, Air and Water based activities which include mountaineering, trekking, hand gliding, paragliding, bungee jumping and river rafting were forwarded to the State Governments and Union Territory Administrations for compliance. The guidelines have now been comprehensively reviewed with assistance from the Adventure Tour Operators Association of India and expanded to include newer activities. Ministry is now involved in consultations with the State Governments and UT administrations for acceptance of the revised guidelines.

Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.

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

A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The Task Force has met regularly and formulated plans for facilitation of Adventure Tourism in the country.

Ministry has taken the decision for purchase of 25 Satellite phones to be used by approved Adventure Tour Operators for mountaineering and

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long standing demand of the industry.

6.2.3 Indian Institute of Skiing & Mountaineering (IISM), Gulmarg, J&K

The Indian Institute of Skiing & Mountaineering (IISM) has been made fully operational in Gulmarg, Jammu & Kashmir from January 2009. This institute now has its own building and all modern equipment and training facilities for Adventure Sports.

6.3 Medical Tourism

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

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

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

1 6.3.3 The Medical Tourism activity is mainly driven by the private sector. The 1

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

- x Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- x Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- x 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment. 'E-Medical Visa' has also been introduced for 163 countries.

Ministry supports the Chambers of Commerce for organising exhibitions and seminars on Medical Tourism. These include International Health Tourism Conference, Bangalore 2017, Advantage Healthcare India, Bangalore 2017, MedicaPharma 2017, Delhi.

6.3.4 Constitution of National Medical & Wellness Tourism Board.

In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine

covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness and Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board will work as umbrella organisation that governs and promotes this segment of tourism in an organised manner. The Board has set up three Sub-Committees to look into the issues relating to visa, accreditation and allied services and marketing and promotion of Medical and Wellness Tourism.

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

The Ministry of Tourism has revised guidelines for the promotion of Medical Tourism as a Niche Tourism Product on 6th December 2016. For participation in approved Medical/Tourism Fairs/Medical Conferences/Wellness conferences/Wellness Fairs and its allied Road Shows, Ministry of Tourism provides Market Development Assistance (MDA). This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers in the year 2009. Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism.

During the year 2017-18 (till December 2017), the Ministry of Tourism under MDA scheme provided a financial assistance of Rs 6.00/- lakh to the Medical Tourism Service Providers.



6.4 Wellness Tourism

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

6.4.2 The Ministry of Tourism has issued guidelines for the promotion of Wellness as a Niche Tourism Product. These guidelines address various issues including inter alia, making available quality publicity material, training and capacity building for the service providers and participation in international & domestic wellness related events.

6.4.3 The Ministry of Tourism also provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres, i.e., representatives of wellness centres accredited by NABH or the State Governments for participation in wellness/tourism fairs, wellness conferences, wellness conferences, wellness fairs, and allied road shows.



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

6.5 Golf Tourism

6.5.1 Sport tourism in India is gaining interest. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth the world over. India has several golf courses of international standards.

Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. In order to tap this growing interest in golf tourism, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India's position as a fast growing free market economy.

6.5.2 The Ministry of Tourism has framed guidelines for extending financial support for promotion of golf tourism. These guidelines address



issues including inter-alia, training and capacity building for the service providers, and participation in international & domestic events, related events and making available quality publicity material.

- 6.5.3** The Ministry invites Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/ UT Administrations, Approved Tour Operators/Approved Travel Agents and Corporate Houses seeking financial support from the Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/ Annual Meetings/Seminars eligible for financial support, with a view to promote Golf Tourism to and/ or within India under Incredible India brand as

well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards. Applications received through EOI are being evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

- 6.5.4** The India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country. IGTC approved 06 golf events for financial support during the year 2017-18 (till December 2017) .

6.6 Polo Tourism

- 6.6.1** The game of Polo is said to have originated in India and it is one of the few countries in the world where this



game is still preserved and practiced. The Kolkata Polo Club is the oldest Polo club in the world and is 150 year old. Therefore, Polo can rightly be termed as “Heritage Sports” of India.

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

6.7 Meetings Incentives Conferences and Exhibitions (MICE)

- 6.7.1** Today, ‘Conventions and Conferences’ are been acknowledged as a significant segment of the tourism industry. A large number of conferences are held around the world every year. In order to promote India more effectively as

a convention destination, the travel industry, under the patronage of the Ministry of Tourism, set up the India Convention Promotion Bureau (ICPB) in 1988, a non-profit organization, with members comprising national airlines, hotels, travel agents, tour operators, tourist transport operators, conference organizers, etc.

- 6.7.2** The important objectives of ICPB are as under:

- To promote India as a venue for International Congresses and Conventions.
- To undertake a continuing programme of creating awareness of the role and benefits of Congress and Conventions in the context of national objectives.



- c) To undertake research on the international conference market for development of India's conference industry.
- d) To diffuse knowledge to conference industry personnel through educational programmes, seminars, group discussions, courses of study and exchange of visits with Indian Associations / Organisations and relevant world Associations / Organizations.

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

- a) Production of a Video film on the conference facilities in India

and distribution of same among members for promotional activities/ bidding, etc.

- b) Participation in International Travel Marts, like EIBTM, IT&CMA etc. to give exposure to India's Conference infrastructure.
- c) Organisation of seminars to motivate Indian Associations to bid for international Conferences.

6.7.4 The Ministry of Tourism has developed guidelines for extending the benefits under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby



bringing more MICE business to the country. Under the scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the terms and conditions.

6.8 Promotion of Eco Tourism

6.8.1 The growing tourist demand is already exerting pressure on our natural and other resources. Unless, attention is paid now for developing tourism in ecologically sustainable manner and maintaining environmental integrity, it may cause irreparable damage. Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected

areas that strives to be low impact and (often) small scale. It purports to educate the traveller, provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and for human rights. Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

6.8.2 The Ministry has been laying a lot of stress on maintenance of environmental integrity, considering the importance of developing tourism in an ecologically sustainable manner.

6.8.3 The Ministry recognizes following cardinal principles for development of ecotourism:

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

6.8.4 Tiger Reserves opens for Tourism Activities

The guidelines for Tourism in and around Tigers reserves' notified by the National Tiger Conservation Authority (NTCA) have taken cognizance of various matters of concerns of the Ministry of Tourism. The Ministry of Tourism was represented in the Committee constituted to frame a comprehensive set of guidelines under section 380(c) of the Wildlife (Protection) Act, 1972 and other laws in force in compliance of the interim order dated 29.08.2012 from the Hon'ble Supreme Court of India in the petition for SLP(civil) No. 21399/2011.

The stand of Ministry of Tourism during discussion in the Committee was for regulated tourism in protected areas of the country. Tourism should be based on scientific carrying capacity

and sustainability principles. The Ministry of Tourism does not favour a total ban in protected Areas including Tiger Reserves. International Practices/ best National Practices should be taken into consideration by Ministry of Environment & Forests in finalizing eco-tourism guidelines for Protected Areas. Regulated and controlled tourism in Protected Areas is found to be generally helpful globally, in conservation efforts for wildlife in different countries.

The guidelines now allow a conservation fee from the tourism industry for eco development and local community upliftment work, based on bed capacity of each accommodation unit with tariff charges. This is a desirable clause for the hospitality industry.

The guidelines now also support conduct of tourism activity in the Core areas and have recorded that current tourism zones where only tourist visits are permitted and there are no consumptive uses, tiger density and recruitment does not seem to be impacted. For this reason, permitting up to 20% of the Core Critical Habitat as tourism zone should not have an adverse effect on the tiger biology needs, subject to adherence to all the prescriptions made in these guidelines.

The Ministry of Tourism sees these guidelines as path of co-existence of tourism and wildlife and urges the State Governments and all stakeholders to adhere to the guidelines in letter and spirit for overall development of ecotourism.

6.8.5 Eco- friendly measures to be adopted by the Hotels

6.8.6 The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various

categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like sewage treatment plant (STP), rain water harvesting system, waste management system etc.

- 6.8.7** Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the afore-mentioned measures, other measures like pollution control, introduction of non - CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

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

6.9 Promotion of Sustainable Tourism

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism

practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the STCI amongst stakeholders. The first workshop in the series was held at Jaipur on 24-25 October 2017 and the second one in Goa on 21-22 November 2017.

6.10 Film Tourism

- 6.10.1** The Ministry of Tourism has issued guidelines (dated 25th July 2012) for extending financial support to State Governments / Union Territory Administrations, for promotion of ‘Film tourism’.

- 6.10.2** In an endeavour to establish India as a filming destination, the Ministry of Tourism promotes the “Incredible India” brand at various fora. Ministry has also supported the International Film Festival of India (IFFI 2017) in Goa by hosting the closing dinner.

6.11 Culinary Tourism

The Ministry of Tourism has set up the Indian Culinary Institute (ICI) to institutionalize a mechanism to support efforts intended to preserve, document, promote and disseminate Indian Cuisine, meet the sectoral requirement of specialists specific to Indian Cuisine, as also to promote Cuisine as a Niche Tourism product. Apart from this during 2017 -18, the various themes including ‘Culinary Trails of India’ was promoted on social media platform of the Ministry of Tourism to showcase rich culinary heritage of States / UTs. Food Festivals are also organised as a part of publicity events conducted by the Overseas as well as domestic offices of the Ministry.



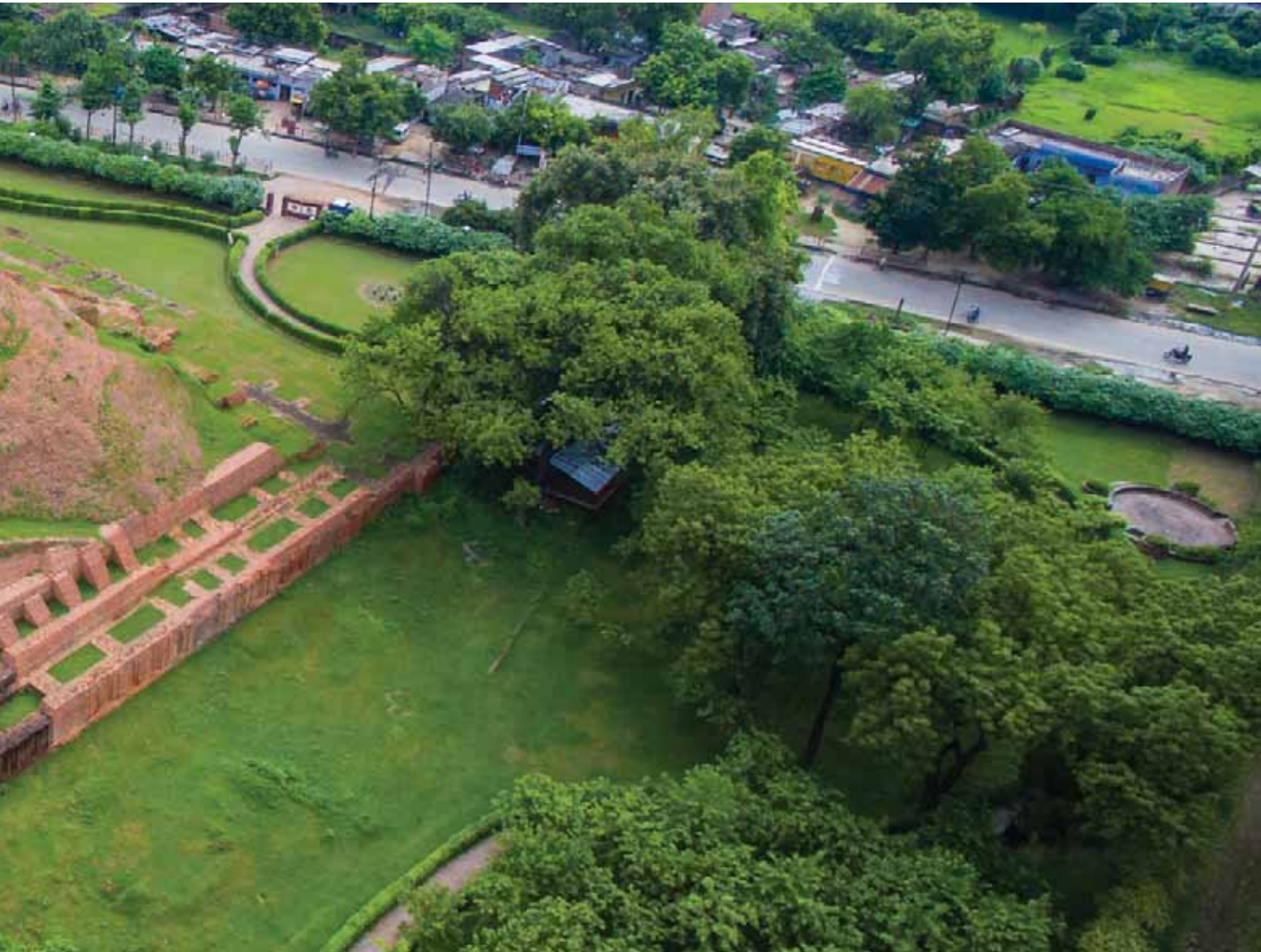
7.1 Hospitality Development and Promotion Board (HDPB) for Hotel Projects.

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances / approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate

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by the hospitality industry, Ministry

of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances / approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned



Ministries / Departments / Authorities
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Hotels

To conform to the expected standards
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especially from the point of view of
suitability for international tourists,
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star rating system. Under this system,
hotels are given a rating, from One Star
to Three Star, Four and Five Star with
or without alcohol, Five Star Deluxe,
Heritage (Basic), Heritage (Classic),
Heritage (Grand), Legacy Vintage
(Basic), Legacy Vintage (Classic) and
Legacy Vintage (Grand). The category

of Legacy Vintage hotels has been
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done on the basis of inspection of hotels
which is undertaken by the Hotel and
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Ministry.

The Ministry has reviewed and revised
1 the Guidelines from time to time for the
Approval of Hotels Projects' and also 1
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Hotels' to address the requirements of
the hospitality industry. The revised
Guidelines have tried to address
issues related to the eco-friendly /
energy saving measures, facilities for
persons with disabilities and security

and safety concerns. Some of the new features include the (i) Measures and facilities to address the requirements of persons with disabilities includes

room, designated parking, ramps, free accessibility in public areas, designated toilet(unisex) at the lobby level etc.

projects have to adopt environmental friendly practices, (iii) Segregation of smoking and non-smoking areas in hotels, besides compliance with other requirements of the provisions under

Products (Prohibition of advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003," (iv) Implementation of measures to address the safety and security concerns viz. use of X-ray machines for baggage scan, CCTV, under-belly scanners for vehicles,

hand and baggage scanners, (v) Giving commitment towards following tenets of 'Safe & Honourable Tourism' (vi) Training a minimum number of persons, in every calendar year in the short duration Skill Development Courses under the 'Hunar Se Rozgar' scheme (vii) Submission of bar license is mandatory for 4 Star, 5 Star, 5 Star Deluxe, Heritage Classic & Heritage Grand categories wherever bar is allowed as per local laws for hotel

However three new categories of hotels i.e. 4 Star without Alcohol, 5 Star without Alcohol, and Heritage Classic without Alcohol hotels have been created. To

in one Star to three Star categories

Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co- ordinate inspection.

7.3 Online submission of Applications

With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for

hotels and project level approval for hotel under construction. In the past, the application relating to project level

accepted in this Ministry in hard or post. This has been completely dispensed with. This online process has also been integrated with payment gateway. The applications

star category and heritage category and also for project approval can be

7.4 Revision of Guidelines for Hotels:

- i. The Government had studied the current tourism scenario and revised the guidelines for Classification of and reclassification of Hotels w.e.f. December 16, 2014, to ensure higher level of services, more customer – friendly/ hospitable and make the information about customers' rights available to them on and even before their arrival.

- ii. Keeping in view of the demand from hotel industry new categories of hotels such as 4 Star category (without Alcohol Service), 5 Star category (without Alcohol Service), Heritage Classic (without Alcohol Service) have been created.
- iii. As per the guidelines of the Ministry of Tourism for Classification / Re-classification of Hotels, all Star hotels shall provide at least one room for the differently abled Guests. The doors width of such rooms for differently abled persons and the bathrooms of such rooms should allow wheel chair made available by the hotel to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bathroom shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bathroom of such room shall have minimum width of 90 cm w.e.f. 01.04.2023.

7.5 Heritage Hotels

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

7.6 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed / built with materials from heritage properties / buildings (i.e. properties or buildings which were build / constructed/ erected prior to the year 1950), provided that at least 50% of the material used to construct / build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub-categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand).

7.7 Approval of Standalone Restaurants

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

7.8 Guidelines for Apartment Hotels

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



the five Star deluxe, five star, four star and three star categories.

7.9 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such

steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

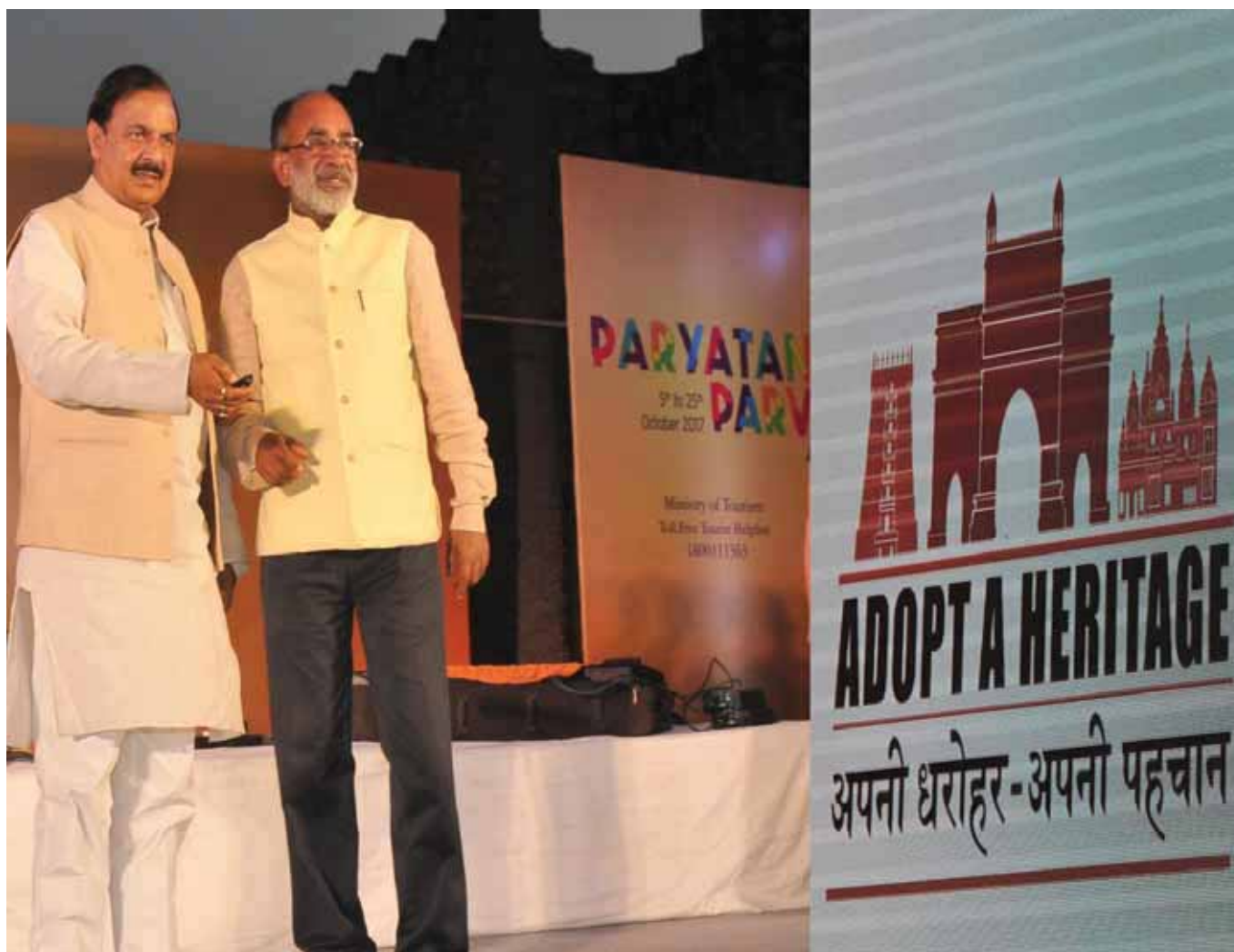
7.10 Approval and Classification of Timeshare Resorts

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

7.11 Incredible India Bed & Homestay Scheme

The scheme offers foreign and

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domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and get a taste of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and also to simplify the procedure of approvals, this Ministry has reviewed the scheme and has simplified the guidelines.

7.12 Approval of Stand - alone Air Catering Units

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

7.13 Approval of Convention Centres

Meeting, Incentives, Conferences and

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

7.14 Incentives provided to Hotels

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

revenue districts of Mumbai and Delhi). For availing this incentive, the hotel should be constructed and start functioning between the period April 1st 2008 to March 31st 2013. The Government has announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country. The Reserve Bank of India (RBI) has also issued revised Guidelines on Classification of exposures as Commercial Real Estate (CRE) exposures. As per these guidelines, RBI has classified exposures to hotels outside the CRE exposure.

7.15 Harmonized Master List of Infrastructure Sub - Sectors

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

7.16 Skill Development Mission

The PM's Skill Development Mission enjoins upon the Ministry of Tourism and the Industry to raise a skilled work force of 5 million persons by the year 2022. Hence, it has been made mandatory for hotels to participate in the Skill Development initiative to meet the manpower needs of the tourism and hospitality industry. The amended guidelines for classification/ re-classification of Hotels require classified hotels to train a specific number of persons in every calendar year in the

short duration skill development course under "Hunar Se Rozgar Scheme".

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

Selection and Training of Regional Level Tourist Guides is an ongoing process and the Ministry conducts the training programmes through the Indian Institute of Tourism & Travel Management (IITTM). The selection of Regional Level Tourist guides is done based on the guidelines for selection and grant of guide license to Regional Level Tourist Guides (RLG) of this Ministry which is in place with effect from 22nd September 2011. There are approx. 3269 Regional Level Tourist Guides in India including the last batch of guides of 2015-16. The Guide training programme is of 26 Week duration.

The last of guide training programme of 2015-16 was conducted from September 2016 to March 2017. A total number of 202 guides successfully completed the guide training programme including language guides.

7.18 Approval of Travel Trade Service Provider

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

- i. Inbound Tour Operators
- ii. Travel Agents
- iii. Domestic Tour Operators
- iv. Adventure Tour Operators
- v. Tourist Transporters Operators

The scheme guidelines of approval of service providers for the above

mentioned categories were issued on 18th July, 2011. The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies. The total number of approved service providers of Travel Trade is given below:-

Category	Approved Service Providers as on November 2017
Inbound Tour Operators	457
Travel Agents	188
Tourist Transport Operators	104
Domestic Tour Operators	118
Adventure Tour Operators	41
Total	908

7.19 Web-based Public Delivery System

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

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

7.20 e-payment gateway for approval of Travel Trade service Providers

Introduction of e-payment gateway for approval of Travel Trade service Providers: The application fee (Rs.3,000/- for all the above categories) is also accepted online which has made the whole process 100 percent online.

7.21 E- Visa

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. As per, Ministry of Home Affairs/ Foreigners Divisions' Circular No. 482 dated 29th December, 2016, 'e- visa' is allowed under three sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa' and 'e-Medical Visa'.

Following activities are permitted under e-Tourist Visa, e-Business Visa and e-Medical Visa:-

- e-Tourist Visa: Recreation, sightseeing, casual visit to meet friends or relatives, and attending a short term yoga programme.
- e-Business Visa: All activities permitted under normal Business Visa as per the Visa Manual
- e-Medical Visa : Medical treatment, including treatment under Indian systems of medicine.

The window for application under e-Visa stands increased from the existing 30 days to 120 days. Duration of stay in India under e-Visa has been increased from the existing 30 days to 60 days. In the case of e-Medical Visa, extension may be granted up to 6 months on case to case basis on merits of each case by





the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

On e-Tourist Visa and e-Business Visa, a foreign national will be permitted double entry as against single entry at present. In the case of those availing e-Medical Visa, triple entry will be permitted as against single entry at present.

The e-Visa facility is available for the citizens of 163 countries (as on December, 2017). This facility is available at 24 airports in India. The 24 Airports are: Delhi, Chandigarh, Mumbai, Nagpur, Pune, Chennai, Calicut, Kolkata, Hyderabad, Bengaluru, Bagdogra, Thiruvananthapuram, Kochi, Coimbatore, Guwahati, Mangalore, Goa,

Varanasi, Gaya, Ahmedabad, Amritsar, Tiruchirapalli, Jaipur, Vishakhapatnam and Lucknow. In addition, E-Visa will be provided at 5 major Indian Ports i.e. Mumbai, Cochin, Goa, Chennai and Mangalore to tap the potential of cruise tourists from different countries.

Revision of e-Tourist Visa Fee:

E-tourist Visa fees is country/Territory specific (min \$00 and max US \$ 75.00). Bank transaction charges of 2.5% will be charged additional on applicable e-Tourist Visa fees, which is uniform for all the countries. The fee must be paid at least 4 days before the expected date of travel.

1 otherwise application will not be processed. The revision of Visa fee has been done on the principle of reciprocity.

Bank charges have also been reduced from US \$ 2 to 2.5 % of the e-TV fee. There is no bank charge for zero visa fees.

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

The scope of the present MDA scheme of Hospitality programme has been molded to make it inward looking, considering that the country offers vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of this scheme is:

- a. To motivate travel agents/tour operators, to include tour packages to various destinations, preferably less popular and unexploited destinations in the country in their marketing programme.
- b. To enhance footfall of domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multi-dimensional tourist destination.
- c. To familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

Ministry of Tourism also provides financial assistance to tourism service providers approved by this Ministry, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India,

Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

7.23 Multilingual Tourist Infoline

The Ministry of Tourism has setup of the Tourist Infoline/ contact centre to provide information services and also guide the tourists during any emergencies such as medical, crime, natural calamities or on being stranded etc. This service is available as toll free on telephone 1800111363 or on a short code 1363. The Tourist infoline service will provide a sense of security to the tourists who can contact the Government for guidance/information during emergencies while travelling in India and also seek tourist information etc. This facility is available in Hindi, English and 10 other languages namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, Spanish.

7.24 Adopt a Heritage

Ministry of Tourism in close collaboration with Ministry of Culture, Archaeological Survey of India (ASI), States and Local Bodies envisages to provide world class tourist facilities at various heritage site / monument or any other tourist site across the country, aimed to enhance their tourism potential and cultural importance in a planned and phased manner. The project "Adopt a Heritage: Apni Dharohar, Apni Pehchan" was launched by Hon'ble President of India on 27th September 2017 on the occasion of World Tourism Day to address challenges related to the creation, operations and maintenance

of the various tourist facilities.

The project has been expanded to cover natural heritage sites and other tourist sites along with cultural heritage monuments and sites. The project plans to entrust these sites to private / public companies and individuals for development of tourist amenities at these sites and operate and maintain adopted sites for an initial period of five years. Planned interventions under the project include mandatory basic amenities like public conveniences, ease of access, aesthetics and cleanliness of site, Illumination and signages. The interventions also include advanced amenities like Cafeteria, night viewing facility, advanced surveillance system, Tourist Facilitation cum Interpretation

Centre, Light and Sound Shows, Cultural shows, battery-operated vehicles and advanced tourist flow management system.

The project has till date attracted interests for adoption of 48 sites across India. Letter of Intent under Phase I of the project were handed over to 7 organizations for 14 sites by Hon'ble Minister of Finance on the final day of Paryatan Parv. Additional EoI received under phase II by 9 organizations / individual has also been approved by the Oversight and Vision Committee for 25 sites. Vision Bids of 5 sites and has also been approved by the Oversight and Vision Committee for signing of MoU.



Chapter - 8

Human Resource Development

8.1 Institutes of Hotel Management (IHMs), Food Craft Institutes (FCIs), and National Council for Hotel Management & Catering Technology (NCHMCT) :

8.1.1 As part of the Ministry's resolve to generate sufficient professionally trained manpower to meet the needs of the tourism and hospitality industry, the National Council for Hotel Management and Catering Technology (NCHMCT), 42 Institutes of Hotel Management (IHMs) (21 Central IHMs and 21 State IHMs), and 11 Food Craft Institutes (FCIs), have been set up with Central Financial Assistance from the Ministry of Tourism. These institutes are autonomous societies with the

specific mandate to impart hospitality education and impart training on hospitality skills.

The NCHMCT / IHMs conduct B.Sc. course in Hospitality and Hotel Administration, M.Sc. in Hospitality Administration, 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 Front Office Operation, Diploma in Bakery and Confectionery, Craftsmanship Certificate Course in Food and Beverage Service and Craftsmanship Certificate Course in Food Production.



8.1.2 The National Council for Hotel Management & Catering Technology (NCHMCT) was set up by the Ministry in the year 1982 with the specific task of controlling and regulating the academic programmes of the IHMs and FCIs. The mandate of the NCHMCT is to promote the growth of hospitality management education through its affiliated Institutes and co-ordinate and regulate the academic programmes of these Institutes. The Council is the Nodal Agency for matters relating to admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, etc. The NCHMCT conducts Joint Entrance Examination (JEE) on All India basis for

admission to 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 Front Office Operation, Diploma in Bakery and Confectionery, Craftsmanship Certificate Course in Food and Beverage Service and Craftsmanship Certificate Course in Food Production, admissions are directly carried out



by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses. Total 8528 number of students passed out in the year 2016-2017 in various courses

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8.2 Indian Institute of Tourism & Travel Management:

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

- i. Two year MBA (TTM) programme in collaboration with Indira Gandhi National Tribal University Amarkantak

- ii. Three year BBA (T&T) programme from Gwalior, Bhubaneswar, Nellore and NOIDA Centres in collaboration with Indira Gandhi National Tribal University Amarkantak

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- iii. PhD programme in Tourism by IITTM NOIDA Centre in collaboration with Punjab Technical University.

India's coastline offers immense potential for water-based and adventure sports. The Ministry had established the National Institute of Water Sports (NIWS) in Goa under the administrative control of the IITTM to offer courses on Water Sports.

During the academic session 2015-17, 434 total number of students were



registered and 364 total number of students passed out of IITTM from the MBA (TTM) course. Total 2186 number of students attended various short term training programmes offered by IITTM.

8.3 Indian Culinary Institute, Tirupati

The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The main objective of setting up of ICI is to institutionalise a mechanism to support efforts intended to preserve, document, promote and disseminate the Indian Cuisine, meet the sectoral requirement of specialists specific to Indian Cuisine, as also of teachers, and promote Cuisine as a Niche

Tourism product. The ICI is proposed as an Institute of Excellence that will offer structured regular programmes of study specific to culinary arts leading to graduate and post graduate level degrees, promote research and innovation, document and create data base specific to Indian cuisine and commission studies and survey on cuisine.

The Ministry is also expanding the ICI, by opening its Northern Chapter at NOIDA which has been sanctioned at a total cost of Rs. 98.50 Crore. Rupees 65 Crore have already been released by the Ministry for the project and it is likely to be completed within the financial year 2017-18.



8.4 Further efforts to meet the skill gap

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

1 out of trained persons by expanding and strengthening the institutional infrastructure for training:

- i) Asking the existing IHMs to start craft courses.
- ii) Broad-basing of hospitality education / training.
- iii) A Scheme dedicated to the training and up-skilling of the existing service providers.

iv) Hunar se Rozgar programme for creation of employable skills.

v) Skill testing and certification of the existing service providers.

8.5 The Central Financial Assistance (CFA) 1 i 1 1 4 1
/ FCIs and creation of infrastructure to hospitality crafts (including management courses) or travel/ 1 1 1
and conditions of the guidelines of the scheme for Assistance to IHMs / FCIs / IITTM / NCHMCT / ICI / Universities / Polytechnics / Schools etc.

During the year 2017-18, the Ministry has sanctioned the projects to extend 1 1
of State Institute of Hotel Management



at Dholpur, Rajasthan and Food Craft Institute at Deoghar, Jharkhand. Further, during the year 2017-18 (as the tune of Rs. 64.83 Crore has been / strengthening of existing Institutes.

8.6 Challenge of Servicing the Sector

Servicing the Sector with skilled manpower effectively is a pre-requisite for the actualization of tourism specific expectations. This is both an imperative and a challenge.

The task of creating a skilful service is inherently challenging for two reasons: first, because of the huge skill gap that obtains in the Sector, and second, because the Sector is not averse to taking raw hands and leaving them to acquire

function-related skills on the job.

8.7 Ministry's Skill Development Strategy

Besides the regular institutional academic effort leading to award of diplomas and degrees, Ministry of Tourism has put in place the following strategy to meet the Sectoral skill requirement:

- Institutionalizing skill testing and certification, and
- Commissioning pre-service skill development training programmes of short duration.

a) Skill Testing and Certification

This Ministry is also alive to the fact that many of the service providers have cognizable skills needing to be tested and certified. Such

certification will help the individual with better self-belief and respect and also better market standing. It will also, at the same time, give the Sector better skill credentials. The Ministry has, therefore, put in place a mechanism for skill testing and certification of the existing service providers under which the service providers undergo a 5-day orientation programme and on the 6th day their skills are tested. As of now, 46 institutes - 21 Central IHMs, 17 State IHMs and 8 FCIs — have the authority to test and certify skills in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. Since the inception of this programme and till the close of March 2017, the number of persons certified stood at over 105414.

b) Pre-service Skill Development Training Programmes of short duration - Hunar Se Rozgar Tak

The Ministry had, in the year 2009, launched an initiative, christened **Hunar Se Rozgar Tak, (HSRT)** to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal, and by the close of March 2017, a total of over 2.65 lakh persons stood trained. The initiative is meeting two important objectives : first, it is giving the Sector the option of skilled hands at the lowest rung of service hierarchy, and second, it has grown into a strategy for poverty alleviation owing to its built-in, even if unsaid, pro-poor slant. The features common to the training programmes under the

HSRT initiative are:

- (i) The trainees should be in the age group of 18-28 years;
- (ii) Each training programme is of short duration;
- (iii) No fees is chargeable to the trainee;
- (iv) Each trainee is entitled to incentives comprising free lunch, a set of uniforms and stipend;
- (v) The entire training cost met by Ministry of Tourism;

While the initiative is in the nature of an umbrella programme to cover training areas and trades in the Sector on a sweep, the actualization so far has been largely relating to four hospitality trades namely food production, food and beverage services, housekeeping and bakery.

- x The implementation of this initiative, as of now, is in the hands of an assorted Institutional base comprising the MoT sponsored Institutes of Hotel Management and Food Craft Institutes, the Institutes under the aegis of the State Governments and the Union Territory Administrations, the State Tourism Development Corporations, Kerala Institute of Travel & Tourism Studies, IRCTC and the Star-Classified hotels. Apart from the mentioned hospitality related trades, dispensations have been put in place under the HSRT initiative to enable conduct of training courses in a

number of other areas relating to hospitality and tourism sector.

8.8 6-month Programme of training in hospitality trades

In order to give vertical skill mobility to the HSRT pass-outs, the MoT has started a six-month Programme of training in four hospitality trades, namely food production, food & beverage service, housekeeping and bakery exclusively for the HSRT pass-outs. The MoT sponsored IHMs, FCIs and KITTS have been authorized to implement the Programme. A total of about 482 persons were trained during the Financial Year 2016-17.

8.9 Hunar Se Rozgar Tak

In order to allow participation of the private sector in the HSRT initiative on a scale higher than hitherto, so as to enhance the programme reach and delivery, the Ministry of Tourism have allowed the following too to implement the programmes in four Hospitality Trades viz Food Production, Food & Beverages, Housekeeping and Bakery and Patisserie:

- i. Industrial units, associations of industries and professional / skill developing agencies with proven credentials; and
- ii. Hospitality Institutes approved by AICTE/National Skill Development Authority / State Governments / Union Territory Administration.

Six private Hotel Management Institutes had trained a total of 555 candidates in four hospitality trades under the HSRT-Badhte Kadam.

8.10 NEW INITIATIVE LAUNCHED ON NATIONAL YOUTH DAY: Training programme for Delivery Boys for Fast Food Chains

A six days training programme has been launched to prepare Delivery boys to deliver food at home with skill, style and civility and to upscale the Sectoral skills for 10th pass candidates in the age group of 18 to 28 years. The programme is implemented by the IITTM, IHMs & FCIs. 49 candidates have been trained in the Financial Year 2016-17.



Chapter - 9

Publicity And Marketing

The Ministry of Tourism, promotes India in a holistic manner. As part of its marketing / promotional activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on Social Media during the year 2017-18

A. Domestic Market

Participated

- i. Participated in GITB (The Great Indian Travel Bazaar) held from 24th to 25th April 2017 in Jaipur.
- ii. Participated in the 2nd edition of India International Health & Wellness Exhibition held in New Delhi from 16th to 18th June 2017.
- iii. Participated in Textiles India – 2017 held in Gandhinagar, Gujarat from 30th June to 2nd July 2017.
- iv. Participated in Rising Kashmir in Srinagar from 3rd to 6th July 2017.
- v. Participated in North East Calling at India Gate, New Delhi from 9th – 10th September 2017. An Incredible India pavilion was set up in an area of 100 sq mtr wherein all the North Eastern states



including Sikkim and the North East Tourism Development Council also participated.

- vi. Participated in World Food India held at the India Gate circle, New Delhi from 3rd – 5th November 2017. An Incredible India Pavilion was set up in an area of 100 sq.mtr.

Organised

- i. The National Tourism Awards Function was organized on 27th September 2017 at the Vigyan Bhawan, New Delhi to confer awards for the year 2015-16. The Hon'ble President of India graced the occasion as Chief Guest and gave away awards in various categories. Shri K. J. Alphons, Hon'ble Minister of State for Tourism (Independent Charge) presided over the function.
- ii. The Ministry of Tourism, Government of India, in collaboration with 18 Central Ministries, State Governments and Stakeholders organized a "Paryatan Parv" across the country from the 5th to 25th October 2017. The programme was organized with the objective of drawing focus on the benefits of tourism,

for Tourism (Independent Charge) presided over the function.

The Award function also included:

- a. Launch of the Incredible India 2.0 Campaign
- b. Launch of 'Adopt a Heritage' Project
- c. Design Launch of new Incredible India Website



showcasing the cultural diversity of the country and reinforcing the principle of “Tourism for All”. Paryatan Parv had three main components:

- a. Dekho Apna Desh: To encourage Indians to visit their own country.
- b. Tourism for All: Tourism Events at sites across all States in the country.
- c. Tourism & Governance: Interactive Sessions & Workshops with Stakeholders on varied themes.

Over 1125 activities and events covering 32 states and Union Territories, were arranged during the 21 day event. These included cultural performances, food festivals, tourism exhibitions, displays of handicrafts & handlooms, yoga sessions, tourism & heritage walks, tourism related competitions for

students & public, excursions trips to tourist sites, sensitization & awareness programmes, seminars & workshops etc.

The Paryatan Parv culminated in a Grand Finale at the Rajpath Lawns, New Delhi from 23rd – 25th Oct. 2017. The event was open to the public from 12 noon to 10 pm on all three days and included Cultural Performances, a Crafts Bazaar, multi-cuisine Food Court, Theme Pavilions set up by States and other interactive activities to keep visitors engaged at the event venue.

Shri Rajnath Singh, Hon’ble Home Minister was the Chief Guest at the formal inaugural function of the Grand Finale Event. Shri Nitin Gadkari, Hon’ble Minister for Road Transport and Highways graced the event as

Chief Guest on 24th October 2017 and Shri Arun Jaitley, Hon'ble Minister for Finance and Corporate Affairs was the Chief Guest at the Closing Ceremony. Awards were given to the Best Participating States and Best Participating Central Ministries during the Closing Ceremony.

- iii. 6th International Tourism Mart (ITM) was organised in association with the North Eastern States from 5-7 December, 2017 in Guwahati, Assam. Shri Jagdish Mukhi, Governor of Assam inaugurated the Mart in the presence of Shri Sarbananda Sonowal, KJ.Alphons, Minister of State (I/C) for Tourism, Chief Minister Assam, Union Tourism Secretary Smt. Rashmi Verma and other dignitaries from Central Ministries and North Eastern States.

The 6th International Tourism Mart, put the spotlight on India's "Act East Policy", blossoming ties with ASEAN and the larger East Asia region, home to the world's rapidly growing economies and India's emerging tourism markets. Besides deliberations on promotion of tourism in the North East Region in general, keeping the objectives of the "Act East Policy" in view, the panel discussions focused on promoting cultural ties, people-to-people contact with countries in the ASEAN region providing enhanced connectivity to the States of North Eastern Region with other countries in our neighbourhood, thereby developing inter-regional tourism between the ASEAN and North East Region of India. The ITM - 2017 also saw an active participation by the Ministry of DONER to synergize the process of development of tourism of the North East Region.

Extended Support

Financial support was extended to the following events in accordance with relevant guidelines:

- i. Namami Bhramaputra, Guwahati
- ii. Sur Ganga – 2017, Varanasi
- iii. ABP Group Tourist Spot – Travel Fair, Kolkata
- iv. Jaipur by Nite event, Jaipur, organized by CII
- v. North East Travel Conclave, Shillong organized by Indian Chamber of Commerce
- vi. Annual Parampara Series – by Dr. Raja and Radha Reddy, New Delhi
- vii. Sambhav 2017 in New Delhi
- viii. Brahmaputra Film Festival, Guwahati, 2017
- ix. 6th Travel East, Kolkata organised by CII
- x. Travel East 2017, Kolkata organized by Indian Chamber of Commerce
- xi. 78th Skal International Congress, Hyderabad
- xii. World Ranking Snooker Championship – Indian Open 2017
- xiii. 5th International Convention of Spic Macay, 2017

9.2 Domestic Campaigns

- i. TV Campaign on the North-East Region released on Doordarshan in August and September, 2017 to promote tourism to the North East Region.
- ii. TV Campaign on the State of Jammu & Kashmir released

on Doordarshan in August & September 2017 to promote tourism to the State of Jammu & Kashmir.

- iii. Outdoor Branding undertaken across India to promote FIFA U-17 World Cup event from 5th October, - 28th October, 2017
- iv. Radio Campaign undertaken for promoting the International Day of Yoga in June, 2017.
- v. Radio Campaign for promoting Paryatan Parv 2017 undertaken during October, 2017.
- vi. TV Campaign to promote tourism to the North-East Region released on Doordarshan in October 2017, during Paryatan Parv.
- vii. TV Campaign to promote tourism to the State of Jammu & Kashmir released on Doordarshan in October 2017, during Paryatan Parv.
- viii. SMS Campaigns to publicize the Tourist Helpline and Paryatan Parv undertaken in October, 2017.
- ix. Television Campaign undertaken on private TV channels in October, 2017 to promote tourism.
- x. Campaign in Cinema Houses across the country being undertaken to promote Tourism.
- xi. Advertising Campaign being undertaken on Railway Tickets to promote the Tourist Helpline and Social Awareness Messages.
- xii. Advertising Campaign being undertaken on Boarding Passes of Air India to promote the Tourist Helpline and Social Awareness Messages.

9.3 Advertisements Released

Advertisements were released in

various newspapers for:

- i. National Tourism Awards
- ii. Showcasing improvement of India's ranking in the Travel and Tourism Competitive Index (TTCI) of World Economic Forum
- iii. Promoting Paryatan Parv 2017
- iv. Promoting 'Adopt a Heritage' initiative of the Ministry of Tourism.
- v. Promoting Domestic Tourism on the "Go Beyond" theme in Mail Today

9.4 Production of Creatives and Collaterals

- i. Promotional film on Mumbai
- ii. Film on 'Swachhta' (Cleanliness of tourist spots)
- iii. Film promoting 'Adopt a Heritage Scheme'
- iv. Creatives designed and produced for all newspaper advertisements released
- v. Films Promoting Golf Tourism, Fashion, River Cruising in India and Indian Cuisine produced in association with CNN
- vi. Brochure on "Paryatan Parv" detailing the activities and events organised during the 21 day festival
- vii. The 2017 Calendar on the theme "Go Beyond" produced by the Ministry of Tourism, was winner of the PATA Gold Award 2017. The Award was given at Macau on 15th September 2017, during the PATA Travel Mart 2017.

9.5 Social Media

- i. From April to November 2017, a wide range of themes including,



- the Story Telling Traditions of India such as Kathakali, Puppet Shows, Pattachitra of Odisha, Shadow puppetry of Tamil Nadu, Yakshagana of Karnataka, Kavad Bachana of Rajasthan, Dastangoi, Kathak, Chau Dance, etc., Responsible Tourism, Summer Destinations in India, Mumbai, Chennai and Kolkata, Yoga, Wellness, Monsoon Destinations, Culinary Trails of India, shopping, Union Territories of India, Golden Triangle Circuit, Spice Trail of India, Durga Puja, Forts of India, Diwali, Souvenirs of India, were promoted through Social Media Channels of the Ministry of Tourism.
- ii. Promoted International Day of Yoga on Incredible India Social Media accounts.
 - iii. Social media amplification of India's impressive jump in ranking in the Travel & Tourism Competitive Index 2017 of World Economic Forum was undertaken.
 - iv. In August 2017, a special promotion was undertaken to publicise Ahmedabad as India's first World Heritage City of UNESCO.
 - v. Creatives designed and posted for promoting National Tourism Awards 2015-16 through Facebook, Twitter, Google+, etc.
 - vi. Creative designed and posted on Social Media Accounts of the Ministry on the occasion of World Tourism Day 2017.
 - vii. A month long promotion of Paryatan Parv including various activities undertaken across the country was showcased on social media channels.
 - viii. India's participation in the World Travel Market 2017 (WTM) from November 6-8, 2017 was highlighted on social media.
 - ix. Special film and social media posters were produced to highlight 'Dekho Apna Desh' – Blog, Photo & Video Contests and Incredible



India Quiz Contest organised on MyGov Portal as part of Paryatan Parv.

- x. Wide publicity on e-Visa and 24x7 Multilingual Tourist Helpline provided through social media promotion.
- xi. World Food India 2017 was publicized through Social Media handles of the Ministry of Tourism.
- xii. Social media promotion of Telangana through a tourism promotional film produced by the State Government was undertaken.

B Overseas Market

9.6 International Campaigns

The “Incredible India 2.0” Campaign

of the Ministry was launched by the Hon’ble President of India on 27th September 2017, during the National Tourism Awards function. The 2.0 Campaign marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign.

Television : Global Media Campaigns for promoting “Incredible India” in the overseas markets launched on leading international Television Channels – CNN, BBC, Discovery, TLC,

National Geographic Channel, Euro Sports (spots aired during US Open 2017), Euro News, CNBC, CBS – USA, TABI – Japan, History (Global, China and Australia).

Online Global Online Campaigns launched on CNN, BBC, Euro News, TABI, Time.com, YouTube, Twitter.

9.7 Marketing through Overseas Offices

This Ministry, 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 said 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 international Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows & India Evenings, printing / production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators/ Indian Missions/ Airlines etc., inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

9.8 Promotional Activities Undertaken for Overseas Promotion

This Ministry, undertook a series of promotional initiatives to aggressively promote tourism to India.

9.8.1 Participation in Travel Fairs and Exhibitions

India tourism 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 ITB Berlin in March, Arabian Travel Mart (ATM) Dubai, WTM Africa in April and Dallas Travel & Adventure Show in April; IMEX Frankfurt in May, Travel Industry Exhibition, Sydney in July, 50+ Show, London and Qantas Business Show, Brisbane in July, Virtuoso Travel Week in August, 21st Thai International Travel Fair Bangkok in August, National Association of Travel Agents Singapore in August, International Travel Show in Ilsan Korea in August, Luxperience, Sydney in September, MATTA Kuala Lumpur in September, ILTM Americas in September, 23rd Salon Reunir International in September, International Travel Expo, Vietnam in September, ITCMA Bangkok in September, JATA Tourism Expo in Tokyo in September, Vancouver International Travel Expo in September, ITB Asia Singapore in October, IMEX America Las Vegas in October, International Tourism & Travel Show (SITV Show) Montreal in October, WTM London (November), Cambodia Travel Mart Siem Reap in November, IBTM World Barcelona in November, USTOA Annual Conference, Florida in November/December, ILTM and IGTM Cannes in December etc.

Arabian Travel Market (ATM), Dubai

India Tourism – Dubai participated in the Arabian Travel Market (ATM), the biggest Travel and Trade event



of Middle East and Gulf from 24th to 27th April, 2017 at Dubai World Trade Centre (DWTC). Buyers and sellers of travel and tourism sector participated in this Exhibition from all over the world. 24 co-exhibitors from India comprising State Tourism Departments, Wellness & Ayurveda centres, travel agents, tour operators, hoteliers, Resorts, Air India, ITDC, IRCTC etc. participated from the India Tourism stand to promote various India Tourism products with an emphasis on 'Yoga & Wellness', luxury travel, Wildlife, Medical etc. A Press Meet was held on 24th April, 2017, wherein a power point presentation was made on tourism products of India.

World Travel Market, London

The Ministry of Tourism participated

in this 3 daylong event held at London from 6-8 November, 2017. During the event, the Ministry of Tourism highlighted various aspects related to spiritual tourism available in India. In addition to it, special emphasis was also given to project North East Region of India amidst international travel fraternity. The Incredible India Pavilion in WTM was one of the most engaging and colourful arena. The stand provided an oasis of calm and serenity amidst the hustle and bustle of one of the world's busiest and most important travel trade event. The objective of the Ministry of Tourism during WTM was to promote spiritual tourism to the country in addition to the other existing tourism products. The Ministry of Tourism also took a very proactive initiative



in showcasing the largely untapped tourism potential of North East of India. WTM was also used as a platform to give wide publicity to the e-visa facility presently extended by Government of India to 163 countries.

9.8.2 Road Shows and Know India Seminars

As part of the promotional initiatives undertaken, Road Shows were organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. During the year 2017 – 18, Road Shows were organized in collaboration with various trade

associations in the following cities:

- i. May 30, 2017 - Incredible India - PATA Road Show in Toronto.
- ii. May 31, 2017 - Pacific Asia Travel Association (PATA) India Chapter Road Show in Boston.
- iii. June 06, 2017 - Organised Road Show at Houston in association with PATA India Chapter

In addition, the Road shows were also organized by the ITOs overseas in collaboration with Airlines and other stakeholders. Besides, India Tourism Offices Overseas also organized Know India Seminars in Pretoria, Johannesburg, Durban, Rome, Milan, Torino, Thessaloniki, Malta, Bari, Napoli, Athens, Vancouver, Paris, Krakow,

Stuttgart , Düsseldorf , Frankfurt, Belgrade , Tel Aviv, Warsaw, Hamburg, Baku, Tashkent, Sofia, Ottawa, Toronto, Montreal, Mestre, Torino, Napoli, Calgary, Torino, Firenze, Paphos, Cairo, Aman, Kuwait, Sydney, Auckland, Wellington, Plymouth, Rio de Janeiro, Antwerp, Brugge, Oslo, Helsinki, Gothenburg, Copenhagen, Hiroshima, Tokyo, Sapporo, Busan, Daegu, Daejeon, Suwon City, Taipei, Brazil etc.

9.8.3 Food Festivals

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals by sponsoring Indian Chefs for the food festivals organized in the following countries:

- × Santo Domingo DR
- × Havana, Cuba
- × Hanoi and Ho Chi Minh City, Vietnam
- × Vientiane, Laos

9.8.4 Outdoor Publicity

For greater visibility of “Incredible India”, outdoor advertising campaigns including advertising at airports and on buses / trams, hoardings & billboards have been undertaken at prominent places in the important cities/countries including Finland, Denmark, Paris, Barcelona, London, Los Angeles, Vancouver, Toronto, Venice, Moscow, Tokyo, Bussan, Seoul, Sendai, Nagoya, Kyoto, Taipei City, Osaka, Taiwan, Daegu, Singapore, Rome, Milan, Thailand, Malaysia, Abu Dhabi, Sydney, Canberra, Perth, Melbourne, Adelaide, Brisbane etc.

9.8.5 Printing of Brochures

Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Arabic, Basha, Chinese, Dutch, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Polish and Russian.

9.9 Other Activities for promoting tourism in International Markets 3rd International Day of Yoga

Ministry of Tourism celebrated the 3rd International Day of Yoga (IYD) event on 21st June 2017 by hosting a MEGA FAM Tour on Yoga and Wellness for a group of 51 foreign delegates from 19th to 25th June, 2017. The FAM consisted of Tour Operators, Travel Agents, Media Persons, Opinion Maker and Scholar from 23 countries from markets that promote Yoga and Wellness. 8 delegates were invited specifically from Russian market as part of celebration of the 70th year of India – Russia friendly relationship.

The group of 51 delegates participated in Hon’ble Prime Minister’s rally on 21st June, 2017 in Lucknow. Thereafter, the group continued on a FAM trip covering Delhi, Lucknow, Bengaluru, Mysore and Bengaluru. The group also visited the Soukya Naturopathy Centre and Vivekananda Kendra: Spiritual Oriented Service Mission as per the proposed itinerary.

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

Under the Market Development Assistance Scheme, the Ministry

provides 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:

- a. Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows
- b. Production of Publicity Material for promoting Indian tourism destinations and products

Tourism Departments of all State and Union Territories (UTs) are also eligible for benefits under the MDA Scheme for participating in Travel Fairs/Exhibitions and Road Shows held overseas.

9.11 Familiarization Tours under the Hospitality Programme

One of the important elements of the Marketing Strategy and Plan of this Ministry is the Hospitality Programme, under which this Ministry invites Travel Writers, Journalists, Photographers, Film / TV Teams, Travel agents and Tour Operators, Agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities / Speakers and Door Prize / Contest Winners, through the India tourism offices overseas, to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. These invited guests are able to get first-hand information / knowledge of the Indian tourism product during their familiarization tours.

These guests were also invited to cover important events in India, including the 3rd International Day of Yoga, Kerala Travel Market, 6th International Travel Mart (ITM) Guwahati organised from 5th to 7th December in Guwahati etc.

9.12 New Incredible India Website and App

The traveller's journey of destination interest, search, researching, decision making and final booking process is an ever evolving one. A comprehensive and robust information base is essential to cater to the information needs of travellers seeking specific, granular information comprising of text, pictures, videos, audio etc. Keeping in mind website is the flagship channel of any organization, the Ministry of Tourism is developing a new Incredible India website, leveraging the latest trends in technology for promotion and marketing of our country, to provide enhanced visitor experience with personalization and to realise the objectives of the Incredible India 2.0 campaign. This new website is aimed at providing an engaging experience for all visitors by providing relevant, interactive and immersive experience across multiple digital touch points (website, and mobile app). It is expected to make the Incredible India website a one-stop-shop for all tourists planning to visit India/ Indian Destinations by providing complete details on destinations and enabling end to end planning.



Chapter - 10

International Cooperation

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations such as United Nations World Tourism Organization (UNWTO); Economic and Social Commission

South East Asian Nations (ASEAN) and South Asian Association for Regional Co-operation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements/Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in place for 35 countries.

Following are the key activities undertaken in the area of International Cooperation during 2017 – 18:

10.1 Joint Working Group Meetings

- i. The Second India – Australia Joint Working Group (JWG) meeting was with Department of Foreign Affairs and Trade, Government of Australia on 28th June, 2017 in New Delhi for strengthening the Tourism Cooperation between the both countries. 1
- ii. The Second India – Japan Joint Working Group (JWG) / Tourism Council Meeting was held in Tokyo, Japan on 12th December 2017. 1

10.2 List of Bi-lateral and other Meetings

- i. A meeting between Hon'ble Minister, Dr. Mahesh Sharma and Shri Dato Seri Mohamed Nazir Abdul Aziz,



Hon'ble Tourism Minister, Malaysia was held in Delhi on 15.02.2017

- ii. A meeting between Hon'ble Minister Dr. Mahesh Sharma and Hon'ble Minister for Economy and Sustainable Development Mr. Giorgi Gakharia, Govt. of Georgia was held on 10th April 2017 in Delhi.
- iii. A meeting between Dr. Mahesh Sharma, Hon'ble Minister (Tourism) and delegation from Embassy of Saudi Arabia was held on 18th April 2017.
- iv. A meeting between Secretary Tourism and Korean delegation was held on 25th April 2017 regarding supporting the South Korean candidate for the post of UNWTO

General Secretary.

- v. A meeting was held between Hon'ble Minister (Tourism), Dr. Mahesh Sharma and Deputy Minister of Tourism, Government of Uzbekistan, Mr. Sharahmetov at 12 noon on 22.08 2017 at New Delhi.

10.3 Other Important Activities

- i. Ministry of Tourism participated in FITUR at Madrid, Spain from 17-18 January 2017.
- ii. IBSA Rural Tourism Workshop meeting was organized on 08-09 February 2017 in New Delhi. The two-day event included inter-governmental exchanges, presentations, field visit to Samode.



- iii. The Strategic and Commercial (S&CD) Working Group meeting on Tourism and Aviation Connectivity Round Table comprising officials of National Travel & Tourism Office of USA & the Ministry of Tourism and other senior officials of Government of India was held on 16th February 2017 at New Delhi.
- iv. Participation in “International Tourism Bourse” held in Berlin, Germany from 8-12 March 2017.
- v. Ministry of Tourism attended the 29th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia at Chittagong Bangladesh from 15-17 May 2017.
- vi. Ministry of Tourism participated in the 6th International Conference on Tourism Statistics organised by UNWTO from 21-24 June 2017 at Manila, Philippines.
- vii. The Ministry of Tourism hosted the 1st meeting of BIMSTEC tour operators on 7th July 2017 at New Delhi.
- viii. Ministry of Tourism participated in the 18th ASEAN – India tourism Working Group meeting on 26th July 2017 during ASEAN NTO's and related meeting in Vinh phuc, Vietnam.



- ix. The Ministry of Tourism participated in 22nd Session of United Nation World Tourism Organisation General Assembly held in Chengdu China from 11-16 September 2017.
- x. A CICA workshop on “Building bridges across Asia through tourism” was organised on 28th September 2017 at New Delhi. The workshop was attended by international level delegates from various CICA countries, Representatives from Embassies of CICA countries, officials from MEA & MoT.
- xi. Ministry of Tourism participated in World Travel Mart (WTM) held in London from 6th to 8th November, 2017.
- xii. The Tour Operators Round Table and Government to Government Meeting of the India - US Travel and Tourism Partnership year 2017 was held in New Delhi on 16.11.2017. The objective of the Round Table was to identify new opportunity and potential barriers to growing travel & tourism between two countries.



Chapter - 11

North-Eastern Region And Jammu & Kashmir- Special Emphasis

11.1 North Eastern Region

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

i. Space on complimentary basis

is provided to the North Eastern States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these States an opportunity to showcase and promote their tourist products in the international source markets.

- ii. Familiarization (FAM) Tours to the North Eastern Region are arranged for Travel and Media Representatives from Overseas to the States in the regions on a regular basis under the Hospitality Scheme of this Ministry.
- iii. Domestic Campaigns are also launched to promote tourism to the



North Eastern Region.

- iv. International Tourism Mart is an annual event organised in the North Eastern region with the objective of highlighting the tourism potential of the region in the domestic and international markets. It brings together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event is planned and scheduled to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders.
- v. Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist

infrastructure, promotion of fairs/ festivals & tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, market research, etc.

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



11.3 6th International Tourism Mart, Guwahati

6th International Tourism Mart (ITM) was organised in association with the North Eastern States from 5-7 December, 2017 in Guwahati, Assam. Shri Jagdish Mukhi, Governor of Assam inaugurated the Mart in the presence of Shri K.J. Alphons, Minister of State (I/C) for Tourism; Shri Sarbananda Sonowal, Chief Minister of Assam; Smt. Rashmi Verma, Union Tourism Secretary and other dignitaries from Central Ministries and North Eastern States.

The 6th ITM put the spotlight on India's "Act East Policy", blossoming ties with ASEAN and the larger East Asia region, home to the world's rapidly growing economies and India's emerging tourism markets. Besides deliberations on promotion of tourism in the North East Region in general, keeping the objectives of the "Act East Policy" in view, the panel discussions focused on promoting cultural ties, people-to-people contact with countries in the ASEAN region providing enhanced connectivity to the States of North Eastern Region with other countries in our neighbourhood, thereby developing



inter-regional tourism between the ASEAN and North East Region of India. The ITM - 2017 also saw an active participation by the Ministry of DONER to synergize the process of development of tourism of the North East Region.

Around 66 foreign delegates comprising of stakeholders and media persons from over 29 countries namely Australia, Bhutan, Brunei, Canada, China, Cambodia, Cyprus, Fiji, Germany, Indonesia, Italy, Japan, Kenya, Lao PDR, Malaysia, Myanmar, Nepal, Netherlands, Philippines, Portugal, Singapore, Spain, Tanzania, Thailand, USA, UK, Vietnam, Turkey, South Korea

attended the Mart. Besides the foreign delegates, 29 domestic stakeholders in Tourism sector from other parts of the country and 103 sellers from the North Eastern States are participating in the Mart. Representatives of State Tourism Departments of these North East States were also present to showcase their tourism destinations and to interact with the delegates.

Buyer and Media delegates from around the world and from different regions of the country participated in the Mart and engaged in one-to-one meetings with sellers from the North East Region. This enabled the tourism



product suppliers from the region to reach out to international and domestic buyers, with the objective of promoting tourism to the region.

The three-day event also included presentations by state governments on their tourism potential, cultural evenings, sightseeing visits to local attractions in and around Guwahati and a press meeting on 6th December 2017. An exhibition by State Tourism Departments from the North Eastern States including display of beautiful handicrafts and handlooms was also organised to show case the tourism products of the N.E states. Post Mart

familiarisation tours to the North Eastern states for foreign buyer/ media delegates were also organised.

11.4 Publicity & Marketing

Apart from organising ITM each year, the Ministry of Tourism also participates in & extends financial support to events organised for promoting the North Eastern Region. Specific TV campaigns are also launched each year. The details for the year 2017 – 18 (upto December, 2017) are as follows:

- i. Ministry of Tourism, participated in *North East Calling* at India Gate, New Delhi from 9th – 10th September

2017. An Incredible India pavilion was set up in an area of 100 sq mtr wherein all the North Eastern states including Sikkim and the North East Tourism Development Council also participated.

tourism to the North East Region. TV Campaign was also released on Doordarshan in October 2017, during Paryatan Parv.

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ii. Financial support was extended to the following events:

- Namami Bhramaputra, Guwahati
- North East Travel Conclave, Shillong
- Brahmaputra Film Festival, Guwahati

The Ministry of Tourism extends financial support of upto Rs. 50 lakh per State and Rs. 30 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organising fairs/ festivals/ tourism related events.

iii. TV Campaign on the North-East Region were released on Doordarshan in August and September, 2017 to promote

The fairs/ festivals/ tourism related events (organised during the year 2017 – 18) for which financial assistance was released to the North Eastern States/ UTs in FY 2017-18 are as follows:

&	Name of Projects	Amount released (in Rs. Lakhs)
Sikkim	i. Red Panda Winter festival, Gangtok ii. World Tourism Day, Gangtok	50.00
Arunachal Pradesh	i. Tawang festival, Menchuka ii. Adventure Festival iii. Orange Festival Dambuk	40.00
Nagaland	i. Rengma's Ngadah Festival ii. Hornbill Festival	37.50
Meghalaya	i. Wangala Dance Festival ii. Nongkrem dance Festival iii. Lasubon Festival	50.00
Manipur	i. Manipur Sangai Festival ii. Youth Adventure & Water Sports Festival	50.00
Mizoram	i. Winter Festival	25.00

11.6 Infrastructure projects

11.6.1 Details of amount released for North Eastern Region under the Swadesh Darshan Scheme during 2017-18 (up to December, 2017) are as follows:

S. No.	State	Name of Project	Amount released (in Lakh)
	Mizoram	Integrated Development of New Eco Tourism - North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek.	2847.29
	Mizoram	Development of Eco-Adventure Circuit Aizawl- Rawpuichhip- Khawhphawp- Lengpui- Durtlang- Chatlang- Sakawrhmutaitlang- Muthee- Beratlawng- Tuirial Airfield- Hmuifang under Eco circuit.	2482.16
	Manipur	Development of Tourist Circuit in: Imphal-Moirang-Khongjom-Moreh.	1648.51
	Manipur	Development of Spiritual Circuit - Shri Govindajee temple - Shri Bijoy Govindajee Temple- Shri Gopinath Temple- Shri Bungshibodon Temple - Shri Kaina Temple".	1348.41
	Tripura	Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarapur - Tirthamukh - Mandirghat - Dumboor- NarikelKunja - Gandachara - Ambassa."	356.24
	Arunachal Pradesh	Development of Bhalukpong- Bomdila- Tawang circuit under North East India Circuit Theme.	1130.08
	Nagaland	Development of Tribal Circuit: Peren -Kohima-Wokha.	2336.83
	Nagaland	Development of Tribal Circuit Mokokchung- Tuensang-Mon.	2989.96
	Meghalaya	Development of Uiam (Lake View)- U Lum Sohpetbneng- Mawdiangdiang- Orchid Lake Resort under North East Circuit.	2478.30
	Assam	Development of Wildlife Circuit: "Manas - Pobitora - Nameri - Kaziranga - Dibru Saikhowa.	2391.81
	Sikkim	Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit).	2254.81
Total			22264.4

11.6.2 Kamakhya has been identified as one of the cities under PRASHAD Scheme. The sanctioned cost of the projects identified in Kamakhya is Rs. 33.98 crore, out of which an amount of Rs. 16.99 crore has been release till 31.12.2017.

11.7 Jammu & Kashmir:

Similar to the North Eastern Region,

development and promotion of tourism in the Jammu & Kashmir and these regions emerge as the leading tourism destinations for domestic and international visitors in the country.

11.8 Publicity & Marketing

The Ministry of Tourism also participates

in & extends financial support to events organised for promoting Jammu & Kashmir. Specific TV campaigns are also launched each year. The details for the year 2017 – 18 (upto December, 2017) are as follows:

- Ministry of Tourism, participated in *Rising Kashmir* in Srinagar from 3rd to 6th July 2017.
- TV Campaign on the State of *Jammu & Kashmir* released on Doordarshan in August & September 2017 to promote tourism to the State of Jammu & Kashmir. TV Campaign was also released on Doordarshan in October 2017, during Paryatan Parv.

11.9 Infrastructure projects

11.9.1 The Ministry has extended financial assistance for the project of Sound and Light Show at Dal Lake under the scheme of 'Assistance to Central Agencies for Tourism Infrastructure Development'. During 2017 – 18 an amount of Rs. 2.16 crore was released for this project.

11.9.2 Hazratbal has been identified as one of the cities under PRASHAD Scheme. The sanctioned cost of the projects identified in Hazratbal is Rs. 42.02 crore, out of which an amount of Rs. 19.93 crore has been release till 31.12.2017.

11.9.3 Details of amount released for Jammu & Kashmir (J&K) under the Swadesh Darshan Scheme during 2017-18 (up to December, 2017) are as follows:

S. No.	Project	Amount (in lakh)
1	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package (PMDP)	2750.93
2	Integrated Development of Tourism Infrastructure projects under Himalayan Circuit	2489.10
3	Integrated Development of Tourist facilities at Jammu-Rajouri-Shopian-Pulwama Circuit under PMDP.	2550.28
4	Integrated Development of Tourist facilities at Anantnag-Kishwar-Pahalgam-Daksum-Ranjit Sagar Dam under PMDP.	2523.80
5	PM Development Package (which was sanctioned earlier under PIDDC scheme)	1235.97



Chapter - 12

India Tourism Development Corporation (ITDC)

12.1 Introduction

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

ITDC has been playing 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 and one incomplete hotel project in 2001 and 2002 respectively, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities like consultancy and execution of tourism infrastructure and engineering projects, human resource development



consultancy in hospitality sector, event management and mounting of Son-et-Lumiere (SEL) Shows, etc.

As per Disinvestment Policy of the Government of India, 5 hotel properties (viz Hotel Lake View Ashok Hotel, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur (managed on behalf of Ministry of Tourism); incomplete hotel project at Gulmarg, and Hotel Jaipur Ashok, Jaipur) have been transferred to the respective State Governments. As regards Hotel Janpath (New

Delhi), based on CCEA approval; it has been symbolically handed over to the Ministry of Urban Development, GoI. MOU has been signed in respect of two hotels properties (viz Lalitha Mahal Palace Hotel, Mysore and Hotel Donyi Polo Ashok). Process for joint leasing in respect of three properties (viz Hotel Pondicherry Ashok, Puducherry; Hotel Nilachal Ashok, Puri; and incomplete hotel project at Anandpur Sahib) is underway in accordance with government decision. Hotel Kalinga Ashok, Bhubaneswar and Hotel Patliputra Ashok, Patna are



to be operated through O&M Contract by the Ministry of Tourism. Transaction Adviser is being appointed for valuation in respect of Hotel Ranchi Ashok.

With the changing economic and business scenario, the corporation is in the process of strengthening all business verticals to increase its turnover and profitability and to position ITDC as one stop solution for all the travel, tourism and hospitality needs.

12.2 Organizational set-up

The present organizational set-up

at the corporate level comprises of Chairperson & Managing Director, Director (Commercial & Marketing), Director (Finance) and heads of business groups viz. Ashok Group of Hotels, Ashok Events, Ashok International Trade, Ashok Travel & Tours, Ashok Institute of Hospitality & Tourism Management, Ashok Consultancy & Engineering Services and Son-et-Lumiere supported by Corporate Marketing & Public Relations, Human Resource Management, Finance & Accounts, Vigilance & Security, Administration, Secretarial etc.



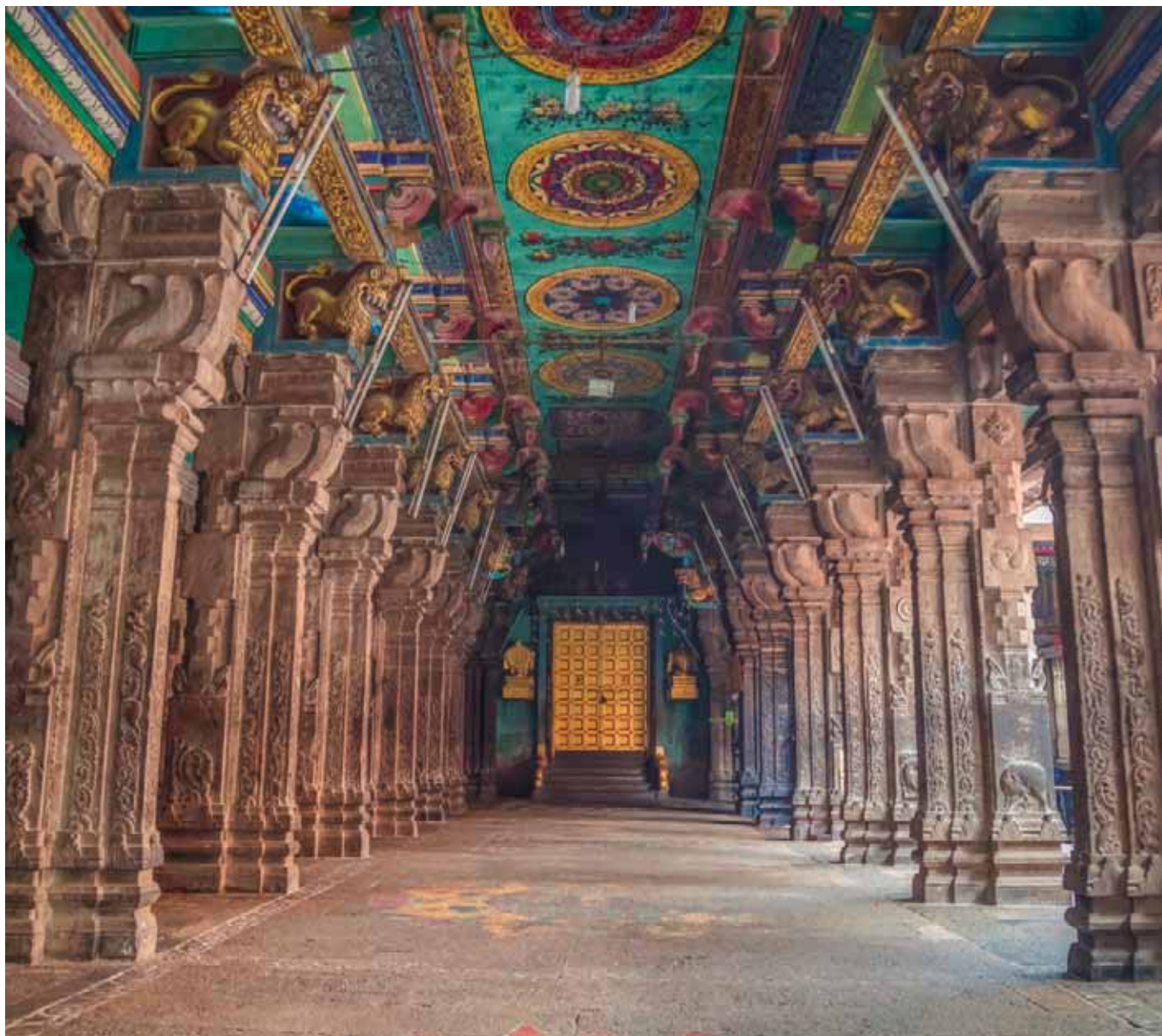
12.3 Network of ITDC Services

The present network of ITDC consists of 6 Ashok Group of Hotels, 5 Joint Venture Hotels out of which 3 hotel units are in operation, 11 Transport Units, 12 Duty Free Shops at seaport, 2 Sound & Light Shows and 3 Catering Outlets.

12.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 9.79 crore in the paid up capital of seven subsidiary companies as on 30.11.2017:

Subsidiary Companies	ITDC's Investment (Rupees in crore)
Utkal Ashok Hotel Corporation Ltd.	4.69
Ranchi Ashok Bihar Hotel Corporation Ltd	2.50
Pondicherry Ashok Hotel Corporation Ltd.	0.82
Donyi Polo Ashok Hotel Corporation Ltd.	0.51
Punjab Ashok Hotel Company Ltd.	1.27
Total	9.79



12.5 Capital Structure

The details are as under:-

(Rupees in crore)

	2015-16	2016-17
Authorized Capital	150.00	150.00
Paid up Capital	85.77	85.77
Reserves & Surplus	246.35	258.40
Net Worth	332.12	343.93

12.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its total Market Capitalisation

(on BSE) is Rs. 4399.97 crore as on 1.12.2017. The Authorised and Paid-Up Capital of the Corporation as on date stood at Rs. 150.00 crore and Rs. 85.77 crore respectively. The pattern of shareholding (as on 30.9.2017) is indicated below:-

Government	: 87.03%
Indian Hotels Ltd.	: 7.87%
Banks & Financial Institutions	: 3.69%
Other Bodies Corporate	: 0.34%
General Public, Employees & Others	: 1.07%

12.7 Financial Performance

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

(Rupees in crore)

	2012-13	2013-14	2014-15	2015-16	2016-17
Turnover	440.64	469.58	504.19	465.69	495.14
Profit before Tax	5.48	11.93	38.95	32.42	17.52
Profit after Tax	2.99	9.42	34.37	22.55	12.05
Foreign Exchange Earnings	19.73	15.87	12.99	17.95	15.19

ITDC declared 13.30% dividend amounting to Rs 11.41 crore for the

2016-17 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

ASI, NDRF, ECI, ISRO, BEE, UNDP, Association of Physicist of India, CERT, Deptt. of Industrial Policy & Promotion, Muzaffar Nagar Medical College, World Federation for Mental Health, etc.

Renovation work of rooms, corridors of The Ashok is being undertaken. First and second Floor of Hotel Samrat has been given uplift. ISO 22000 Certification for the kitchens at The Ashok, Hotel Samrat, Vigyan Bhawan and Hyderabad House has been renewed successfully. Upgradation of certain sections of food production area has been done as per ISO standards at Hotel Samrat.

Hotel Samrat hosted/associated in various important events some of which were organised by Cardiological Society of Delhi, Lok Sabha, Directorate General of Mines Safety, Ghana High Commission, IFS Probationers & officials, IPS Academy, ISRO, Red Cross Society, SAIL, Coal India, Ministry of Water resources, Kendriya Vidyalaya, WAPCOS, All India Achievers Meet, Academicians Meet, etc. An International Cuisine Restaurant/Club on license basis has been opened in Hotel Samrat.

Hyderabad House catered to many prestigious events among which

12.8 Schemes

For the financial year 2017-18, the revised budget estimates for capital outlay is Rs 24.19 crore which includes Rs. 20.10 crore towards renovation/improvement in hotels/restaurants.

12.9 Memorandum of Understanding (MoU)

The MOU for the year 2017-18 was signed between the Ministry of Tourism and ITDC envisaging targets for financial and non-Financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

12.10 Ashok Group of Hotels

The Ashok played host to various prestigious functions and conferences some of which were organised by Delhi Ophthalmological Society, Ministry of Women & Child Development, Doordarshan, Crop Care Agro Environment, UNICEF, TRIFED,



the Hon'ble Prime Minister of India hosted State dignitaries from various countries such as H.E. President of Portugal, Kenya, Sri Lanka, Cyprus, Turkey, Palestine, India, European Union, Afghanistan, Crown Prince of UAE and Prime Ministers of Malaysia, Bangladesh, Australia, Mauritius, Nepal, Switzerland, Belarus, Italy, Latvia, Armenia, Prince of UK. In addition, Hyderabad House also made catering arrangements for many VIP events at Jawaharlal Nehru Bhawan, Pravasi Bharatiya Kendra, South Block and PM House.

Vigyan Bhawan catering unit catered

to many important conferences. The conferences were attended by Hon'ble President of India and Hon'ble Prime Minister of India. In addition, National Tourism Award Function was also held at Vigyan Bhawan on 27th Sept, 2017 which was organised by ITDC. Recently a Mega event on World Food Safety of Ministry of Food Processing Industry was organised by CII from 3-5 Nov, 2017 at Vigyan Bhawan.

To celebrate important events such as 51st Foundation Day of ITDC, Paryatan Parv organised by the Ministry of Tourism, Government of India; various Food Festivals and promotions were

organised in ITDC hotels were organised to exhibit the richness of the cuisines of our country and to display the fineries of gastronomy. Some of these were:

- x Steal-a-Deal, Rakhi & Independence Day Special, Navratra Thali, World Tourism Day, Wheel-o-Fortune, Down the Memory Lane, Special Sunday Brunch, Children's Day Special are some of the Food Festival promotions done at The Ashok, New Delhi
- x Coastal Food Festival promotion at Hotel Kalinga Ashok, Bhubaneswar
- x Sizzler Festival, Dogri & other cuisines Food Festival at Hotel Jammu Ashok, Jammu
- x Karnataka Food Festival at LMPH-Mysore.

Chefs of ITDC participated in many International Food Festivals hosted in Saudi Arabia, Vietnam, Cuba, Mexico, Columbia, Fiji, Dominican Republic, Bangkok & Pattaya. Also Chef Jitender from The Ashok accompanied the team to Lao PDR on the occasion of 70th Anniversary of India's Independence as also to mark the 25th Anniversary of India-ASEAN relations. The Dignitaries enjoyed the delicacies prepared and appreciated the team for putting up an excellent show.

Awards and accolades

ITDC has been awarded as Best organization in Travel, Tourism & Hospitality at the 13th Annual International Hospitality & Travel Awards 2017. The award was received by C&MD, ITDC. Director (C&M) has been awarded as Best Marketing Professional.

The Ashok, New Delhi won various awards and accolades :

- x National Tourism Award – Best Hotel Based Meeting Venue 2015-16
- x Hospitality India Award – Best MICE & Host hotel
- x Hospitality India Award – RM (Ashok) as Best Hospitality professional
- x Hospitality India Award – F&B Manager as Best MICE Professional

Chefs of ITDC also won various awards in different contests:

- x Executive Chef of The Ashok Shri Arvind Rai won the **National Tourism Award 2015-16** for "Best Chef" in 4 star, 5 star, 5 star deluxe, Heritage Classic Grand Category Hotels.
- x **ICF's 14th Edition of Annual Chef Awards 2017** - Kitchen Artist of the Year Award was won by Chef Jitender and Master Chef North Indian Cuisine Award was won by Shri Baij Nath from The Ashok
- x **Culinary Art India 2017** 12th Edition of Professional Culinary Excellence Challenge:
 - o Chef Jitender from The Ashok won Gold in Fruit & Vegetable Carving
 - o Sh. Anil Kumar Chauhan from The Ashok won Bronze medal in Mocktails Competition
 - o Sh. Baijnath from The Ashok won Merit in Authentic Awadhi Cuisine
 - o Sh. Mahboob Alam from The Ashok won Merit in Authentic Kashmiri Cuisine

Hotel Kalinga Ashok, Bhubaneswar awarded as Cleartrip Feature Hotel 16-17 and received Goibibo Certificate of Excellence.

12.11 Ashok Events

Ashok Events manages Events, Conferences and Exhibitions etc. both nationally and internationally. Over the years, it has established itself as a preferred Professional Conference Organizer and a leading Event Manager with a client base that includes Ministries, other Government Departments, Public Sector Undertakings and others. Some of the major events handled by Ashok Events during the year include:

- x Civil Services Day 2017 where Hon'ble Prime Minister of India was the Chief Guest.
- x Incredible India Pavilion of Ministry of Tourism at Textile India Exhibition 2017 at Gandhinagar, Gujarat.
- x State Chief Secretaries Conference where Hon'ble Prime Minister of India was the Chief Guest.
- x Launch of SWAYAM (Ministry of HRD) by Hon'ble President of India.
- x National Handloom Day by Ministry of Textiles at Guwahati.
- x Champions of Change Conferences organized by NITI Aayog. Hon'ble Prime Minister of India was the Chief Guest.
- x National Workshop on Enforcement of IPR by DIPP.
- x Rajasva Gyan Sangam Conference. Hon'ble Prime Minister of India was the Chief Guest.
- x Incredible India Pavilion of Ministry of Tourism at "North East

Calling" (Ministry of DONER).

- x Hastkala Sankul Inauguration at Varanasi. Hon'ble Prime Minister of India was the Chief Guest.
- x National Tourism Awards 2015-2016 by Ministry of Tourism. Hon'ble President of India was the Chief Guest.
- x Swatchh Bharat Diwas by Ministry of DW&S. Hon'ble Prime Minister of India was the Chief Guest.
- x International Conference on Yoga (Ministry of AYUSH). Hon'ble Vice President of India was the Chief Guest.
- x Paryatan Parv (5-25 October) by Ministry of Tourism. Closing Ceremony at India Gate Lawns (23-25 October 2017).
- x Ease of Doing Business Conference by DIPP. Hon'ble Prime Minister of India was the Chief Guest.
- x National Law Day 2017. Chief Guest (Inauguration) - Hon'ble President of India, Chief Guest (Valedictory) - Hon'ble Prime Minister of India.
- x Aadi Mahotsav celebrations by TRIFED (Ministry of Tribal Affairs). Inaugurated by the Hon'ble Vice President of India.

Ashok Events through its Event Management activities also contributes

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for other ITDC verticals that include Hotels, Travels & Tours etc.

12.12 Ashok International Trade (AIT)

The AIT Division of ITDC provides duty free shopping facilities to international travellers. ITDC is making concentrated efforts to consolidate its duty free business at the seaports. ITDC seaport duty free outlets are aligned with the

Indian Government plans to create cruise tourism around India's coastal towns.

Recently, with the opening of Duty Free Shop at V.O. Chidambaranar, Tuticorin Seaport, it has taken the tally of its total seaport shops to twelve. The other seaports where ITDC is operating duty free shops are: Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam, Goa, Paradip, Mumbai, Kakinada, Krishnapatnam and Cochin.

A number of cities are in line for either converting existing airports into international airports or for developing green field airports. AITD will continue to keenly follow these business opportunities and bid for concession rights of duty free shops at small but sustainable airports.

12.13 Ashok Travels & Tours (ATT)

1. Ashok Travels and Tours (ATT) is the travel wing of ITDC and is its second biggest vertical after Hotels in terms of turnover generated. ATT has its presence in 11 cities across India.
6. ATT is the preferred agency for providing airline ticketing to Government of India and its offices and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and has also made foray into Cargo business. In view of the potential that travel and tours trade holds, ATT will be targeting to increase its share of the pie in the coming years.
7. To begin with ATT has signed an MoU with CGDA (Controller General of Defence Accounts)

whereby, customized online travel solution will be provided by ATT to CGDA. This is likely to bring a big chunk of travel business to ATT, ITDC.

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

12.14 Public Relations & Culture Division

Public Relations & Culture Division continued its mandate to endorse and uphold the Brand perception of the Corporation in the right perspective. Constant liaison with the media to organize press meets and interviews was undertaken to reflect the initiatives undertaken. Media fraternity reflected good feedback of new initiatives to augment the performance of ITDC. Hospitality as extended to VIPs and CIPs has also been appreciated.

On the cultural front, several events were held at The Ashok. These consisted of fairs, trade events, painting exhibitions, award functions etc.

ITDC announced multiple offers across units on the occasion of 51st Foundation Day in October 2017 to mark the successful journey of ITDC. The Vintage Menu of 'The Ashok' – Down the Memory Lane – was revived highlighting the culinary journey of its flagship property, The Ashok. ITDC also participated in 'Paryatan Parv' to support the initiative of Ministry of Tourism through scrumptious food festivals at several hotel properties.

This year, the Division was able to receive an all time high media mileage alongwith two exclusive stand-alone giant stories on the journey of the flagship property, The Ashok, in national

leading newspapers i.e. Mint Lounge and Business Standard Weekend.

12.15 Sound and Light Shows

Fort was implemented by ITDC about 45 years ago. Since then, many shows have been installed in the country. In last few years, lots of innovations in the technology as well as methodology has been adopted in Implementation of the Sound & Light Shows. ITDC completed shows at Ross Island, Andaman & Nicobar; Shilpgram in Deoghar, Jharkhand; and Dhauli Bhubaneswar-Odisha Konark-Odisha, Kankadam-Ranchi with latest technology based on projection mapping has been completed. The shows at Dal Lake, J&K, Tilyar Lake, Rohtak (Haryana) are also likely to be completed this year. Show at Diu Fort has also been completed and awaiting launch. Shows at Udaigiri-Khandgiri-Bhubneshwar, in Andhra Pradesh are in the process of implementation.

Government of Gujarat has shown lot of interest in SEL Division of ITDC and assigned work for Champaner, Sarkhej Roza. Another two sites at Dwarka and Sabarmati River Front have also been

Upgradation of Sound & Light Show at Cellular Jail, Port Blair and a Show at Havelock Island is also likely to be assigned to ITDC by Andaman and Nicobar Administration.

All State Tourism Departments were for Assistance to Central Agencies for Tourism infrastructure works, which will now cover the upgradation of the shows and to provide assistance even for the operation and maintenance for

promote the evening activities including the Sound & Light Shows. Many State Governments have shown interest. The Governments of J&K, Punjab, Rajasthan and West Bengal have also shown interest and have invited for preparing DPR's with feasibility reports for various monuments.

ITDC has coordinated with Archeological Survey of India (ASI) for implementation of SEL Shows at their 11 Adarsh Monuments and after due consent of ASI, ITDC will prepare Detailed Project Reports for said monuments for implementation.

Architectural illumination of four monuments in Sarnath, Varanasi namely Manmahal Ghat in Banaras, the Dhamekh Stupa, Choukhandi Stupa and Tomb of Lal Khan in Sarnath has been completed with dynamic lighting concept. Three temples in Dwarka (namely, Dwarkadhish Temple, Rukmani Temple and Samudranarayan Temple) will also be illuminated by the SEL Division for Government of Gujarat.

12.16 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division mainly undertakes the execution of Tourism Infrastructure Projects, consultancy services to Ministry of Tourism and State Tourism Departments, Engineering works/ up gradation and renovation of ITDC and Joint Venture hotels. The division is, presently, involved in various Tourism Infrastructure projects, such as:

Infrastructure Development at Puri, Shree Jagannath Dham- Ramchandi-Prachi River Front at Deuli-Dhauli under Mega Circuit (For Nabakalebar – 2015)

in Odisha comprising of following:

- (a) Construction of Tourist Facilitation Centre at Puri.
- (b) Development of Beach at Shree Jagannath Dham at Puri.
- (c) Development of Shree Jagannath Vishram sthali (Multi Purpose Hall with Rooms and Amphitheatre)
- (d) Development of Gundicha Temple.
- (e) Development of Ramchandi Temple.
- (f) Development of Prachi River Front , Deuli.
- (g) Development of Maa Mangla (Mausi Maa) Temple.

The Division is also actively involved in the preparation of Pre-Feasibility Reports, Detailed Project Reports and providing Consultancy Services to Ministry of Tourism and various State Governments.

12.17 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is Human Resources Development Division of India Tourism Development Corporation Ltd. This institute came into existence in 1971 for in-house training of staff and executives in ITDC hotels.

Skill development in Hospitality sector is a major need of the Nation. Due to the wide gap between the availability and requirement of skilled manpower, the focus of AIH&TM is towards reducing the gap between demand and supply and providing skilled manpower to the Hospitality Industry through the various training programmes of Ministry of Tourism and other Government Departments.

ITDC has set up a Centre of Excellence and Hospitality Education at Hotel Samrat, New Delhi. Centre of Excellence was inaugurated by Hon'ble Minister of Tourism on World Tourism Day i.e. 27.9.2015. AIHTM Centre of Excellence affiliated with National Council for Hotel Management and Catering Technology (NCHMCT) commenced the academic session of first batch of 53 students on 20th July 2015.

AIHT&M is presently providing Education and Training Consultancy in Tourism & Hospitality Management besides providing training to Apprentices, Industrial Trainees from the Institute of Hotel Management and other reputed Institutes and also organizing in-house Executive Development Programme for ITDC's Executives. As part of business strategy, AIH&TM conducts following programme/courses:

- (a) AIH&TM is conducting Skill Development Courses sponsored by the Ministry of Tourism, Government of India i.e. Skill Testing & Certification (STC) courses and 06 and 08 weeks skill development training in F&B services, Housekeeping Utility, Bakery and Patisserie and Food Production for youth under the Hunar-se-Rozgar Scheme.

Ministry of Tourism has allotted AIH&TM a target of training 8000 eligible candidates under Hunar-se-Rozgar Scheme. AIH&TM is conducting HSR programmes for the wards of CISF employees, Tihar inmates etc pursuing career in Hospitality.

Further, it intends to train 500 employees of ITDC units and other

organisations under Skill Testing & Certification Scheme of MoT during 2017-18.

- (b) Imparting on-the-job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- (c) Designing and conducting customized Hospitality related Training for various organisations like Shri Mata Vaishno Devi Shrine Board (SMVDSB), Maharashtra Sadan, Karnataka Bhawan, Railways, NCDC, Ministry of External Affairs, Rashtrapati Bhawan, Foreign Service Institute etc.
- (d) One-year diploma courses in Food Production, Bakery & Confectionary, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.
- (e) AIH&TM conducts 1-year Residential Training Programmes sponsored by Ministry of DONER in various fields of Hospitality at ITDC hotels located in Mysore, Jaipur, Bhubaneswar, Puducherry and Delhi. Approximately, 1000 students have availed the facility of this course.
- (f) AIH&TM also undertakes training of ITDC Executives to refresh and upgrade their skill.
- (g) Executives are also nominated to undertake special training programmes conducted by reputed Institutes viz. IIM, ASCI, etc.
- (h) AIH&TM has been empanelled for three years by Uttarakhand Tourism Development Board (UTDB)

for conducting various training programmes in the State.

- (i) AIH&TM also intends to explore possibility of conducting Skill Development Courses sponsored by Skill Development bodies of various States.

12.18 Environment Management Initiatives

The ITDC has plan budgets for every year for all units under which some percentage of funds are utilized towards environmental friendly policies which include installation / up gradation of LED lights, ETP plants & organic waste plants etc. ITDC being a responsible CPSE, has adopted various eco-friendly measures like ETP, Rainwater Harvesting System, solar energy etc along with other energy conservation measures in most of its units.

Waste water treatment presents a sustainable short term and long term solution to water scarcity. The Ashok Hotel has capacity of 1MLD, Hotel Janpath has capacity of 60KLD, Hotel Jaipur Ashok has capacity of 60KLD, Hotel Patliputra Ashok, Patna has capacity of 60KLD, Hotel Kalinga Ashok, Bhubaneswar has a capacity of 30KLD, Hotel Bharatpur Ashok has a capacity of 5KLD of STP/ETP. Organic waste convertor to reduce hazardous waste harmful to environment is utilized at Hotel Ashok, Hotel Samrat and Hotel Janpath.

Hotel Ashok, Hotel Janpath, Hotel Jaipur Ashok and Hotel Kalinga Ashok, Bhubaneswar have solar water Heating System installed and running to save energy. In addition, Hotel Kalinga Ashok has a standalone Solar street lights installed in its premises. Hotel Ashok is in progress to install

photovoltaic solar energy to be utilized to save electrical energy.

Regarding environmental policy, the ITDC group of Hotels have installed LED lights in its Hotels to save energy.

All the ITDC Hotels are ISO 22000:2005

RVAC071 standards. Hotel Ashok,

hotel under US Green Building Council since February 2017. The Ashok, New Delhi shall be applying for the LEED

continues to maintain thrust on energy conservation and ISO 140001:2004

establish, implement, maintain and improve an environmental management system.

12.19 Corporate Social Responsibility (CSR)

ITDC has undertaken the following activities under CSR

- (a) Community based skill development programmes and sanitation and hygiene for Swachh Bharat Swachh Paryatan Project undertaking cleanliness and maintenance of Qutub Minar, Red Fort and Purana Quila.
- (b) Expenditure on above activities during 2017-18 (upto 30.11.2017) was approx. Rs 29.80 lakh, subject to payments released.

12.20 Human Resource Management

The total manpower of ITDC for the year 2017-18 (as on 30.11.2017) is 1080 employees in number comprising of 208 executives and 872 non-executives (excluding 77 direct contract employees). Out of 1080 employees, 305 employees belong to Scheduled Castes (SCs), 25

employees belong to Scheduled Tribes (STs), 67 to other Backward Classes (OBCs) and 162 women employees.

12.21 Industrial Relations

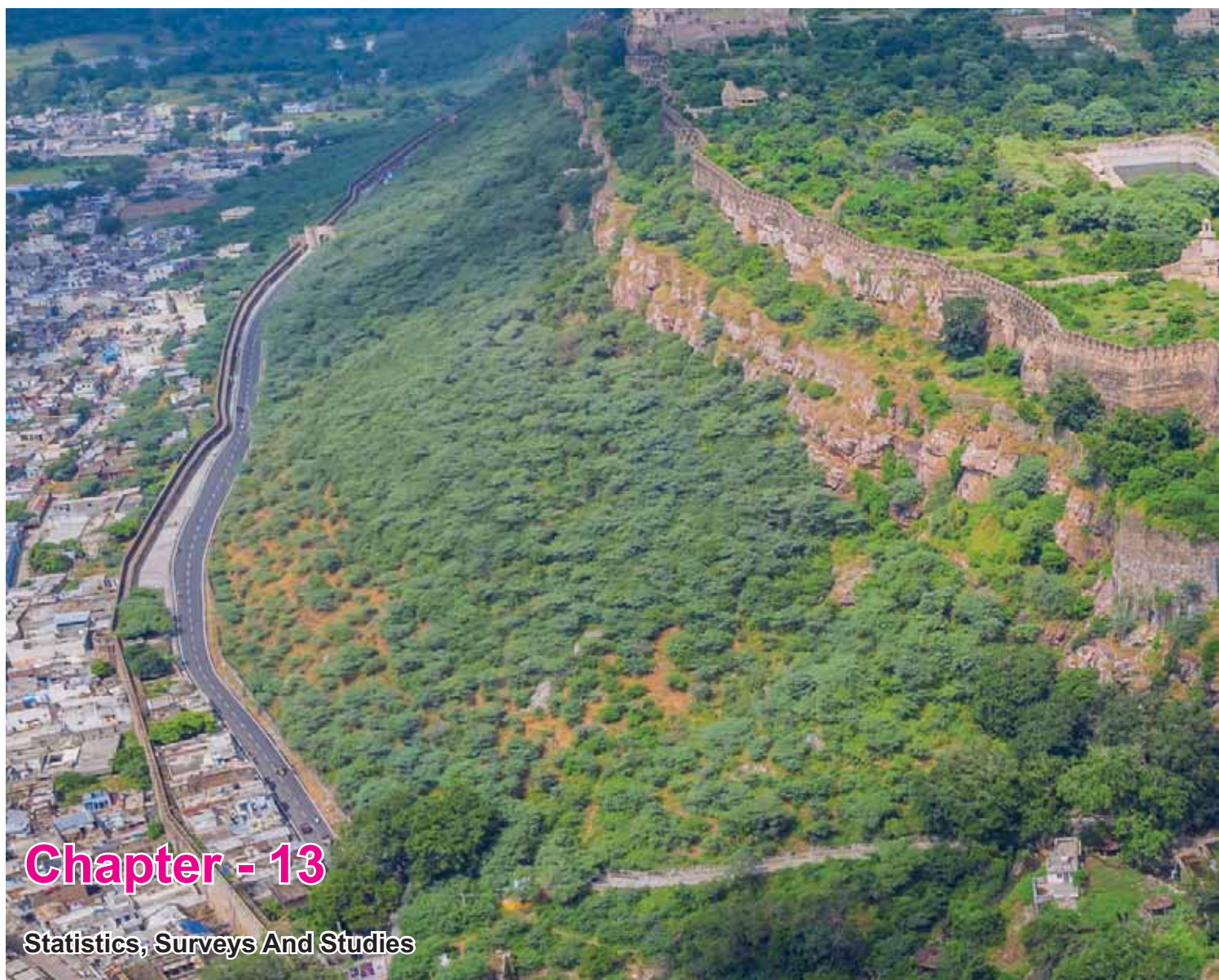
The overall industrial relations situation in ITDC continued to be harmonious and cordial. There was no loss of man days in ITDC Headquarters and its units as on date.

12.22 Information Technology Initiatives

The Accounts of all the Units of ITDC have been integrated under central server. The Online Human Resource Information System (HRIS) is under implementation in the Corporation wherein all employees can access various records related to their service in the Organization. Further, the integration through IT Network of all Duty Free Shops is under process.

12.23 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 organized to provide practical training of noting-drafting unicode, google voice type and other works in Hindi. Various Hindi Competitions were also organized during Hindi Parv (Fortnight) celebrations for giving impetus to the use of official language in day-to-day work. On this occasion Sanskritik Karyakram, Hindi Kavi-goshthi and Raj Bhasha Puraskar Vitran Samaroh were also organized to motivate employees and encourage Official Language in the Corporation.



Chapter - 13

Statistics, Surveys And Studies

13.1 Information and Research Activities

The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of information on various aspects of inbound, outbound and domestic tourism in India. The key statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc.

Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels,

etc. Based on the requirement of the Ministry, this Division also undertakes tourism surveys, evaluation studies, studies for preparation of master plans/perspective plans for development of tourism in the country, economic and statistical research studies like Taxes levied on Tourism Sector vis-a-vis other services sector like export, feasibility studies, etc.

Financial Assistance is also provided to Reputed Institutes and Central Universities to organise conferences, seminars, bringing out tourism journals, etc. Preparation of Tourism Satellite Account, to know the contribution of



tourism in the GDP and scenario of employment of the country, is also one of the major tasks of the division.

13.2 Foreign Tourist Arrivals (FTAs)

FTAs during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. During 2016, FTAs were 8.8 million with a growth rate of 9.7% over 2015.

During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2%. During 2016, FTAs on e-Tourist Visa in India were 1.08 million as compared to 0.445 million in 2015, registering a

growth of 142.5%.

13.3 Arrivals of Non Resident Indians (NRIs)

In the year 2016, there were 5.77 million arrivals of NRIs in India, with a growth rate of 9.7% over 2015.

13.4 International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2016, there were 14.57 million ITAs in India, with a growth rate of 9.7% over 2015.

13.5 Foreign Exchange Earnings (FEEs)

FEEs during the period 2017 were



Rs.1,80,379 crore with a growth of 17% over same period of previous year. The FEEs from tourism in rupee terms during 2016 were Rs.1,54,146 crore with a growth rate of 14.0% as compared to FEE of Rs.1,35,193 crore during 2015 with a growth of 9.6% over 2014.

FEEs during the period 2017 were US\$ 27.693 billion with a growth of 20.8% over same period of previous year. The FEEs from tourism in US \$ terms during 2016 were US \$ 22.92 billion with a growth rate of 8.8% as compared to FEE of US\$ 21.07 billion during 2015 with a growth of 4.1% over 2014.

13.6 Indian National Departures

The numbers of Indian Nationals Departures from India, during 2016, were 21.87 million as compared to 20.38 million, during 2015, registering a growth of 7.3%.

13.7 Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, the domestic tourist visits during the year 2016 were 1613.6 million as compared to 1432 million in 2015

registering a growth of 12.68% over 2015.

13.8 Surveys & Studies

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

Details of Surveys, Studies, etc. currently ongoing or completed during 2017-18 and financial assistance provided to Institutes for conducting research promotion workshops, etc. (as on 31.12.2017) are given at Annexure –V.

13.9 Tourism Satellite Account

It is important to know the contribution of tourism in the total economy and the total jobs in the country. National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc., while computing the GDP of the country. However, the

System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

Instead, tourism is a demand based concept defined not by its output but by its use. Industries defined in National Accounts, such as air transport, hotels & restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. While the total output of these industries is captured by the National Accounts, it is only the consumption by tourists that defines the tourism economy, which is not readily available in the National Accounts. To assess the specific contribution of tourism, the need for a Tourism Satellite Account (TSA) thus arises.

The 1st Tourism Satellite Account for India (TSAI) for the reference year 2002-03 was prepared in the year 2006. The 2nd TSAI was prepared in 2012 for the reference year 2009-10. As per the 2nd TSAI-2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13 the contribution of tourism to total Gross Domestic Product (GDP) and employment of the country were as given below:

Year	Contribution of Tourism in GDP of the Country (%)			Contribution of Tourism in Employment of the Country (%)		
	Direct	Indirect	Total	Direct	Indirect	Total
2009-10	3.68	3.09	6.77	4.37	5.80	10.17
2010-11	3.67	3.09	6.76	4.63	6.15	10.78
2011-12	3.67	3.09	6.76	4.94	6.55	11.49
2012-13	3.74	3.14	6.88	5.31	7.05	12.36



Chapter - 14

Gender Equality

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

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regularly participated in the various training programmes for their capacity building.

In compliance with the instructions of Department of Women & Child Development and guidelines issued in implementation of the directives of Hon'ble Supreme Court

Judgement dated 13th August, 1997 in the case of Vishakha and others vs. State of Rajasthan and Others on the subject of sexual harassment of women in the workplace, this Ministry

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considering complaints of sexual harassment of women working in the Ministry of Tourism with the approval of the then Secretary(Tourism) in 2003. The composition 1 1 1
time to time subsequent to transfer etc. of the existing Chairperson/Member.



Chapter - 15

Welfare Measures

15.1	1	&	15.2	Reservation for SC, ST and OBC candidates	1
Cell					
1	1	1	1	All recruitments in the Ministry and	1
Castes/Scheduled Tribes Cell in the				1	1
¢ 1 4		1	1	as per the orders of reservation issued	1
1	1	4	1	by Government from time to time and	
and Scheduled Tribes employees of the			1	reservation rosters are maintained	
¢ 1 1 1 4				accordingly. Regular annual returns	1
1 1 1 ¢ 1				on the subject are forwarded to the	
1 1 1 1				1 concerned Authorities.	1
compliance of orders issued in respect					
of reservation policy from time to time.					



Chapter - 16

Vigilance

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

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Emphasizing the need of preventive vigilance, especially on public procurement,

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eg:- stationary, furniture, computer etc. are purchased through GEM portal of the Government.

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of continuous service on a particular post has been strictly implemented and monitored.

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concerned applicants in case of recognition of

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systems are in operation and being monitored.

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followed to reduce chances of disclosure of sensitive information at any level.

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The details of Court Cases pending in the in the CAT, New Delhi as on 19.12.2017 are as under:

Sl. No.	&	1	Case filed by	Brief particulars of case
1	OA No. 4090/ 2016	CAT New Delhi	Sh. Sushil Kumar Singh and Ms. Padmini Brahma	Against the selection procedure for posting in overseas offices
2	M.A in O.A. No. 100/4090/2016 on 21.04.2017	CAT New Delhi	Sh. Sushil Kumar Singh and Ms. Padmini Brahma	Against the selection procedure for posting in overseas offices
3	O.A. No. 100/3786/2016	CAT New Delhi	Shri Bal Kishan	Seniority and promotion
4	C.P. in O.A. No. /1476/2016 on 24.10.2017	CAT New Delhi	Smt. Sujata Thakur	Release of retirement dues.



Chapter - 18

Departmental Accounting Organisation

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

18.2 The Chief Financial Controller heads the accounting organization and ensures

management of the Ministry through

Budgetary provision for Ministry of
is as under:

Revenue Section	1839.69 Crore
Capital Section	1.08 Crore
Total	1840.77 Crore

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

18.2(1) Pay & Accounts Office

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



- (i) Pre check of bills submitted by Non Cheque Drawing & Disbursing Officers of the Ministry, located at New Delhi for payment.
- (ii) Authorization of funds to domestic and overseas Cheque Drawing & Disbursing Officers through issue of "Letter of Credit". There are 19 domestic CDDOs and 14 overseas CDDOs located in various countries.
- (iii) Post-check of all paid vouchers/ payments made by domestic as well as overseas offices.
- (iv) Release payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- (iv) Compilation of monthly account based on monthly expenditure, receipts and payment authorizations, and by duly incorporating reconciled accounts of CDDOs.
- (v) Maintenance of General Provident Fund accounts, and remittance of New Pension Scheme contribution to trustee banks. Settlement of Inward and outward claims. Authorization/payment of pension, Commutation, Gratuity, Leave Encashment, etc to the retiring employees.



18.2(2) Principal Accounts Office

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

- (i) Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.
- (ii) Preparation of Monthly and Annual Accounts, submission of Statement of Central Transactions and the materials for the Finance

Accounts to the Controller General of Accounts, Ministry of Finance.

- (iii) Issue of Inter Departmental Authorisation to various agent Ministries.
- (iv) Rendition of technical advice to Pay & Accounts Office and maintaining necessary liaison with the Controller General of Accounts Office to effect overall co-ordination and control in accounting matters.

18.2(3) Internal Audit

Internal Audit Wing, which is common



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

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

particular office/agency.

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

The concept and orientation of internal audit, as of now has been more of risk based audit, in order to assess the economy, efficiency and effectiveness of scheme for contributing to better Government spending, public accountability and management. Accordingly the internal audit of the

records of Headquarter, regional and overseas offices are undertaken as per directions and requirement.

All the constituent units of Ministry of Tourism including Ministry of Tourism (HQ), 22 domestic DDOs (including regional offices), 14 overseas DDOs, 21 IHMs, IITTM and NCHMCT, come under the purview of Internal Audit.

In pursuance of Ministry of Finance O.M No. 22(2)/E. Coord./2016 dated 16th May 2016, a special drive was undertaken for settlement of outstanding Internal Audit paras. During this drive, the Internal Audit Wing was able to settle 588 paras were out of 1,181 paras outstanding as on 1st April 2016.

18.3 Initiatives for e-Governance:

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

18.3(1) Public Financial Management System (formerly CPSMS)

The Public Financial Management System (PFMS) works with the objective of establishing an online Financial Management Information and Decision

Support System for tracking funds released under various schemes of Government of India.

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

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

18.3(2) Non Tax Receipt Portal (NTRP)

The Non Tax Receipt Portal (NTRP) developed by Controller General of Accounts is a comprehensive end to end solution to overcome the delays and inefficiencies of the manual system. In order to abide by the guidelines of the Digital India initiative Ministry of Finance Department of Economic Affairs has universalized the use of NTRP under Bharatkosh to collect all Non-Tax revenue receipt through electronic mode. In compliance thereof efforts are being made to integrate the Ministry with NTRP facilitating the online remission of Revenue receipts through Bharatkosh



Chapter - 19

Important Audit Observation

As on December, 2017, there were no pending paras against the Ministry.



Chapter - 20

Implementation of Right to Information (RTI) Act, 2005

20.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of Section 4 (I) (b) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organizational set-up, functions and Records and documents etc. have been website www.tourism.gov.in under a distinct section namely RTIA. It has also been hyperlinked appropriately to other sections of the website of this Ministry.

20.2 Information regarding activities of this Ministry is available for public on the

above said website and is also kept in the library.

20.3 Information otherwise which are not be obtained by Citizens of India on payment of requisite fees as prescribed in the Right To Information Act, 2005.

20.4 There are 29 subjects for disclosure by the Ministry. CPIOs and Appellate Authorities have been designated for the

20.5 A total of 470 RTI applications were received during the period from 1st January 2017 to 31st December 2017 and suitable action has been taken in a time bound manner.



Chapter-21
Progressive Use of Hindi

21.1 Language Policy of the Union and the action taken by the Department of Tourism at the time, the Hindi section of the Ministry of Tourism takes every action to achieve the goals set out in the annual program issued by the Department of Tourism. The action on targets issued by the Hindi Section of the ministry does the translation work related to the annual report of the Ministry, performance budget, statistical report, note for the cabinet, parliament questions, demand for grant and daily correspondence

received from each section etc.

21.2 Measures to achieve the goals set in the Annual Program issued by the Ministry of Tourism.

Compliance with Section 3 (3)

The full compliance of Section 3 (3) of the Ministry and compliance of Section 3 (3) of the Ministry of Tourism.

replied to in Hindi only. During the year, the percentage of correspondence by the ministry to the 'A', 'B' and 'C'



is also showing some increase. Some

being made to achieve the goals set by the Ministry.

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formed in the Ministry and its quarterly meetings are organized on a regular basis. In these meetings, section-wise review of the work done in Hindi in the Ministry is reviewed.

under the chairmanship of Honorable Minister of State (Independent charge) was held on 10.07.2017 in Kolkata. The follow up action is being done on the minutes of the meeting.

Tourism Kolkata to examine the use of Hindi in it. In these inspection meetings, representatives of the Ministry.

21.4	1	1	1	1	1	Division of the Ministry inspected	1	1	1	1	1
	1	X	Y	1	1	1	1	1	1	1	1
				1	1	1	W	V	1	1	1
				1	1	1					
21.5	Special measures to promote the use of Hindi:					<p>Inspection of sections / divisions of the Ministry: In order to review the progress</p> <p>Division inspected various sections of the Ministry and various suggestions were given for improving the use of Hindi in their work.</p>					
	<p>Incentive scheme and cash prize: Annual incentive scheme of the Department work in Hindi is applicable in the ministry for the year 2016-17 also.</p> <p>Hindi Day and Hindi Fortnight: In the Ministry of Tourism, Hindi Pakhwada was held from 01 to 15 September, 2017. On the eve of Hindi Day, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister</p> <p>During this time some competitions were organized on topics related to Hindi noting and drafting, rajbhasha hindi and translation, Indian tourism knowledge etc. Two competitions were</p> <p>eight competitions were held for 14</p> <p>Hindi Workshop: During the Hindi Pakhwada, two workshops were organized on 19th and 21st of September, 2017- noting in Hindi and working in Hindi on another computer.</p>					<p>Rahul Sankrityayan Tourism Award Scheme: In order to reward books related to tourism, a scheme is being run in the name of "Rahul Sankrityayan Tourism Award Scheme" since 1989, in this Ministry. Under this scheme, best</p> <p>Publication of Incredible India Home Magazine: In the pursuance of the decision taken in the meeting of the</p> <p>the Ministry is publishing a Hindi magazine named 'Incredible India' on quarterly basis. So far, nine issues have been published. This magazine is being published regularly in every quarter.</p>					
	1	1	1	1	1	1	1	1	1	1	1
21.6	Inspections										
	1	1	1	1	1	1	1	1	1	1	1



Chapter - 22

Swachh Bharat Abhiyan

Swachhta Action Plan (SAP): “Swachhta” is considered as one of the pillars of tourism as a clean tourist place is a more sustainable tourist place in the longer run and shall attract investment, good health and a sense of pride amongst the local residents and a sense of satisfaction amongst the tourists. Considering the importance, Ministry has framed its “Swachhta Action Plan” involving activities of awareness on cleanliness among tourist, school/college students, and stake-holders of tourist centers, pilgrimage centers & famous archaeological monuments. These activities are being implemented at 150 sites at selected 15 states during 2017-18.

Swachhta Pakhwada: Ministry of Tourism has organised two Swachhta Pakhwadas during **16th – 30th April, 2017 and 16th – 30th September 2017** by organising various cleanliness drives within the offices of Ministry, its field offices as well as its educational institutes. Various cleanliness campaigns were organised at important tourist spots all over the country.

Swachhta Hi Sewa (SHS): Major cleanup activities, pledge swearing, awareness activities, essay competition, Nukkad Natak etc. were organised during the “Swachhta hi Sewa” campaign period (15th September to 2nd October, 2017). The programmes were

organised at various tourist/pilgrim places through its Indiatourism Offices at more than 80 places all over the country with the involvement of celebrities in coordination with State Govts. educational institutes under Ministry of Tourism, public and industry associations. The cleanup activities undertaken during the campaign at Velankanni Church, Chennai by the Regional Director, South was recognised by Ministry of Drinking Water with an award.

“Swachhta Award”: To encourage State/ UT Governments to maintain the tourist place clean, a new award category titled “Swachhta Award” has also been instituted by the Ministry for best maintained tourist place in the country in the National Tourism Awards. Govt. of Telangana has been selected for the Swachhta Award for the year 2016-17. In order to inculcate competitiveness on cleanliness among various offices, educational institutions of Ministry of Tourism, Ministry introduced awards for best maintained offices/ educational institutions.



Annexure - I

Indo-German Office in India

1

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

1

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

5. Panaji
6. Hyderabad
7. Imphal
8. Jaipur
9. Indore
10. Kochi
11. Naharlagun
12. Patna
13. Port Blair
14. Shillong
15. Varanasi



Sl. No.		& Countries Covered
(I)	America	
1.	New York	All States on the East Coast of USA, South America up -to Columbia/Venezuela, Caribbean Islands, Latin America
2.	Los Angeles	All States on the West Coast of USA, Central America up to Panama and Mexico.
3.	Toronto	Canada and Greenland
(II)	Australasia	
1.	Sydney	1 1 1 1
2.	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam, Cambodia, Lao PDR, Myanmar, Philippines

(III)	East Asia	
1.	Tokyo	Japan, South Korea, Taiwan
2.	Beijing	Mainland China, Hong Kong, Mongolia and Macau
(IV)	Europe	
1.	Frankfurt	Germany, Poland, Czech Republic, Slovakia, Estonia, Austria, Romania, Bulgaria, CIS countries, Israel, Hungary, Palestine, Latvia, Serbia, Slovenia
2.	Paris	1 5 1 1
3.	Amsterdam	Netherlands, Luxembourg, Belgium, Scandinavian countries
4.	Milan	Italy, Greece, Malta, Cyprus
(V)	UK	
1.	London	UK, Ireland and Iceland
(VI)	West Asia	
1.	Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
2.	Johannesburg	South Africa, Mauritius, Madagascar, All African Countries (except Egypt)



Annexure -III

Senior Officers of the Ministry

Secretary

1 1 1
Government of India

Additional Secretary and equivalent

1 1 1
and Financial Advisor

1 1 1

Joint Secretary and equivalent

1 Shri S.M.Mahajan, Additional Director General 1

Smt. Meenakshi Sharma, Additional Director General

Shri Gyan Bhushan, Economic Advisor 1

Shri Suman Billa, Joint Secretary

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Annexure -IV

Details of amount released under Swadesh Darshan scheme in 2017-18 (as on 31-12-2017)

(Rs. in lakh)

S. No.	State	Name of Project	Released Amt.
1	Goa	Development of Coastal Circuit II: Rua De Orum Creek - Don Paula -Colva - Benaulim under Swadesh Darshan Scheme	1987.08
2	Goa	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa under Swadesh Darshan Scheme.	2699.89
3	Bihar	Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia under Rural Circuit theme of Swadesh Darshan Scheme”	893.00
4	Bihar	Development of Mandar Development Hill & Ang Pradesh under Spiritual Circuit theme of Swadesh Darshan Scheme.	1069.86
5	Bihar	Development of Jain Circuit in Bihar: Vaishali- Arrah- Masad- Patna- Rajgir- Pawapuri- Champaruri under Spiritual Circuit theme of Swadesh Darshan Scheme.	1358.44



S. No.	State	Name of Project	Released Amt.
6	Bihar	Integrated Development of Kanwaria route: Sultanganj – Dharmshala- Deoghar” - Spiritual Circuit in Bihar	1358.44
7	Telangana	Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb under Swadesh Darshan Scheme	1988.43
8	Telangana	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan Scheme	2748.63
9	Telangana	Integrated Development of Mulugu-Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls as Tribal Circuit in Telangana.	2149.05
10	Gujarat	Development of Buddhist circuit: Junagadh- Gir-Somnath- Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana in Gujarat under Swadesh Darshan scheme	719.82

S. No.	State	Name of Project	Released Amt.
11	Gujarat	Development of Heritage circuit: Vadnagar- Modhera and Patan in Gujarat under Swadesh Darshan Scheme.	2924.92
12	Rajasthan	Development of Heritage Circuit (Rajsamand (Kumbhalgarh Fort)- Jaipur (Nahargarh Fort and Facade Illumination of Major Arterial Roads of Walled City of Jaipur)- Alwar (Bala Quila) – Sawai Madhopur (Ranthambore Fort and Khandar Fort) – Jhalawar (Gagron Fort) – Chittorgarh (Chittorgarh Fort) Jaisalmer (JaisalmerFort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi - Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i-Nilofar and PuraniChawni) – Nagaur (Meera Bai Temple) in Rajasthan under Swadesh Darshan Scheme.	1992.01
13	Rajasthan	Integrated Development of Govind Devji temple (Jaipur), Khatu Shyamji(Sikar) and Nathdwara (Rajsamand) in Rajasthan under Krishna Circuit theme of Swadesh Darshan Scheme.	2349.45
14	Rajasthan	Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit in Swadesh Darshan Scheme	1628.66
15	West Bengal	Development of Beach Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Fraserganj-Bakhlai- Henry Island in West Bengal.	2561.67
16	Mizoram	Integrated Development of New Eco Tourism under Swadesh Darshan- North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek in Mizoram.	2847.29
17	Mizoram	Development of Eco-Adventure Circuit Aizawl- Rawpuichhip- Khawphawp- Lengpui- Durtlang- Chatlang- Sakawrhmutuaitlang- Muthee- Beratlawng- Tuirial Airfield- Hmuifang in Mizoram under Eco circuit theme of Swadesh Darshan Scheme.	2482.16
18	Madhya Pradesh	Development of Wildlife Circuit at Panna-Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh under Swadesh Darshan scheme.	418.41
19	Madhya Pradesh	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River under Eco circuit theme of Swadesh Darshan Scheme.	1992.41
20	Kerala	Development of Pathanamthitta – Gavi – Vagamon – Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan Scheme.	2976.56



S. No.	State	Name of Project	Released Amt.
21	Kerala	Development of Sree Padmanabha Aranmula Sabarimala as a Spiritual Circuit in Kerala under Swadesh Darshan Scheme.	2626.64
22	Uttarakhand	Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand'	2411.20
23	Manipur	Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh.	1648.51
24	Manipur	Development of Spiritual Circuit in Manipur- Shri Govindajee temple – Shri Bijoy Govindajee Temple- Shri Gopinath Temple- Shri Bungshibodon Temple – Shri Kaina Temple”.	1348.41
25	Tripura	Development of North East Circuit: Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat–Dumboor- Narikel Kunja - Gandachara – Ambassa in Tripura.”	356.24

S. No.	State	Name of Project	Released Amt.
26	Jammu & Kashmir	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K in Swadesh Darshan Scheme	2750.93
27	Jammu & Kashmir	Integrated Development of Tourism Infrastructure projects in the State of Jammu & Kashmir under Himalayan Circuit of Swadesh Darshan Scheme	2489.10
28	Jammu & Kashmir	Integrated Development of Tourist facilities at Jammu-Rajouri-Shopian-Pulwama Circuit in J&K under PMDP under Swadesh Darshan Scheme.	2550.28
29	Jammu & Kashmir	Integrated Development of Tourist facilities at Anantnag-Kishwar-Pahalgam-Daksum-Ranjit Sagar Dam Circuit in J&K under PMDP under Swadesh Darshan Scheme.	2523.80
30	Jammu & Kashmir	Jammu & Kashmir PMDP package (sanctioned earlier under PIDDC Scheme)	1235.97
31	Andhra Pradesh	Development of Buddhist Circuit: Shalihundam-Thotlakonda-Bavikonda- Bojjanakonda- Amravati- Anupu in Andhra Pradesh under Buddhist Circuit theme of Swadesh Darshan Scheme.	1046.78
32	Andhra Pradesh	'Development of Kakinada Hope Island Konaseema as World Class Coastal & Eco-Tourism Circuit in Andhra Pradesh.	2094.71
33	Andhra Pradesh	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh under Swadesh Darshan Scheme.	3222.17
34	Uttar Pradesh	Development of Ayodhya under Ramayana Circuit Theme of Swadesh Darshan Scheme.	2352.95
35	Arunachal Pradesh	Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East India Circuit Theme of Swadesh Darshan Scheme.	2570.47
36	Arunachal Pradesh	Development of Bhalukpong- Bomdila- Tawang circuit in Arunachal Pradesh under North East India Circuit Theme of Swadesh Darshan Scheme.	1130.08
37	Nagaland	Development of Tribal Circuit: Peren –Kohima-Wokha, Nagaland.	2336.83
38	Nagaland.	Development of Tribal Circuit Mokokchung- Tuensang-Mon in Nagaland.	2989.96
39	Meghalaya	Development of Umiam (Lake View)- U Lum Sohpetbneng-Mawdiangdiang- Orchid Lake Resort, Meghalaya under North East Circuit of Swadesh Darshan Scheme.	2478.30
40	Puducherry	Development of Spiritual Circuit in Puducherry under Swadesh Darshan Scheme.	813.69

S. No.	State	Name of Project	Released Amt.
41	Puducherry	Development of Heritage Circuit in Puducherry under Swadesh Darshan Scheme.	1326.98
42	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (Coastal Circuit).	2136.98
43	Assam	Development of Wildlife Circuit: "Manas - Pobitora - Nameri - Kaziranga - Dibru Saikhowa in Assam under Swadesh Darshan Scheme.	2391.81
44	Chhattisgarh	Development of Tribal Tourism Circuit in Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur- Ratanpur- Kurdar- Sarodadadar- Gangrel- Kondagaon- Nathyanawagaon- Jagdalpur- Chitrakoot- Tirthgarh in Chhattisgarh under Swadesh Darshan Scheme.	2502.05
45	Sikkim	Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim.	2254.81
Total			90735.83

B. Details of amount released under PRASHAD scheme till 2017-18 (as on 31-12-2017)

(Rs. in crore)

Sl. No.	State	Name of the project	Year of sanction	Amt. Sanctioned	Amt. Released
1	Andhra Pradesh	Development of Amaravati Town, Guntur District as a Tourist Destination	2015-16	28.36	22.69
2	Andhra Pradesh	Development of Srisailam Temple	2017-18	47.45	9.49
3	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	33.98	16.99
4	Bihar	Development of basic facilities at Vishnupad temple, Gaya, Bihar	2014-15	4.27	2.14
5	Bihar	Development at Patna Sahib	2015-16	41.54	33.23
6	Gujarat	Development of Dwarka	2016-17	26.23	5.25

Sl. No.	State	Name of the project	Year of sanction	Amt. Sanctioned	Amt. Released
7	Gujarat	Pilgrimage amenities at Somnath	2016-17	37.44	7.49
8	Jammu & Kashmir	Development at Hazratbal,	2016-17	42.02	19.93
9	Kerala	Development at Guruvayur Temple	2016-17	46.14	9.23
10	Madhya Pradesh	Development of Omkareshwar	2017-18	40.67	8.13
11	Odisha	Infrastructure Development at Puri, Shree JagannathDham- Ramachandi-Prachi River front at Deuli under Mega Circuit	2014-15	50.00	10.00
12	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar	2015-16	6.45	5.11
13	Rajasthan	Integrated Development of Pushkar/ Ajmer	2015-16	40.44	19.41
14	Tamilnadu	Development of Kanchipuram	2016-17	16.48	3.30
15	Tamilnadu	Development of Vellankani	2016-17	5.60	1.12
16	4	Integrated Development of Kedarnath	2015-16	34.78	17.39
17	4 1 Pradesh	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	14.93	6.77
18	4 1 Pradesh	Construction of Tourist Facilitation 1 1	2014-15 1	9.36 4 1	1.76
19	4 1 Pradesh	Development of Varanasi	2015-16	20.40	10.20
20	West Bengal	Development of Belur	2016-17	30.03	23.39
21	4 1 Pradesh	Cruse Tourism in River Ganga, Varanasi	2017-18	10.72	2.30
Total				587.29	235.32



Annexure - V

11	1	1	1	1	1	Publicity(DPP)	1	1
Ministry of Tourism 2017-18						6.	Tourism Survey for the State Arunachal Pradesh	
1.	Survey on Prioritization of International tourists in Ladakh & Valley of Kashmir					7.	Tourism Survey for the State Manipur	
2.	Study on Impact Assessment for Fairs & Festivals					8.	Tourism Survey for the State Nagaland	
3.	Social Media as an influencer among foreign tourists visiting India					9.	Tourism Survey for the State Jammu & Kashmir	
4.	Study on Functioning of Tourism Police in States/ UTs and documentation of Best Practices.					10.	Tourism Survey for the UT of Chandigarh	
5.	Study on Evaluating the scheme of Domestic Promotion &					1	1	1
						of Tourism 2017-18		
						1.	International Passenger Survey 2015 - 16	

2. Study on Tourism Carrying Capacity of Existing & Potential Destinations with Planning for Infrastructure Development in Uttarakhand
3. Study on Evaluating the Impact and effectiveness of Hospitality Scheme
4. study on MICE Market in India and the role of ICPB in promoting MICE Tourism products
5. Tourism Survey for the State West Bengal
6. Tourism Survey for the UT of Lakshadweep
7. Tourism Survey for the State Mizoram
8. Tourism Survey for the State Tripura
9. Tourism Survey for the State Meghalaya

C. CFA provided by Ministry of Tourism

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& 1

for getting inputs for development of Tourism during 2017-18

10. CFA to Guru Ghasidas Vishwavidyalaya for organizing two days Seminar on Development of Tourism Industry in India: Issues & Challenges on 11-12 September, 2017
11. CFA to Central University, Kashmir for organizing two days International Conference on "Recovery Marketing Strategies for Tourist Destinations in Conflict Situations" during 8th & 9th September, 2017
12. CFA to Central University of Mizoram for two Days National Workshop on EDP for Agro,

Alternative & Eco-Tourism on 26th & 27th October, 2017

13. CFA to NIWS, Goa for organizing International Conference on Sustaining Tourist Destinations: Implications for Developing countries during 3rd to 5th November, 2017
14. CFA to Central University of Punjab for organizing two days National Conference on Growth Strategies of Tourism in India: Opportunities and Challenges during 29th & 30th November, 2017
15. CFA to Department of Commerce Aligarh Muslim University for organizing a 3 days International Conference " New Tourism Paradigms in a Changing World: Innovations, Dynamics and Future Perspective" during 27th to 29th November 2017
16. CFA to IHM, Gwalior for organizing three days seminar on "Special Interest Tourism in Madhya Pradesh: Prospects and Challenges" during 20th, 21st and 22nd December, 2017
17. CFA to Central University of Allahabad, for organizing three days International Conference on "Tourism as an Emerging Economic Engine(ICTEEE-2017)" during 8th, 9th & 10th February, 2018
18. CFA to North-Eastern Hill University, Shillong for organizing International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018) on March 15, 16 and 17, 2018



अतिथिदेवो भव
Atithidevo Bhava

