

**REPORT OF
THE WORKING GROUP
ON TOURISM**

**11TH FIVE YEAR PLAN
(2007- 12)**

**MINISTRY OF TOURISM
GOVERNMENT OF INDIA**

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CHAPTER - 1

Introduction

1.01 Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist facilities have encouraged people to venture out to the foreign lands.

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

1.03 Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

1.04 It has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from these related sectors. The consumption demand, emanating from tourist expenditure, also induces more employment and generates a multiplier effect on the economy. As a result, additional income and employment opportunities are generated through such linkages. Thus, the expansion of the tourism sector can lead to large scale employment generation and poverty alleviation. The economic benefits that flow into the economy through growth of tourism in shape of increased national and State revenues, business receipts, employment, wages and salary income, buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

1.05 Tourism is overwhelmingly an industry of Private sector service Providers, although the public sector has a significant role to play in infrastructure areas either

directly or through Public Private Partnership mode. It is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. It is quite similar to manufacturing industry, where the supply chain is as important as the end product. The related sectors include airlines, Surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the issues related to all the sectors are addressed simultaneously.

1.06 Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people. Over 382 million domestic tourists visiting different parts of the country every year return with a better understanding of the people living in different regions of the country. They have a better appreciation of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of arts forms, crafts and culture.

1.07 It is also important to note that tourism has become an instrument for sustainable human development including:

- Poverty elimination
- Environmental regeneration
- Job creation; and
- Advancement of women and other disadvantaged groups.

Scale of Global tourism

1.08 According to the World Tourism Organisation (WTO), the year 2005 saw more than 800 million international tourist arrivals, and the tourism receipts were of the order of US \$ 682 billion. The World Travel and Tourism Council (WTTC) for 2006 forecasts that travel and tourism will generate 234 million direct and indirect jobs world-wide, accounting for 8.7% of the global employment, and it will contribute upto 10.3% of the global GDP. According to the same estimate, the global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016.

Scale of India tourism

1.09 There has been a remarkable growth in the last three years, in foreign tourist arrival to India due to the various efforts made, including promoting India through the 'Incredible India' campaign in overseas markets. It has increased by about 65% from a level of 2.38 million in 2002 to 3.92 million in 2005, while the foreign exchange earnings have grown by about 96% during the same period. The Tourism satellite accounting for India has brought out that Tourism's contribution to GDP of the country has been 5.9% in 2003-04, while employment in tourism sector both direct and indirect, has been 41.8 million in the same year which accounts for 8.78% of

total employment in the country. Though the growth in tourism in India has been impressive, India's share in global tourist arrivals and earnings is quite insignificant. It is universally acknowledged that the tourism resources in the country have the potential to generate significantly higher levels of demand from the domestic and international markets, and, if exploited intelligently in a sustainable manner, can prove to be the proverbial engine of growth for the economy.

CHAPTER - 2

Review of Activities of the 10th Five Year Plan 2002-07

2.01 During the 10th Five Year Plan 2002-07, an attempt was made to position tourism as a major contributor of economic growth, and harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. Various schemes and activities taken up during the 10th Plan period aimed at enhancing the employment potential within the tourism sector as well as at fostering economic integration through developing linkages with other sectors. Broadly, the attempt was to:

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on Domestic Tourism as a major driver of tourism growth;
- Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination;
- Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with States, private sector and other agencies;
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

2.02 The 10th Five Year Plan had a distinct shift from the approach adopted in the earlier plans. During the plan period, emphasis was laid on:

- (i) Positioning and maintaining tourism development as a National priority activity

- (ii) Enhancing and maintaining the competitiveness of India as a tourist destination
- (iii) Improving India's existing tourism products and expanding these to meet new market requirements
- (iv) Creation of world class infrastructure
- (v) Developing sustained and effective market plans and programmes
- (vi) Special thrust to rural and small segment tourism
- (vii) Attention to civilisational issues and issues pertaining to civic administration, good governance and also to social and cultural values

2.03 Keeping in view the broad priorities for development of tourism during the 10th Plan 2002-07 as above, the broad fields of development taken up during the plan were:

Integrated Development of Tourism Circuits

Product/Infrastructure and Destination Development

Assistance for Large Revenue Generating Projects

Human Resource Development

Promotion and Publicity

Others(Market Research / Computerization & IT/ Interest Subsidy)

INTEGRATED DEVELOPMENT OF TOURISM CIRCUITS

2.04 It was observed at the beginning of the 10th Plan that the Central Financial Assistance to the States had not been able to create a major impact in terms of creation of world-class tourism infrastructure. The experience showed that the resources available had been used to fund a large number of small isolated projects, spread throughout the length and breadth of the country, resulting in the resources being spread very thinly. The infrastructure schemes being Centrally Sponsored had to depend on the contribution of the State Governments and many times there had been delays in release of this contribution. Therefore, in order to provide quick and substantial impact, the revised scheme was taken up to identify key tourism circuits in the country on an annual basis, and develop them to international standards, with the objective of providing all infrastructure facilities required by the tourists within these circuits. Ministry of Tourism ensured convergence of resources and expertise through coordinated action with States/UTs and private sector. The master planning as well as the implementation and monitoring of works in the selected circuits, which included improvement in accessibility, improvement in environment including solid

waste management and sewerage management around the destination, illumination of the destinations, lighting of the approaches, etc., was carried out directly by the Ministry of Tourism or through the State Tourism Departments.

2.05 The circuits prioritized for development during the 10th plan period are given in a statement at Appendix-I to this report.

(B) PRODUCT/INFRASTRUCTURE AND DESTINATION DEVELOPMENT

2.06 In the 9th Plan, destination development had tended to be somewhat ad hoc, with inadequate prioritization. During the 10th plan period, limited destinations in the States / UTs were identified on yearly basis for integrated intensive development.

2.07 While developing the destinations, the strategy followed, was to ensure that the developments take place in a regional planning framework that is not restricted to the immediate environs of the site but extends to the 'region of influence' of the attraction or cluster of attractions including the primary staging area and travel nodes. It was ensured that all development work was based on professionally prepared master plans, ideally using the best expertise and contained components that are conceived, to satisfy the preferences and requirement needs of a clearly identified target market. Efforts were made to see that the master planning approach included all stakeholders in the planning process – all levels of government and administration, various government agencies and departments, the local community, elected representatives, and members of the tourism industry or related industries.

2.08 Destinations were carefully selected in consultation with the State Governments, based on the tourism potential. The activities taken up under Product Development and strategies followed were as follows:

2.9 Priority was given to promote **Rural Tourism** as the primary tourism product to spread tourism and its socio-economic benefits to rural areas and its new geographic regions. Key geographic regions were identified for development and promotion of rural tourism. The implementation was done through a convergence committee headed by the District Collector. A sum of Rs.50 lakh was made available for each project, and activities like improving the environment, hygiene, infrastructure etc. were assisted. A statement indicating the villages taken up during the period 2002-07 is at Appendix-II.

2.10 Heritage cities and towns were taken up for development to promote **Heritage Tourism**. Heritage cities like Agra, Jaipur, Madurai, Hyderabad, Gwalior etc. were taken up.

2.11 India with world's greatest bio-diversity with a variety of unique natural locales, is a perfect candidate for promotion of **Eco-tourism**. As such, the strategy followed for development of eco-tourism during the 10th Plan included identifying focal locations for eco-tourism like the Himalayas, North Eastern States, Western Ghats, Jharkhand, Andaman & Nicobar Islands, Lakshadweep; and providing financial assistance to the State Governments for development of these locations as eco-tourism spots.

2.12 India has some of the greatest varieties of fauna in the world that has not been exploited through its potential. Efforts were made to make **wild life sanctuaries and national parks** as an integral part of the Indian tourism product. Assistance was provided to the State Governments to improve the facilities available in these parks. The Tiger and the Elephant were the 'brands' of Indian Wildlife Tourism.

2.13 India's greatest adventure tourism assets are in the form of Himalayas as well as in its mighty rivers. Mountain based adventure activities were promoted in the Himalayas, creating the Himalayas as the brand and the icon of Indian **Adventure Tourism**.

2.14 The holistic healing product were packaged and promoted, as going beyond Ayurveda and Yoga, etc. to showcase **Health Tourism** products of India. The brand for this product was created and destination & sites for holistic healing which is governed by a well defined set of standards and regulations, were developed by the State Governments with assistance from the Ministry of Tourism.

2.15 **Beach & Coastal Tourism** forms the mainstay of international tourism and provides the volumes required for India's key markets, to create a suitable industry. A number of sites on the Coast of India were identified during the plan period for development of beach resorts.

2.16 India is a veritable **shopper's paradise** and the retail trade provides enormous forward and backward linkages throughout the economy. Recognizing shopping as an intrinsic part of the tourism experience and most valuable contributor to revenues, the strategy during the 10th plan was to encourage the development of dedicated shopping centres for traditional crafts, designed on the lines of ethnic village "haat" such as Dilli Haat and Shilpagram. Availability of information on where to procure specific crafts and produce reliable unbiased shopping guides were enhanced during the plan period.

2.17 A large number of **pilgrimage centres** exist in the country which require some investment for improvement and providing better amenities. These tourist and pilgrimage centres are mainly frequented by domestic tourists and in most cases the basic amenities are missing. A large number of such centres were taken up during the 10th Plan for development, and financial assistance was provided to States.

2.18 **Tourist reception centres** are basically meant for interpretation facilities, dissemination of information and provision of necessary communication facilities. Similarly, **wayside amenities** are meant to meet the requirement of the tourists traveling to tourist destinations by road and include facilities like lounge, cafeteria, toilets, parking etc. Financial assistance during the plan for structural improvements, construction of additional accommodation and other facilities and improvement of sanitary and electrical fittings, were given. Thrust was given to provide such facilities which are professionally designed and eco-friendly. It was also emphasized that the management of such facilities is out sourced and operated on pay and use basis.

2.19 **Refurbishment of Monuments/Heritage Buildings and Improvement of their Environs** was intended to provide financial assistance to ASI and State/UT Governments for undertaking repair, refurbishment, beautification, landscaping, improvement of amenities, and illumination of monuments/heritage buildings falling in the jurisdiction of ASI or the State Governments. This ongoing scheme was continued in the 10th plan also and a number of monuments/sites were taken up during the plan period.

2.20 **Illumination of monuments and SEL shows** has helped in adding value to the tourist attractions. In the 10th plan, laser lighting and laser shows were included under the scheme. However, funds under this scheme were used only for major

tourist attractions which fall within recognized tourism circuits or preferred destinations.

2.21 A statement giving the Destinations/Products prioritized for development and Central Financial Assistance during the 10th Plan is at Appendix-III.

(C) ASSISTANCE FOR LARGE REVENUE GENERATING PROJECTS

2.22 A new scheme was introduced during the 10th Plan wherein support in the form of grant to act as a catalyst was provided to large revenue generating products through the State Tourism Development Corporations or the State Investment and Industrial Development Corporations and the State Financial Corporations. This assistance was, in turn, utilized by these Corporations as equity in projects to be promoted by them or private sector projects. Projects like convention centres, luxury trains, cruise terminals etc. could be taken up under this scheme. A statement indicating the projects funded from the scheme during 10th Five Year Plan is given at Appendix-IV.

(D) HUMAN RESOURCE DEVELOPMENT

2.23 Tourism being an employment oriented sector, it is estimated that the hotel and the catering sector provide more than 10% of the total employment generated by the tourism industry. Being a labour oriented industry, directly in contact with the country's tourists, skills required by personnel engaged in this sector are different from those required by personnel engaged in other sectors. At present there are 24 Institutes of Hotel Management, and 11 Food Craft Institutes. The IHMs conduct diploma courses, post graduate diploma courses, craft and certificate courses. The FCIs conduct diploma courses in cookery, food and beverage services, house-keeping, etc. In order to harness the resources and provide a central thrust, the Ministry of Tourism has also established the National Council for Hotel Management and Catering Technology. The main objectives of the Council are to advise the Government on coordinated development of Hotel Management and Catering Education; to prescribe educational and other qualifications for staff in the institutions; to give certification and accreditation, and to standardize the courses. Ministry of Tourism encouraged the Institutes of hotel management to explore appropriate means to generate their additional resources during the 10th Plan, so

that these institutions gradually become self supporting at least on revenue accounts. Assistance was given to them to enhance their infrastructural facilities.

2.24 The NCHM&CT, which has emerged as an apex formation in the country for hospitality management education, was assisted for construction of its new building at Noida. The Building is almost ready and it is expected that it will meet the requirements of Council.

2.25 The existing FCIs, IHMs and the institutes in the private sector cater to mainly the organized sector. The unorganized sector consisting of small hotels, dhabas, restaurants and other eatable joints spread all over the country hardly get an opportunity of training from skilled and professional trainers in the hospitality sector. As it is not possible and viable to set up FCIs in every district, a number of Capacity Building Programmes for the workers of un-organized sector were organized by FCIs and IHMs during the 10th Plan through outreach training programmes.

2.26 Indian Institute of Tourism and Travel Management (IITTM), established in 1983 as a registered society under the Ministry of Tourism primarily for developing and promoting education, training and research in travel and tourism, which was just running a single P.G. Diploma Course, has started two new courses during the 10th Plan i.e., a Bachelor Degree in Tourism (a three-year course) and a Masters Degree in Business Administration (a two-year course) with specialization in tourism. During the year, the Institute has started construction of its Campus at Bhubaneshwar for its Eastern Regional Centre on the land provided by the State Government free of cost. The Institute also conducted a number of capacity building programmes for the workers in the unorganized sector like Railway Coolies, Taxi walas, Dhaba and Hotel Staff, unemployed youth, etc. The Institute also conducted a number of Guide Training Programmes during the plan period to upgrade the skills of existing guides as also to recruit new guides. During the 10th Plan, the Institute has become almost self sufficient to meet its regular revenue expenditure.

2.27 Guide training courses are organized by the Ministry of Tourism and also by the State Governments. These courses include programmes for fresh tourist guides and refresher courses for those already active in guide services. The contents of these courses were restructured during the 10th Plan. Courses were also organized

for Government officials who have an interface with the tourists in order to sensitize them.

(E) MARKETING AND PROMOTION

2.28 There is a vast untapped potential inherent in the tourism sector for generating more wealth, incomes and employment, provided the Indian tourism product is promoted and marketed vigorously, both at home and abroad. One of the reasons why India is still lagging behind in this highly competitive market is the lack of adequate budgetary support for promotion and marketing as compared to some of the competing destinations, including those in India's neighborhood. While the non-plan budget basically caters to salary of the establishment of the Tourist offices, including traveling expenses, office expenses, rent and taxes, the expenditure on promotion & marketing, which constitute the main area of operation, has to be met from the Plan budget. Within India, the Indian tourism product is promoted primarily by the Ministry of Tourism with the help of 5 regional offices and 16 sub-regional offices under them, with the involvement of the State Governments. Likewise, the Indian tourism product is promoted and marketed overseas through the Tourist Offices at 13 locations world over, as also directly by the Ministry.

Domestic promotion

2.29 During the 10th Plan period, a need was felt to launch a mass tourism awareness campaign highlighting the significant contribution of this sector in economic growth in general and creating employment in particular. This was required to bring tourism in the mainstream of our national development. The earlier policy of supplementing the efforts of the State Tourism Departments/Corporations for promotion and marketing of their tourism products continued. The promotion effort had a multi-dimensional thrust. It covered image building, dissemination of information, and public relation efforts. The communication message was geared towards the traveling tourists, the tourist service providers, travel and consumer media. The efforts took into account new technology and means of communication like those based on Information Technology tools as well as conventional tools like brochures, advertisements, and telephone based information, face to face communication etc. The domestic campaign also envisaged highlighting the new tourism circuits created. The unique features of the domestic campaign were:

1. Creating high standard facilitation centres at all leading gateways, both railheads and airports.
2. Launching a tourism awareness campaign involving all service providers such as taxi drivers, guides etc.
3. Intensification of guides training.
4. Creating a unique brand for Indian tourism which is vibrant and based on sustainable development.
5. Using the digital technology to create the unique experiences of Indian tourism on the internet.
6. Using travel writers and photographers of regional languages to write about the other regions.

Fairs, Festivals and Craft Melas

2.30 The variety of fairs and festivals are a powerful tool for showcasing the Indian culture for the tourists. These events are keenly awaited and viewed with interest and curiosity by domestic and foreign tourists. Such events have been supported in the past and were also given support during the 10th Plan. However, as a matter of policy not more than two events from each State were supported in a year. The local administrators were encouraged to generate local resources to augment Government outlays. It is expected that such fairs and festivals would become self-sufficient in due course.

Hospitality

2.31 Under the Hospitality programme of the Ministry, travel writers, tour operators, media celebrities, TV film producers and opinion makers were regularly invited and taken to different destinations. The overseas guests on arrival in India were looked after and escorted to various places of tourist interest. They, in turn helped disseminating information about India in their home markets.

Publicity

2.32 The Ministry has been adopting conventional publicity measures since the past plan periods. These include printing and distributions of Brochures, folders, maps, information booklets etc. During the 10th Plan, this was continued with a qualitative improvement and with more focus on IT and with electronic media. The help of professional public relation agency was taken for the image building exercise.

Overseas Promotion

2.33 The Ministry of Tourism performs its main marketing function through a network of 13 Government of India Tourist Offices located overseas towards specific area demarcations under 6 distinct regions as given below:

New York – responsible for the entire North American and South American Continent

Frankfurt – responsible for Continental Europe

London – responsible for U.K. and Ireland

Dubai -- responsible for West Asia & South Africa

Sydney – responsible for Australasia

Tokyo – responsible for East Asia

2.34 The existing system is to develop marketing plans region-wise taking into account the existing market segments and consumer needs which vary between different regions. However, the operational elements of these different marketing plans can be classified as follows:

(a) Directing advertising

(b) Public relations

(c) Promotion

2.35 Under direct advertising, the tourist offices release advertisement in leading travel magazines, newspaper etc. Some times, joint advertising and brochure support is also undertaken with tour operators etc. Under public relations, the offices in association with tour operators and airlines organize familiarization tours to India, for which expenditure is borne by the Ministry. Under promotion, the offices take part in special trade festivals like the ITB Berlin, WTM London, etc.

2.36 Although external publicity is a costly proposition, the fact remains that without aggressive promotion in the highly competitive tourist market overseas, India can not achieve the targeted growth and increased share of global tourist arrivals and receipts. During the 10th Plan period, the strategies for promotion included:

Dissemination of tourist information and attending to enquiries

Creating awareness about Indian Tourism Product

Maintaining close relation and co-ordination with Indian Missions, Travel and Trade Media, Airlines

Liaison with local bodies, Chambers of Commerce and other professional bodies

Organizing Indian food festivals and participating in festivals/exhibitions

IT based dissemination of information

Appointing professional PR agencies

Organizing festivals, Road Shows

Special Promotion Campaigns

Marketing partnerships

Print and electronic media publicity

Joint regional promotion

Hospitality

Gathering Market Intelligence

Brand Building of India

Consumer oriented advertising and net based electronic media, FM
Radio

Hospitality and Funding MO Passages

Market Development Assistance

(F) OTHERS

Market Research and Perspective Plans

2.37 A comprehensive statistical research programme is an essential input for sustainable development of tourism. Lack of information about different aspects of tourism is one of the major reasons for the sector not getting its due place in the national development plans of several countries. Infrastructure development and marketing of tourism have to be based on research findings and analysis. Without quantitative information on the demand characteristics, profiles of tourists along with the statistics of availability of existing infrastructural facilities at various tourist destinations, it is not possible to plan effectively for tourism development and promotion. Compilation of statistics and commissioning of research studies are, therefore, very crucial, and so also is the preparation of perspective plans for States and master plans for regions.

2.38 The Ministry of Tourism is presently having a system under which foreign tourist arrival data are being collected from disembarkation cards. The data transcribed from these cards are computerized and tabulated. The estimates of foreign exchange earnings from tourism is estimated by the RBI as a part of balance of payments statistics based on a sample survey of foreign exchange transaction through authorized dealers. The statistics of domestic tourists visits are obtained from the State Government through a monthly return. The Ministry of Tourism also undertakes periodical surveys and studies of interest to Government.

2.39 During the 10th Five Year Plan, 20-Year Perspective Plans for all the States/UTs were prepared with the objective of development of tourism in an integrated way. These plans focused on the development of important tourist areas falling in the respective States in a coherent manner by dovetailing the funds and resources at the command of the State and clearly identifying the requirement for infrastructure development.

2.40 The Ministry also undertook a number of research studies to provide inputs to policy makers for planning and policy formulation. A few of the studies undertaken during the 10th Plan were:

- (i) Impact of Civil Aviation Policies on Tourism
- (ii) Foreign Tourist Expenses on Handicrafts
- (iii) Domestic Tourism Survey
- (iv) International Passengers Survey
- (v) Cruise Tourism – Potential & Strategy
- (vi) Best Practices followed by States in the field of Tourism
- (vii) Kerala's Approach to Tourism Development
- (viii) Manpower Requirements in Hotel Industry and Tour/Travel Sector

2.41 An important study conducted by the Ministry during the 10th Plan was Development of Tourism Satellite Account for India giving the economic benefits of tourism in India like tourism's share to GDP and employment.

2.42 As part of its efforts to develop tourism infrastructure in the country in a systematic manner which is sustainable, a number of Detailed Project Reports (DPRs) were also prepared by the Ministry for the Destinations/circuits short listed during the 10th Plan.

Capital/Interest Subsidy for Hotels

2.43 Till the 8th Plan, there was a scheme for providing interest subsidy for hotels up to 3 star category in the non-metropolitan areas. This scheme helped in meeting the accommodation demand of the middle income tourists to a large extent. However, administration of the scheme came in for criticism as the hotels had to approach the Ministry every time it had to claim the interest subsidy. As such, during the 10th plan, the interest subsidy scheme was replaced by the capital subsidy scheme. However, this scheme of interest subsidy continued for the old projects sanctioned in the past. Under the revised scheme, the capital grants up to 10% of the total principal loan taken from designated financial institutions upto Rs.25 lakh for 1-star hotels, Rs.50 lakhs for 2-star hotels and Rs.75 lakhs for 3-star and heritage basic category hotels, were given to encourage setting up of budget hotels in the country.

Information Technology

2.44 Information Technology was given a major thrust in the 10th Plan. Assistance was provided to the States to use IT in promotion and facilitation of tourism. IT was used as a major tool to promote Indian Tourism products in the country and abroad. The goals were to position India distinctively in the global tourism map using emerging technologies and new approaches in attention management to power India Tourism.

2.45 All these efforts made during the 10th Five Year Plan had a salutary effect on the Indiatourism. While the foreign tourist arrivals are expected to witness a growth of 78% during the period, growth in the foreign exchange earnings is expected to be of the order of 122%. India's share in world tourism which was 0.37% during 2001 end, is likely to increase to 0.53% during 2006. As per the estimates about 12.5 million additional jobs were created directly and in-directly in the tourism sector during the 10th Plan period. Following tables present the facts and figures:

Achievements During the 10th Five Year Plan 2002-07

(a) Foreign Tourist Arrivals to India(In million)

Year	Arrivals	% Change over previous year
2002	2.38	(-)6.0
2003	2.73	(+)14.3

2004	3.46	(+)26.8
2005	3.92	(+)13.2
2006*	4.51	(+)15.0
Growth in 5 years i.e., 2006 over 2001: 78% (end of 9 th Plan to end of 10 th Plan)		
*: Predicted.		

(b) India's share in world arrivals

Year	World Arrivals (In million)	Arrivals in India (In million)	Share of India in world arrivals(%)
2002	702.8	2.38	0.34
2003	690.9	2.73	0.39
2004	766.0	3.46	0.45
2005	808.0	3.92	0.49
2006*	844.0	4.51	0.53
India's share in world arrivals increased to 0.53% in 2006 from the level of 0.37 % in 2001			
*: Predicted.			

(c) Foreign Exchange Earnings by India from Tourism

Year	Foreign Exchange Earnings (in US\$ million)	% Change over previous year
2002	2923	(-) 3.9
2003	3533	(+)20.9
2004	4769	(+)35.0
2005	5731	(+)20.2
2006*	6768	(+)18.1
Growth in 5 years i.e., 2006 over 2001: 122% (end of 9 th Plan to end of 10 th Plan)		
*: Predicted.		

(d) India's share in world Foreign Exchange Earnings (In Billion US\$)

Year	World Earnings	Earnings by India	Share of India in world earnings
2002	482.3	2.9	0.62
2003	524.2	3.5	0.69
2004	633.0	4.8	0.76
2005	682.0	5.7	0.84
2006	752.0	6.8	0.90
India's share in world earnings increased to 0.90 % in 2006 from the level of 0.66 % in 2001(end of 9 th Plan to end of 10 th Plan)			
*: Predicted.			

(e) India's Rank in Arrivals and Earnings

Year	India's Rank	
	In World Arrivals	In World Earnings
2002	54 th	37 th
2003	50 th	36 th
2004	47 th	35 th
2005	43 rd	33 rd

(f) Foreign Exchange Earnings per tourist arrival – India & World

Year	Foreign Exchange Earnings per tourist (In US \$)	
	India	World
2002	1228	686
2003	1294	759
2004	1378	826
2005	1462	844
2006*	1501	891

*: Predicted.

(g) Domestic Tourist Visits in India

Year	Domestic Tourist Visits (in million)	% Change over previous year
2002	269.6	14.0
2003	309.0	14.6
2004	366.2	18.5
2005	382.1	4.3
2006*	432.0	13.0

Growth in 5 years i.e., 2006 over 2001: **82.9%** (end of 9th Plan to end of 10th Plan)

*: Predicted.

(h) Share of Tourism Sector in India in GDP of the Nation

Year	Total Share of Tourism in GDP
2002-03	5.83%
2003-04	5.90%

(i) Employment Generation through Tourism in India

Year	Total Employment in Tourism Sector(In Million)
2002-03*	38.6
2003-04**	41.8
2004-05**	44.7
2005-06**	47.8
2006-07**	51.1
*: <i>TSA Figure.</i>	
**: <i>Estimated</i>	

CHAPTER - 3

Strategy for Tourism Development in the 11th Five Year Plan

3.01 During the 10th Five Year Plan, a doubled pronged strategy of upgrading the tourism infrastructure and vigorous marketing under the banner of 'Incredible India' campaign was followed to position India as a global brand. The following four-point journey was sought to be achieved to a large extent among the target tourists and in source markets:

From non-awareness to awareness

From awareness to interest

From interest to desire, and

From desire to final action i.e. booking a holiday.

The efforts made during the 10th plan are now resulting into India registering a growth of 78% in foreign tourist arrivals and a growth of 122% in foreign exchange earnings in 5 years time. Share of India in world arrivals, which was just 0.37% in 2001, is likely to be 0.53% in 2006. It has been estimated that about 12.5 million additional jobs have been created in the tourism sectors during the 10th Five Year Plan.

3.02 The Working Group on Tourism for the 11th Five Year Plan 2007-12, set up by the Planning Commission (constitution at Appendix-V), felt that keeping in view all variables in the environment, the product opportunities, the market scenario, the Indian planning and national objectives, following quantifiable goals may be set for the 11th Plan for Indiatourism:

3.03 INTERNATIONAL TOURISM

Visitation

Achieve international visitor levels of 10 million in 2011, at the end of 11th Plan.

Source Markets

Diversify principal source markets to include countries such as South Africa, Israel, Spain, China, Japan, S. Korea, Australia, Brazil, Argentina, etc. which offer high growth potential and from where present level of inbound tourist is below par.

Concentrate on countries like South Africa, Mauritius, Kenya, Malaysia, Fiji, etc with a large Indian Diasporas for greater visitations from those countries. Similarly target the PIOs and NRIs elsewhere to create greater resonance in them to visit the country of their origin and discover their roots. Target the 'Baby Boomers' group in Europe and North America by creating in them the desire to discover one of the oldest civilization of the world and to enjoy the plurality of cultural enjoyments which this country has to offer.

Revenues

Maintain and increase per capita spending of international visitors.

Attract higher quality tourists, increasing per head spending, resulting in higher revenues. Concentrate on Cruise tourism, MICE sector which are considered to be higher revenue generating sectors of tourism.

Seasonality

Reduce the seasonality in international tourist arrivals by targeting markets such as Australia, Spain, etc. It should be ensured that the drop in arrivals during 'lean season' is not more than 15% of the annual average.

Average Length of Stay

Maintain and initiate measures to ensure that the duration of stay is sustained, if not extended.

Purpose of Visit

Retain focus on Leisure Travelers.

Promote business related travel, including MICE market by promoting Convention Centres of international standards in major cities or at major tourist centres.

Expenditure

Prepare strategies to increase per capita expenditure on shopping and other non-accommodation, non-transportation heads, to match international benchmark of 30%.

3.04 DOMESTIC TOURISM

Visitation

Achieve a level of 760 million for domestic tourist visits by the year 2011, the end of 11th Plan at an annual average growth of 12%.

Complement international travel with domestic travel in order that the seasonality is eliminated.

Promote greater dispersal of domestic visitations in order to spread the benefits of tourism to all areas.

3.05 OTHER GOALS

Accommodation Units

Increase approved quality accommodation units from the current level of about 100,000 rooms to at least 200,000 rooms by 2011, to meet the increased requirement of tourism.

Set up hotels on the surplus land with Airport Authority of India near International Airports as per the international practices.

Promote development of budget hotels at the surplus Railway Land at specified Railway Stations.

Create land banks in the States and encourage Single Window facility for the investors in tourism projects

3.06 In order to achieve all these objectives, the Working Group felt that it was necessary that the momentum generated in tourism sector during the 10th Plan period is sustained, so that the full potential of the sector, as a major engine of economic growth, is realized, and the benefits of associated development reach all

segments of the society. The recommendations of the Group was to adopt and apply sustainable practices and principles, and identify and resolve the constraints. The Working Group also felt it necessary that beside development of world class infrastructure and launching aggressive marketing campaigns, access & connectivity to India need be improved; new forms of tourism like rural tourism, cultural tourism, adventure tourism, cruise tourism, MICE tourism and medical tourism are taken up with renewed zeal & efforts; India is made a full year destination rather than a Oct.-March destination by diminishing the seasonality factor and promoting the Himalayas and the beaches during summers and the coastal regions during the monsoons; and India's competitiveness as a preferred destination is enhanced with rationalization of taxes, liberalization of visa regime, improvement of airports, removing barriers to travel, enhancing tourist safety & security, improving signages, etc. To achieve all these, the following six key strategic objectives need to be kept in view:

i. Positioning and maintaining tourism development as a national priority activity;

- Provide effective linkages and close coordination between various Departments and Ministries of Government;
- Plan and implement a professionally managed integrated communications strategy to increase awareness about tourism and its social and economic impact on the society.

ii. Enhancing and maintaining the competitiveness of India as a tourist destination;

- Take effective steps for easier & faster availability of visas;
- Increasing air connectivity and seat capacity from major overseas markets;
- Improving facilities and quality of services at international and major domestic airports;
- Rationalization of taxes;
- Removing restrictions like RAP/PAP/ILP.

iii. Improving India's existing tourism products further and expanding these to meet new market requirements;

- Develop sustainable beach, coastal and cruise tourism;

- Package and market India's wide variety of traditional cuisines;
- Encourage adventure and rural tourism;
- Develop and promote round-the-year tourism;
- Pursue the Medical Tourism vigorously;
- Take advantage of MICE segment;

iv. Creation of world class infrastructure;

- Identify travel circuits for development as international standard destinations;
- Construction and improvement of highways for good connectivity with tourist destinations;
- Introduction of special tourist trains, establishment of budget hotels on surplus land available with Railways and Airport Authority of India;

v. Developing strategies for sustained and effective marketing plans and programmes;

- Maintain and develop the India tourism brand position established with the 'Incredible India' campaign;
- Evolve and maintain a system of market research activities in India's major source markets to continuously receive, analyze and respond to information on pricing, security issues, health, safety and quality of tourism services & products etc.;
- Make use of the various technological tools, including the internet, for advertising for greater and wider impact. Further, encourage e-commerce portals to extend effective marketing support to small and medium enterprises and also offer competitive packages.

vi. Developing Human Resources and capacity Building of Service Providers

3.07 The Working Group on Tourism, therefore, felt that in view of the multi-faceted aspects of tourism, Sub-groups may be constituted consisting of experts in different

fields to deliberate on identified key segments in a focused manner, and come up with recommendations for accelerating the growth rate in the tourism sector. Accordingly, 9 Sub-groups on the following subjects were constituted by the Working Group:

- i. Product Development and Domestic Tourism;
- ii. HRD and Capacity Building;
- iii. Development of Infrastructure and Destination Management;
- iv. Publicity and Marketing;
- v. Access and Connectivity and related issues;
- vi. Taxation, Incentives and Concessions;
- vii. Heritage and Culture Tourism;
- viii. Monitoring, Research & Statistics;
- ix. Sustainable Tourism, Eco-Tourism, Wild life Tourism and Adventure Tourism.

3.08 The reports of the Sub-Groups were considered by the Working Group in its second meeting, and subject-wise final recommendations of the Working Group are made in the following chapters with proposed outlays.

CHAPTER -- 4

Development of Infrastructure and Destination Management

4.01 Infrastructure Development and Destination Management hold the key to India's sustained growth in the tourism sector. At the operational level, it is the quality of infrastructure that can provide the critical connectivity between the tourism product and the target market for both domestic and international tourists.

4.02 The creation of tourism infrastructure has had its multiplier effect in terms of overall economic growth, employment generation vis-à-vis investment and the preservation of art, culture and heritage. Tourism projects in underdeveloped areas have helped in the creation of roads, telecommunication, medical facilities, among others.

4.03 Tourism sector projects that are capital intensive, such as Destination Development (roads, signages, relocation of commercial establishments, lighting, guest facilities, local transport links, landscaping, management office space, parking etc), remain commercially non-viable and require government funding. It is however necessary that such infrastructure is created with utilization of the professional expertise of architects, landscaping experts and is then privately managed through a transparent process. Other projects such as setting up of hotels, convention centres, golf courses, tourist trains, etc. normally have substantial gestation periods and become economically viable over periods exceeding 12-15 years. In order to attract tourists, it is necessary that these facilities are created to a sufficient extent through private initiative with the Government acting as a facilitator and catalyst apart from part funding such projects.

4.04 In the last 4-5 years, paradigm shifts in tourism planning and development have yielded quantum increases in tourist footfalls. During the 10th Five Year Plan, the Ministry of Tourism has focused on infrastructure development in certain key destinations—Ajanta-Ellora, Bodhgaya-Rajgir-Nalanda, Kurukshetra, Mahabalipuram. An integrated approach with all backward-forward linkages was adopted in these destinations. This has yielded larger tourism volumes and revenues, thereby contributing significantly to the national economy and the rural sector in particular. This thrust for infrastructure development has been achieved in combination with

care for the carrying capacity of destinations, visitor satisfaction and local community sensibilities.

4.05 In the 10th Five Year Plan, the eight schemes providing Central assistance for tourism infrastructure development from previous plan period, were merged into following two schemes:

1. Integrated Development of Tourist Circuits.
2. Product/Infrastructure and Destination Development.

Recognising the need to regulate tourism product development, these two schemes were further merged into one scheme for Product/Infrastructure Development for Destinations and Circuits with the following components:

- A) Major Destinations and Circuits development
- B) Rural Tourism infrastructure development

4.06 After detailed deliberations, the Working Group felt that resources are still being spread thinly across States. For instance the year-wise number of Destinations and Circuits taken up during the 10th Plan is very large (Destinations-366; Circuits-151), and many of them have not made much of impact. Pending evaluation of the scheme, as being carried out by the Ministry for making the schemes more effective, it was felt necessary by the Working Group to recommend revision of the Schemes with focus on attaining the world's best standards through:

- (i) Improvements in the existing tourism product.
- (ii) Development of new tourism products.
- (iii) Integrated infrastructure development of the tourist sites.

4.07 The following broad recommendations were made:

Tourist sites and destinations should be carefully selected on the basis of their tourism potential. The aim should be to provide all infrastructure facilities required by the tourists within such destinations and circuits. Master Planning of these destinations and circuits will then enable their development in an integrated holistic manner.

Achieve convergence of resources and expertise through coordinated action with State Governments/UTs and the Private Sector.

The Ministry of Tourism should prepare a panel of 10-12 outstanding Architects/Consulting Agencies with sensitivity towards conservation, preservation and aesthetics aspects. The Master Plan for these destinations and circuits should be prepared by these professionals and the project implementation constantly monitored by them.

Ministry of Tourism should select only 10 major Destinations and 6 Circuits (North, South, East, West, Central and North-East) on an annual basis.

The maximum amount sanctioned under the Scheme of development of destinations/ circuits should be raised to Rs 50 crores for Destination Development and Rs 100 crores for Circuit Development.

The infrastructure development for selected destinations and circuits could be taken up as a Centrally sponsored scheme with assistance to identified agencies of States and also as a Central Sector Scheme for the works related to monuments and other places under the control of Central agencies like ASI, Port Trust Authorities, etc.

The sustainable maintenance and operational plan for the assets created through Tourism Development Authorities/ Private Sector should be inbuilt into the project proposal. The implementation of these projects should be centrally driven and constantly reviewed and monitored.

Selection of rural sites for Rural Tourism projects should be based on their core-competency and not merely on the basis of projects received from State Governments.

A panel of professionals should be identified for selecting the rural sites, interacting with the community and preparing projects based on tourism potential of the rural site.

No rural tourism project should be sanctioned without prior approval of the software (capacity building) component. This will ensure that the host rural community plays a critical role in project implementation and self-help groups are constituted for the project of the rural site.

Flexibility should be given to District Level Committees in selection of the hardware (infrastructure) component of the rural tourism projects; and it should not be entirely decided by Ministry of Tourism.

It may be considered whether implementation of rural tourism projects is achieved through the State Tourism Directors/Commissioners rather than District Collectors for better marketing of the rural sites.

Project implementation in the existing rural sites should be closely monitored with the objective of ensuring success.

Not more than 100 rural sites should be selected during the 11th Five Year Plan. These sites should possess well-recognized core strength.

Services of professional agencies should be utilized to structure projects so that risks are well apportioned between private sector and government.

The Large Revenue Generating (LRG) Scheme needs to be broad based with higher outlays of 50% promoters' contribution upto 25% of project cost or Rs 50 crores, whichever is lower. This will ensure that the tourism sector in India attracts private sector participation in projects like Cruise Terminals, Cruises in Lakshadweep, Andaman & Nicobar Islands, Skiing Villages, Private Trains and Golf Courses.

The Viability-Gap Scheme of the Ministry of Finance needs to be fully leveraged for attracting private sector participation in tourism projects. The already announced Convention Centres have not made headway on account of the States failing to act as key drivers. The Central Government needs to push the States to convert each such Convention Centre into an operational reality within 15 months failing which Central Government should move to alternate locations in other States.

A series of "Investors Meet" should be held by Ministry of Tourism in key metros and in international centres. This should be done after specific projects have been identified and the broad contours of the project are drawn up.

Make use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and bio-diversity.

Respect the socio-cultural ethnicity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

Ensure viable long-term economic operations, providing socio-economic benefits including stable employment and income-earning opportunities and social services that are fairly distributed to all host community stakeholders, thereby contributing to poverty alleviation.

The States should enact a Conservation and Preservation Areas Act on the lines of the Kerala Tourism Conservation and Preservation Areas (2005) Act. This will enable them to declare areas which are important from the tourism viewpoint as 'Special Tourism Zones' for the conservation, preservation and integrated planned development of such areas. Such an Act would also enable preparation of Sustainable Tourism Development Plans including guidelines to regulate development activities in the Special Tourism Zone, entailing:

- (a) Policy for land use plan and allocation of land for tourism purposes.
- (b) Policy for built-up area and environment including architectural form.
- (c) Strategies towards conserving and strengthening existing natural systems and enhancing visual qualities of the region.
- (d) Regulations found necessary for implementation of the Tourism Development Plan.

The Ministry of Tourism should sponsor a programme for Certification for Sustainable Tourism (CST) in order that sustainable tourism businesses are

clearly identified. This may also provide the incentive for non-sustainable operations to seek Certification. In addition, international endorsements can also be encouraged such as ISO-14000 series for environmental care and ISO-9002 for service quality.

Destination Management needs attention and coordination at the 27 World Heritage Sites in the country which are impacted by increasing numbers of visitors and are also subject to a number of regulatory authorities.

The following may be defined as infrastructure facilities under Section 80-1A of the Income Tax Act:

- 3 Star and above Hotels.
- Heritage Hotels classified by Ministry of Tourism.
- Convention Centres with integrated exhibition facilities
- Time Share Resorts and Apartment Hotels classified by Ministry of Tourism.
- Theme Parks
- Amusement Park
- Integrated Destination Development Projects with Hotel facilities and Golf Centres.
- Rural Tourism Projects
- Cruise Liners for Tourism operating in Indian Rivers and Oceans
- Adventure/Nature Tourism Projects
- River cruise projects
- Air Taxi Services (12 seater/1 hour flights)

It is necessary to also develop and strengthen the linkages with other sectors such as Civil Aviation, Railways and the Road and River Transport.

Master Plan of major cities should earmark commercial sites as hotel sites which should be allotted on long term lease. Annual lease rent to be calculated as a percentage on the value of the bids and be on a graded scale depending on the Star Category of the hotel property.

A new Central Sector Scheme should be started to create land bank in Ministry of Tourism for making payment to land owning agencies for land allotment to Ministry. This land, so allotted, could then be used for hotel construction in PPP mode through build, own, operate and transfer method to the highest bidder of annual rental amount for the land. A minimum reserve price for this amount could be arrived at prior to calling for the bids following all codal formalities and competitive bid procedure with open tendering process.

Master Plan of major cities should earmark sites for convention (and Exhibition) centers which can be executed as PPP ventures or leased to the private sector for implementation.

State Govt.'s/ UT's to have specific tourism sub-plans as a component of their cities as well as Departmental Annual Five Year Plans.

Additional accommodation to be created through Guest Houses, Paying Guest Accommodation / Bed and Breakfast Home Stays etc.

Evolve policies and programmes for synergizing partnerships between Archaeological Survey of India, State Archaeological Department and the private sector in the upkeep, management and marketing of monuments, forts, ancient temples and museums etc.

Allow higher Floor Space Index to existing hotel properties to expand their existing capacities.

Self Help Groups to be formed at district level to sort out issues of civil governance.

Projects received from State Governments for Central Financial Assistance should consider all aspects including maintenance and operation, ecology, capacity building etc.

Benchmarking and yardsticks to be formulated for all tourism related services.

Visitor management system and audio guides should be provided in ASI monuments.

Develop "Caravan Tourism" and Camping Sites for "Tented" Accommodation.

CHAPTER -- 5

Publicity and Marketing

5.01 At present, the Ministry of Tourism is carrying out its Promotion and Publicity through two schemes viz. (i) Domestic Promotion & Publicity; and (ii) Overseas Promotion and Publicity, incl. Marketing Development Assistance. Besides releasing advertisement in print and electronic media, including internet in both the domestic and overseas markets, organization of fairs & festivals is also encouraged by the Ministry, and Central Financial Assistance for two local fairs/festivals to the tune of Rs.5 lakh each, and two major events to the tune of Rs.10 lakh each is given to each State/UT. Ministry also brings out Collaterals, provide Hospitality to Trade/Press/Travel-Writers etc. Brochure support, and joint advertising by overseas Indiatourism offices is also organized. Organization of Conferences, Road Shows, Travel Shows, National Level Events etc. are other modes of existing promotion & publicity adopted by the Ministry.

5.02 The Working Group felt that the Ministry has done a pioneering work in the form of Incredible India campaign, which should be carried forward with more vigor. The Working Group also felt that the existing activities should continue with some modifications. In this context, following recommendations were made:

Events

Some flexibility in number of events/ fairs for Central Financial Assistance (CFA) needs to be retained and in pro-active States a third event/ festival should also be considered.

There should be active participation of other States and the trade in the events and festivals organized in a particular State.

A larger outlay of funds towards events and collaterals should be considered for progressive States which are more tourism friendly and have the required infrastructure in place.

Certain important events should be identified to be taken up in the Central Sector also.

Collaterals

While producing the collaterals, the key areas should be identified.

A balance needs to be established between the print collaterals and the digital formats.

While producing the tourist literature, the availability of infrastructure and connectivity of the areas being marketed through the collaterals also needs to be taken into account.

Campaigns

- Promotions in the European markets like Italy, Spain, France, and Germany need be in regional languages and should be promoted vigorously.
- The Korean and Japanese markets, which have been showing an increased interest in the Indian tourism, need to be promoted in a focused manner.
- India should be promoted as a summer retreat in the months of July, August & September when many European & North American schools and colleges have their holiday breaks.
- Our campaign should convey India as a "Year Round" Destination with value for money during the period May through September.

Hospitality

- The issue of reviving the mandatory order passages, which earlier used to be 900 passages per year, should be taken up with Ministry of Civil Aviation, Air India and Indian Airlines so that these tickets are issued to Ministry of Tourism for promotion of tourism.
- A meeting of all domestic carriers may be called at the highest possible level in Ministry of Tourism, and they be asked to give passages for domestic sectors for the guests of Ministry of Tourism, as this is going to help tourism and ultimately increase the business of these airlines.
- Similarly all heads of foreign airlines in India should be invited in a meeting in the Ministry at the highest possible level to request them to consider giving 20 to 30 passages per year per airline for the guests of Ministry of Tourism. This has to be done at the highest level and a letter need be addressed to Headquarters of Airlines after the meeting, as this will strengthen the case of these heads of airlines in India, when they approach their head office for this.
- Trade/Press FAM tours should be operated through recognized tour operators. Expression of Interest may be invited from all approved tour operators and responsibilities to handle the FAM tours could be given serial wise.
- The guests invited for tours should be treated in a real deluxe style as Indian tradition says "Guest is God". We should use the best hotel and the best transport available in the country.
- The tours arranged under the hospitality scheme should be organized through the Tour Operators after eliciting expression of interest from all approved tour operators of the Ministry. This would help in streamlining the tour of the guest/ TV teams.
- Present hospitality ceiling should ideally be Rs.10, 000/- per day per person, all inclusive
- Trade should be associated in the process of selecting guests for FAM tours etc. Selection of the handling agents could be done after detailed discussions with various sections. Selection of participants for these tours needs a complete new look and better procedures to have right persons.

- If hospitality is extended to visiting agents or journalists, a mechanism must be put in place to measure the results of the visit. This would require a follow up by the recommending international or domestic offices.

Market Development Assistance (MDA) Scheme

The Market Development Assistance scheme should be made available for participating in more international trade exhibitions and market study trips to foreign countries.

The upper limit of assistance under the Market Development Assistance scheme should be increased and should commensurate with the increase in the expenses over the years

Brochure Support & Joint Advertising - India Tourism Offices Abroad

Delegated powers to India Tourism offices abroad under the scheme for Brochure Support and Joint Advertising need to be enhanced suitably.

To encourage big tour operators to promote India, the ceiling of US \$ 10,000 per agent under the scheme for Brochure Support and Joint Advertising should be increased to \$25,000.

The proposals for joint advertising and market initiatives should be considered with matching funds from the operator.

Web based brochures may also be supported under the scheme. The Ministry should look into giving support not only for the brochure but also for website and other electronic promotions like e-mail, e newsletter etc.

Conference, Road Shows, Travel Shows, National Level Events

For all major fairs, marts and events 5-6 months advance preparation involving all stakeholders is essential to help the trade to support and promote the product in conjunction with Ministry of Tourism, besides proper planning of appointments with the trade overseas. This need be ensured.

As the Ministry of Tourism knows at least a year in advance of the dates for important events to be held abroad where India participates, the calendar of such activities should be circulated to the trade in advance.

A committee should be formed to implement the details for each trade show well in advance. The committee should hold meetings with stakeholders and ask for their suggestions.

The trade should be involved in finalizing the major events like ITB, WTM etc. The designing of the stands etc. should not be left only in the hands of Ministry of Tourism personnel, but should be done with the involvement of experienced stake holders in the private sector as was the procedure followed earlier.

When contracting these events, Ministry should not go only for the lower quotation but should look at the background of the contractor and previous work done in exhibitions and trade shows. It should be a quality and cost based selection.

Conventions

Conferences and Conventions is a very big business. The Ministry of Tourism should have a Special Cell/ Division to look after conferences and incentive travels business.

ICPB should be encouraged and given more financial assistance.

Government should consider some financial assistance to ICPB and representatives of associations who go abroad for conferences or bidding, to enable them to showcase the facilities available in India effectively through short films etc. A special fund should be made available for this. A corpus fund of Rs. 5-10 crores needs to be created to support international convention bids by tour operators.

Visit India Year - 2009

2009 should be declared as "Visit India Year". This will be very close to Commonwealth Games in 2010, and would enable a boost to Inbound tourism.

Preparation for '2009 - Visit India Year' should be started now and a Steering Committee be formed under the Chairmanship of Hon'ble Minister (Tourism).

Overseas Offices

- More tourist offices should be set up overseas to cater to emerging markets like Russia.
- The vacancies in overseas tourist offices should be filled immediately.
- The selection criteria for posting officers abroad needs to be reviewed.
- For postings in India Tourism offices abroad, the candidates from State Governments, from private sector - like travel agents, hotels, advertising companies - should also be considered and suitable candidates selected(***Chairman's additional recommendation***)
- The officers being posted abroad should be provided adequate overlapping time, language orientation, and etiquette training before they actual join.

Others

- A separate division in the Ministry of Tourism should be created for marketing activities.

CHAPTER -- 6

Heritage and Culture Tourism

6.01 Heritage and Culture tourism began to be recognized as a distinct tourism product category in the late 1970s, with the realization that a large number of people travel specifically to gain a better understanding of the culture or heritage of a destination. Nearly 40% of international travelers are now considered cultural tourists, who visit destinations based on cultural heritage of a place – rural, ethnic and spiritual, factors. There is a growing need to recognize culture and heritage tourism as a specialized sector of tourism to develop this product for improving tourist traffic both indigenously and internationally.

6.02 In evolving a culture tourism policy, the following basic considerations should be taken into account:

Tourism interests must develop an awareness of cultural heritage management, concepts, ideals and practices. Likewise cultural heritage stakeholders must also develop an understanding of what tourism is and how it works.

Tourism industry professionals value cultural assets as raw materials for their products to generate tourism activity and wealth. Cultural heritage management professionals value the same for their intrinsic merits.

Tourism is driven by attractions. Attractions are the demand generators that give a customer a reason to visit a destination. Attractions act as a catalyst for the provision of all other tourism products and services. Cultural heritage assets therefore must be transferred into tourism cultural heritage products. The transformation process is integral to the successful development and sustainable management of the cultural tourism product.

The need for a balance between tourism and cultural heritage management, with the need for strong partnership.

The recognition that tourism is essentially a commercial activity, and cultural values should not be sacrificed for commercial considerations.

As tourism numbers increase, a state of conflict is likely to emerge; especially in the vacuum of effective conservation management plans.

6.03 Effective conservation management plans are therefore crucial to the development of sustainable cultural/heritage tourism. The following five distinct levels of heritage tourism needs to be considered for tourism product development.

- a. Heritage sites recognized as the World Heritage Sites(India currently has 26);
- b. Other heritage sites/circuits which have the potential of becoming WHS (14 on the current list of ASI and growing substantially);
- c. Heritage hotels converted from erstwhile Palaces, Forts and Havelis (currently 130 in number);
- d. Archeological sites; and
- e. Heritage Assets managed by the Indian Railways such as the three World Heritage Sites, Darjeeling Himalayan Railway, the Blue Mountain Railway in South India and Victoria Terminus Station and other prominent assets like the Palace on Wheels.

6.04 It is important to recognize culture and heritage as an essential and specialized product of Indian Tourism under the Eleventh Plan. Hence, separate allocation should be made to develop the product during the Plan period. The Working Group felt that following strategy should be followed during the 11th Plan:

- a. Creating specific heritage tourism zones where the majority of tourist activity can be concentrated;
- b. To assess the anticipated environmental impact of tourist activity around the heritage centers;
- c. Developing tourist facilities which are in harmony with the local eco-system;
- d. To assess the carrying capacity of each area towards harmonizing tourist development of heritage centers with local ecological conditions. In some cases, prohibiting visitation or placing strict limits on the number of visitors. Likewise, only culturally appropriate use may be permitted;
- e. Improving awareness and exchange of knowledge between those responsible for and affected by heritage tourism at national, state and local levels;
- f. Making heritage tourism an educative and informative experience supported by well produced printed materials, audio-visuals, and specialized tourist service;
- g. Establishing consultative process to ensure effective dialogue and information sharing with the stakeholders as also to resolve conflicts that may arise;
- h. Providing opportunities to private tourism sector to contribute to management initiatives through direct donation, in-kind services and other voluntary initiatives consistent with the approved guidelines;
- i. Need for regulations to include sensitivity of design in the architectural style of construction of any new tourist facilities;

- j. Evolving legislation for effective enforcement of existing laws with the active participation of all stakeholders, approval of licensing processes for planning, setting design and construction of tourism facilities around heritage centre; and
- k. The recognition that tourism is essentially a commercial activity, and cultural values should not be sacrificed for commercial considerations.

6.05 With the above strategy, the Working Group made the following recommendations:

- Ten Heritage sites should be identified and developed every year starting with the World Heritage sites and then moving on to other popular heritage circuits. This way, by the end of the 11th Plan 25 Heritage circuits would have achieved world class standard.
- Conduct Tourism Impact Assessment studies under multi-disciplinary agencies to assess the socio-cultural, economic and political impact of tourism on the heritage site as well as the host community. Visitor surveys to be conducted and compiled with other tourist data already available with the tourism or state agencies. Surveys should contain information like Visitor profile; Details of the visit; Time spent on site; Areas visited; Expenditure; Decision-making in choosing the site; Effectiveness of advertising; Main reason for visit; Rating of quality of information; Ease of moving about; Opinions about the site; Entertainment/educational value; Overall satisfaction; Suggestions for changes/improvements.
- Examine the tourist facilities available at these heritage sites and develop those that are unavailable. As a start, 6 cities/towns could be taken up on priority basis namely, Hampi, Agra, Konark and Khajuraho, Orcha and Datia along with Buddhist and Jain circuits.
- Buildings that are abandoned or that continue to be left vacant are at the risk of physical decay through lack of maintenance or they risk destruction through vandalism or fire. Finding an appropriate use, that will enhance the cultural value of a building will add to its tourism potential and can also ensure its survival. A number of monuments, for example, form an ideal backdrop for cultural events. This should be considered.
- Identify ten new heritage circuits every year and follow up with action as suggested for existing sites. By the end of the 11th Plan 100 Heritage circuits should be completely developed.
- There is a need to identify museums in potential tourism circuits, and to make them visitor-friendly. Most of our museums need improvements in basic facility maintenance, greater sophistication in labeling and display, and addition of facilities like cafeterias and museum shops. Utilization of audio-visual and other new technologies will generate interest, understanding, and excitement. Work to upgrade to world class standards need to commence with 6 Museums one each in Delhi, Mumbai, Kolkata, Chennai, Bangalore and Cochin.

- Places of important religious pilgrimage may require substantial development of tourist facilities. Possibility of developing other attractions and activities should be reviewed and planned in order to increase visitor length of stay, expenditure, and satisfaction. To begin with 11 places of pilgrimage namely four dhams of Uttaranchal – Kedarnath, Badrinath, Yamunotri and Gangotri; Sabrimala in Kerala; Kamakhya Temple in Guwahati (Assam); Dwarkadhish in Gujarat, Puri in Orissa; Ujjain in Madhya Pradesh; Kanchi Kamkoti and Rameshwaram in Tamil Nadu should be taken up to identify and provide the required tourist facilities.
- Rural villages which have immense cultural heritage potential need to be developed to showcase India's vast heritage. Infrastructure and other tourist facilities should be developed and local community involved in the management so as to percolate tourism and its socio-economic benefits to rural areas.
- A Special Task Force should be constituted to assess culture and heritage endowments in the North-Eastern States which need to be conserved and developed for tourism.
- With India dominating the South Asia Tourism belt, the Ministry of Tourism needs to take support from NGO's like INTACH for implementation of its heritage programmes.
- The State Government alone cannot develop the heritage tourist circuits and there is a need to improve partnerships with the private sector by implementing the announced incentives and bringing synergy in inter-sectoral policies. Though tourism has been declared an industry, it has not received the facilities and incentives otherwise available to an Industry. For conservation and restoration of heritage sites for tourism, the private sector should be nominated to provide funding through the national culture fund which will also enable them to get 100% tax relief.
- On experimental basis, two heritage tourist sites should be given to private partners for on-site management to be administered within the permissible parameters.
- Other than the Ministry of Tourism, funds are available for cultural heritage with Ministries of Rural Development, Culture, Environment, Urban Development and Tribal Welfare. A strategy needs to be developed to converge these resources for better development of Cultural Heritage Tourism. A recent scheme of the Urban Development Ministry namely, Jawaharlal Nehru National Urban Renewal Mission (JNNURM) talks of urban renewal of 63 cities where conservation of heritage has been integrated in the scheme. Funds from this scheme should be utilized for the development of tourism of these cities.
- There is a tendency to focus on tangible heritage, but intangible heritage is no less important. If tangible heritage represents the "hard" culture of a community, then intangible heritage represents the "soft" culture – the people, traditions, folklore, oral traditions, music, dance, traditional games, mythology, rituals, customs, handicrafts, arts, festivals, events, storytellers, local markets, and also living human treasures. In this area also, there is need for

management and the first step should be the documentation of Intangible heritage related to rural heritage villages and tribal areas of India.

- Identify and develop existing Interpretation Centres/ tools at the sites. There is also a need to review the existing system of Guides Training, and specialized workshops need to be conducted for existing guides to become cultural heritage guides.
- Publicity material and other promotional measures for each circuit should be developed. Marketing and promotion are keys to the success of any commercial enterprise. The following suggestions can be made:
 - Publicity material – including multi-media and audio-visual presentations – seminars and lectures, light and sound shows, heritage walks;
 - Promoting local cuisine, handicrafts, folklore, performances, local fairs and festivals;
 - Supporting and popularizing paying guest accommodation in heritage villages to provide the local flavor;
 - Vigorous promotion of heritage trains like the Palace on Wheels and Royal Orient Express;
 - Image building measures, with special attention to hygiene and cleanliness at tourist destinations, and tackling the menace of beggars and harassment;
 - Institutions promoting art and culture need to out-reach and contact all the agencies working in tourism in order to make them aware of their work and activities in the overall interest of promoting Indian art and culture for tourists;
 - Rational entry system in the form of a package for all heritage sites;
 - Weaving a story around a place or tangible/intangible asset instills the asset with some meaning, bringing it to life and making it relevant.
- Special incentives should be given to rural areas, hill areas and pilgrim centres and the States of North-East including Sikkim; Jammu and Kashmir; Uttaranchal and Himachal Pradesh. Incentives to be provided to Heritage Hotels and reuse of heritage buildings to be promoted in new States; providing uniform tax policy; issuing unified composite license; providing concessions in direct and indirect taxes under the Income Tax Act and subsidies on capital investment, power supply, purchase of equipment and interest subsidy; and all supplementary concessions available to other industries.
- To conserve the object of tourism i.e., the cultural entities or the heritage buildings, Conservation Management Plans must be prepared, approved and implemented at each protected heritage site, complete with manuals and guidelines. The preparation of the plan and its implementation should be made by a group consisting of prominent NGO's like INTACH and trained conservation professionals, under the Chairmanship of DG, ASI and integrated into the Master Plan/ Development Plan of the site. INTACH *Charter for Conservation of Unprotected Architectural Heritage and Sites in India* can be used as a guidebook for preparation of the Plan. Management plans should be implemented only after consultation with all stakeholders' state and local government, panchayats, educational institutions and local community. An administrator should be appointed on-site afterwards to look

after the infrastructure development, regulations regarding hotels, public facilities, shopping and other facilities.

- The Plan must ensure that the cultural values of a place are not debased by any means. The potential negative impacts of tourism, like:
 - overuse by tourists;
 - Inappropriate visitor behavior and lack of sensitivity to local customs (for example, defiling sacred areas, non-observance of dress code, drinking in public, etc.);
 - unplanned tourism infrastructure and development;
 - loss of control over cultural property and the absence of copyright or protective legislation;

must be considered while preparing the plan and ways of protection devised. There has to be constant monitoring of the impact of tourism and ensure timely remedial measure as and when required. Well-planned tourism can lead to positive gains, particularly economic, and the revenue generated can be used for planning and management of heritage assets and local infrastructure development. Tourism can also re-invigorate traditional culture and development of local pride. There is a need to recognize that tourism is essentially a commercial activity, and cultural and heritage values should not be sacrificed for any commercial considerations.

- Heritage Tourism development needs to be controlled through town planning guidelines, bylaws and zoning structures and policies that may include special regulations for heritage precincts and conservation areas.
- There is an imperative need to establish a Tourism Regulatory Authority with quasi-judicial powers, to protect heritage and curb different undesirable activities of developers near heritage areas. This authority should be constituted through a statute, with powers to approve plans for heritage sites. It should be able to intervene where sanctions and implementation of projects on and near heritage sites do not take place within the stipulated time. The authority could be both at the national level and with different States. The statute should provide for the authority to give advice and recommendations to State Governments and local authorities for facilitating work and act as an interface between stake holders such as, State Governments, tourism industry, NGOs and other developers. The authority (both at national and state level) should become the central point for administration, advice, legislation and coordination related to the stake holders with adequate powers to be conferred through legislation

CHAPTER -- 7

Product Development and Domestic Tourism

7.01 The primary tourism product is an experience rather than a tangible product or service. Tourists travel to destinations to enjoy experiences for which they have a preference. Tourism is not a basic need or commodity and is therefore highly driven by the discretion, tastes and attitudes of the Tourist consumer. Thus, while a range of supportive services such as hospitality, travel and entertainment add value to the tourist experience, the major motivators to stimulate travel to an area are the inherent attractions and activities that it offers to various market segments.

7.02 The Working Group felt that during the 11th plan a Tourism Product should be developed that creates maximum benefit for the local community while giving maximum satisfaction to the Tourist through Public-Private Partnership having a balanced structure with clear roles.

7.03 Product development strategy during the 11th plan should encompass the inherent attractions, activities and desires of the tourist target markets. With these strategies in mind, following recommendations were made:

- Cultural and heritage tourism should be expanded further. India has a rich resource of both tangible cultural heritage in its monuments and sites and also an intangible cultural heritage in the form of its architecture, music, dance/drama, local rituals and traditions and other folk arts. An integrated circuit linking heritage monuments with culturally rich villages and towns around them should be formed to enable and strengthen the development of cultural tourism in India.
- The Inland Water Ways Authority as well as National Highway Authority of India should provide suitable tourism facilities on their routes.
- Budget tourist accommodation and the catering provided by dhaba's, particularly on road side and highways, need to be attended to and improved in a systematic manner. For this purpose, the State Governments (in the Tourism Department) need to be encouraged to play a progressive role.
- Beach and Coastal Tourism on the beaches of Goa, Kerala and North Karnataka have already been pursued for development due to the easier accessibility of these places by air. Kerala and the Andaman & Nicobar Islands have been developed as International cruise destinations. Riverine Tourism should be developed now along traditional routes which will have an exotic appeal as also help sustain villages and settlements along the routes.

This way, Village Tourism can also be promoted and they can benefit socio-economically too

- Indian Cuisine has caught the fancy of people across the globe. This can be capitalized on by developing culinary tour routes into different regions for enthusiasts to taste and learn to cook the authentic way. Also, it is proposed to create a highly skilled workforce of culinary professionals not only for India but also to promote Indian cuisine internationally. The Ministry of Tourism should work on a rating and recognition system for Indian Restaurants overseas, so that a customer is assured of its authenticity and standard.
- India's great Wildlife Sanctuaries and National Parks be made an integral part of the Indian Tourism product. The tourist facilities at the parks need be enhanced and a proper site and visitor management plan be prepared so as not to disturb the ecological balance and disturb the local habitat but have a sustainable tourism product.
- India's rich flora, fauna and natural wonders especially in the North Eastern States are yet to be exploited for tourism purposes and made an integral part of the Tourism Product mix. This shall be done in the 11th Plan by involving the State Governments and local communities.
- India offers the best Mountain Based adventure tourism in the world in the Himalayas. Already a lot of work has been initiated in this segment but they have to be made comparable or better than what is being offered in the Alpine Countries. Regulations and certifications for adventure tourism operators should be a must so that laid down standards of safety and conservation are adhered to.
- India's medical expertise has been gaining popularity in the West where the costs are prohibitive. The development of this special interest tourism segment will accrue greater socio-economic benefits. Coupled with this, India's already popular holistic healing and rejuvenation packages will position India as a complete "Wellness Destination".
- India should develop a world-class international Convention city not only for the purpose of tourism but also to develop international and domestic trade and commerce, exchange of knowledge and understanding.
- India should be developed into a centre for knowledge and learning to attract scholars, students and special study groups in partnership with the world class Indian institutes. There is an increasing outflow of Indian teachers overseas, and if reverse flow can be achieved, it will not only benefit tourism but impact the education sector too. Also the gurukul concept of learning should be introduced.
- Indian textiles, handlooms and handicrafts, its furniture and jewellery are already popular abroad. Now with Indian designers also receiving global recognition, shopping has become an integral part of a tourist's itinerary. Hence the development of dedicated shopping centres and special interest shopping tours should be encouraged as it will help revive traditional crafts and craftsmen, textiles and weavers and give families livelihood.

- Indian Art and Artists are gaining world recognition and the development of such a niche –based special interest product-mix will position India as a unique destination.
- Facilities for Golf, Sports, Ayurveda and Astrology, etc would need the necessary tourism flavour.
- Rail Tourism – In the interior parts of the country which enjoy a rich heritage but where infrastructure is lacking in the form of quality accommodation, road/ air connectivity, but railway lines are available, such sectors should be developed through on board rail tourism on the lines of Palace on Wheels, Royal Orient etc. Steam -hauled trains can also attract rail enthusiasts as also the five hill railways which are comparable to the best hill railway systems in the world. Railways would however need to provide hotel accommodation along with catering facilities and improvement in platform and train services.
- As one of the major purpose of Domestic Tourism in India is pilgrimage, travel facilities as well as facilities at pilgrimage centres need to be strengthened and made more tourist friendly. Pilgrimage centers should be identified and integrated with new domestic tourist circuits wherein transport, accommodation, catering and darshan are all synergized to make pilgrimage tourism into a popular and comfortable mode.
- Poor infrastructure, inadequate connectivity and high hotel tariffs, while discouraging foreign visitors, also lead to an increase in the outflow of high-spending domestic tourists from the country as neighboring competitive destinations are offering far better value- for- money. This should be taken care of.

CHAPTER -- 8

Sustainable Tourism, Eco-Tourism, Wild life Tourism and Adventure Tourism

8.1 India is a region of the world's greatest bio-diversity, with a variety of unique natural locales, and is therefore perfect for development as eco-tourism destination. What is needed is identifying focal locations for eco-tourism like the Himalayas, North-Eastern States, Western Ghats, Jharkhand, Andaman & Nicobar Islands, and Lakshadweep. There is a need to make ecotourism a grass root, community based movement through awareness, education and training of the local community as guides and interpreters.

8.2 India also has some of the greatest variety of fauna in the world that has not been exploited to its full potential for tourism. Wildlife Sanctuaries and National Parks need be made an integral part of the Indiatourism's product.

8.3 India also has greatest adventure tourism assets in the form of Himalayas, as well as in its mighty rivers. What is required is promoting mountain based adventure activities in the Himalayas, creating the 'Himalayas' as the brand and icon of Indian adventure tourism, and; promoting river rafting as a unique tourism product.

8.4 In view of immense potential for nature and adventure tourism in India, it should be promoted vigorously during the 11th plan, particularly because the peak time for adventure tourism is during the so called 'lean months' of cultural tourism, which can make India a round the year destination. Further, since adventure and wildlife tour operators operate in far-flung regions of the country, a more equitable distribution of the economic benefits of tourism is ensured beside integrating those remote areas into the national mainstream. In view of this, the Working Group made the following recommendations for the 11th Five Year Plan:

- Creating awareness globally about the immense eco-tourism/adventure tourism potential in our country. Considering that the major chunk of Himalayas is in India, the perception world over that Himalayas means Nepal has to be changed. A marketing and promotion strategy needs to be undertaken and can include:
 - Road shows to show case eco-tourism/ adventure possibilities in India
 - Promotional films and advertising through electronic media.

- Detailed brochures / maps can be placed at the disposal of our overseas tourist offices
 - Familiarization trips for our officers overseas for eco-tourism / adventure tours in India.
- There is an urgent need for a National Policy on adventure tourism and there is need to revive an already existing national eco-tourism policy. At present, there are different safety and ecological rules in different States. Greater synergy between the Centre and the Himalayan states can lead to a national policy, which would help the industry tremendously. Uniform rules throughout India, especially with regard to safety and ecological guidelines, would go a long way in boosting this sector.
 - The biodiversity found in our national parks is truly incredible. It is recommended that the Ministry of Tourism work in tandem with the State Ministries of Environment and Forests in twenty-five of our most popular National Parks. The wildlife experience has to be more ecologically friendly, educative and sustainable. Having interpretation centres in the parks with basic and clean amenities, informative films at park entrances on the Do's and Don'ts in wild life parks will help sensitise visitors to our natural heritage. The Tourism Ministry should take the lead in this and get experts from overseas (like wildlife park officials from South Africa) to help us devise a strategy for better management of our parks which would focus on conservation, carrying capacity, improving the visitor experience, sustainability and inclusion of local communities in the preservation/ conservation process.
 - The Ministry of Tourism run/ sponsor institutes to offer Adventure and Eco Tourism as subjects in their syllabus. Government run mountaineering institutes like The Nehru Institute of Mountaineering (Uttarkashi) and The Himalayan Mountaineering Institute, Darjeeling can offer adventure guide courses. This will ensure that country has a pool of trained adventure/ Eco-tourism personnel, who will carry this sector forward professionally.
 - Safe adventure tourism requires excellent adventure equipment and as of today, this has to be imported. The Ministry of Tourism recognized adventure tour operators should be allowed every year to import duty-free equipment up to 20 per cent of their annual turnover.
 - Adventure tours / eco-tours operate in wilderness areas where communication/ medical facilities are not available. In this scenario, allowing the use of satellite phones and global positioning system (GPS) will go a long way in ensuring that safety standards in India are at par with international standards. Recognized adventure tour operators should be allowed to import/ use satellite phones and global positioning systems.
 - Soft loans be arranged for entrepreneurs for manufacture of adventure equipments.
 - Contour maps of adventure areas / national parks need be prepared to help in better operations and selling in the global market.
 - Waiver of service tax charged on adventure tours will give an impetus to this sector. Considering adventure tours are operational only a few months of the

year, this will not be a major setback to the national exchequer and will give the necessary fillip to this sector.

- India has the maximum amount of red tape involved in giving clearances for organizing an overseas mountaineering expedition to India. The security concerns of the fifties and sixties perhaps warranted this. The Government needs to simplify procedures urgently to give a boost to this important segment of adventure tourism. There is need to open more trekking peaks in the country with simple application procedures. The nodal agency should be kept as the Indian Mountaineering Foundation (IMF) and local State Governments should not have their own rules and regulations and instead should make a harmonious procedure in conjunction with the IMF.
- The condition of a minimum of four persons travelling together in remote areas like Arunachal Pradesh, Ladakh etc should be done away with so long as they travel with Government approved operators.
- For all sectors of the Industry such as tour operators, hoteliers, airlines, transporters, lodge owners etc., a detailed environmental pledge has been formulated and is contained in the Environment & Eco tourism handbook published by the Ministry of Tourism. It is suggested that all State Governments and the Ministry should encourage the different stakeholders to sign this pledge and thus, offer a commitment. Also, through the Ministry's communications such as brochures and websites, it be suggested, "Travellers/Tourists give preference to using services of those stake holders who have displayed this environmental commitment".
- For all diverse topographical regions in India from mountains, beaches, forests, deserts, fragile areas etc., suggested building guidelines need to be drawn up which are in harmony with their immediate environment, like using local materials and reflecting the local culture. This will prevent pollution and over-building of places as has happened at hill stations like Mussoorie, Manali, Nainital and Shimla. Landscape architects should be involved at Government and Private level and these notes should be put in the "Call for investment brochures" published by State Governments.
- It is suggested that carrying capacity studies be undertaken for popular trekking trails, national parks, rivers, etc so that a low environmental impact is maintained and sustainable practices are in place by the Industry. 'Honey pot areas ' need to have pressure relieved by opening closed areas and by publicising lesser-known regions so that traffic is dissipated from popular zones.
- It is suggested that we create a Tourism and Environmental law weekend course for all stake holders as well as Government to know their Rights and Duties as a citizen, specially as all operations will impact on nature, environment and built heritage cultures etc. Ministry of Tourism in conjunction with Industry and organisation like the WWF India can put this up.
- There is a requirement to have trained nature guides, naturalists, mountain trek leaders, etc who have safety and environmental knowledge. Such courses could be initiated at tourism institutes, vocational study institutes as well as outdoor training institutes..

- Effective steps at the State level be carried out for garbage disposal through Municipal bodies, use of incinerators to be re-looked at, and NGO models like Kovalam Zero Waste to be studied. Industry to partner State Governments and NGOs to keep cities and towns clean in conjunction with local authorities.
- Environment education should be included in the curriculum of schools and colleges with a special component of Eco tourism to make an eco sensitive population of tomorrow.
- Good initiative by Ministry of Tourism for genuine experiences through village home stays in architectural dwellings that reflect local culture and have the use of local materials and through this, enhance the encouragement of handicrafts and arts of remote and fragile areas. This should be encouraged.
- The Himalayan Tourism Advisory Board (HIMTAB) has been doing good work on promotion of Adventure and Sustainable tourism and the Ministry of Tourism needs to have regular meetings of this board.

CHAPTER -- 9

Access and Connectivity and related issues

9.01 Physical infrastructure is the very foundation on which tourism is to be built, and this involves ports of entry, modes of transport, destinations, airways, roads, railways or waterways and urban infrastructure supporting tourism facilities such as access roads, power and electricity, water supply, sewage and telecommunications amongst others.

9.02 The road network is particularly vital to tourism because almost 70% of tourists in India travel by roads. Many tourist circuits too, are entirely dependant on roads. The current governmental plans for the road system in the country, covering both inter-state highways (like North-South and East-West Expressways) and improvement to rural roads directly supports tourism development.

9.03 Railways have the potential to provide the most cost-effective, comfortable, convenient and safe access to tourism destinations across the country. But due to variety of limitations, the railway network in the country has not grown as required both in scale and most particularly in quality. As a result, only about 20% of domestic tourists use rail travel, and that too mostly over longer distances.

9.04 The current cost of domestic air travel is one of the highest in the world, primarily due to the cost of Aviation Turbine Fuel. This need be taken care of, so that air travel is not confined to affluent only and becomes a popular mode of travel for common man.

9.05 The convenience experienced by the tourists, when they enter a country or a region forms their first and often lasting impression of the destination. Efficient travel facilitation is therefore essential. For international travel to India, the first experience is, in fact, the visa application process. The Working Group felt that the visa issue system at various Indian Missions needs to be more efficient, to create a memorable first experience for the tourists visiting India.

9.06 The Working Group looked into the present access and connectivity issues, and after detailed deliberations made the following recommendations:

Airways

- In the last few years, the government has taken steps to liberalize the aviation policy. Many new airlines have come up and the shortage of seats which was one of the main bottlenecks, is a lesser problem for both – international and domestic circuits. This has brought competition in the market and airfares have gone down simultaneously. There are various kind of economical tariffs in the market. Still domestic airfares in India are very high, which need to be reduced.
- Like other low cost airlines, Indian Airlines should also come up with low fares by reducing extra facilities like meals etc. and can make it optional.
- Executive class passengers in turn, could be provided with all the facilities and extra services for which they may be made to pay.
- One of the reasons for high airfares of our national carriers is that the ratio of staff to passengers is very high. This need be rationalized.
- Capacity constraints, though eased, are still a problem during peak season (October-March). A more liberal aviation policy is needed and more new international airlines may be allowed to operate to India without the reciprocity clause. This will help achieve projected growth of tourism to India.
- Atleast 50 gateways for international flights, for a large country like India, keeping in view the tourist demand, should be opened.
- All the 29 states should have atleast one international airport
- Air Charters should be liberally allowed and more airports be patronized, beside 4 metropolitan cities.
- All the airports allowing Charter Operations should be converted into international airports for scheduled commercial activities.
- Purchase of 300 new aircrafts by different airline operators have been approved in principle and the air seat capacity will further increase. Therefore, infrastructure should also be improved simultaneously.
- 18 new sectors have been opened up for the ASEAN Countries. More sectors to be explored.
- There are possibilities to have more flights from/to Japan and Korea on bilateral basis or without bilateral rights. This need be finalized early.
- There are enough flights on all sectors. Still, there are some circuits like Bodhgaya, Agra, Bikaner, Khajuraho, Dehradun, Varanasi and other small tourist destinations where domestic private operators may be approached to increase/operate their flights, as airlines are not operating on these sectors due to commercial reasons.

- Foreign airlines be approached to run their flights to places like Goa, Bodhgaya, Agra etc.
- Terms and conditions for Charter Operations be eased without involving the large number of clearances. Only clearance should be from DGCA.

Visa Constraints to Access

- Terms and conditions for issuance of Visa be eased. For big countries like China where people have to face lot of problems in getting Visa, residents of South China should be allowed to get Visa from Hongkong/ Singapore. Similarly, for other big countries also, modalities be worked out.
- Most of the tourist friendly countries have Visa on Arrival. Facilities of Visa on arrival in our country should also be made available for the 16 short-listed countries. However, there should not be any compromise with national security.

Airports and Infrastructure

- Facilitation Committees with representation from the concerned ministries and travel trade be formed to look into day to day problems and ensure inter-agency coordination.
- Trained personnel & work force be provided at airports by the Airport Authority of India, Immigration, Customs and multi-lingual facilities be provided to give better service to tourists. More immigration counters be opened for tourists to give faster immigration clearance – even MARHABA or Welcome Service on payment be considered as is done in UAE.
- With increase in flights and air seat capacity, airport infrastructure should be improved. Aircrafts keep hovering in the sky, around the airports but there are no landing slots.
- Civil Aviation Ministry has opened the skies substantially but due to the shortage of hotel rooms and tourism infrastructure, increased connectivity will not get sufficient support. More budget hotels are to be built in all the tourist places to meet the requirement.
- Parking facilities are very poor at the airports. All world class airports have proper and separate parking for the tourist vehicles, rest rooms, toilets, drinking water, tea/coffee vending machines etc. for waiting vehicles. All the airports in our country also should have such basic facilities outside the airports.
- In all the Metro Cities we should have secondary airports also especially for turbo aircraft, helicopters, low cost airlines, etc. Secondary airport could also be used as an alternative site in case of any emergency.
- For cargo handling, there should be a separate airports in all the metro cities
- While the work for modernization of airports in Delhi and Mumbai has already started, and would commence at other airports also, Government may see to it that all the basic facilities like Left Luggage facilities and Proper Signages are provided.

- Lift connectivity to the lounge be provided. Old age people and physically handicapped persons should be allowed to use the GF lounge, in case there is no lift available.
- Deadlines should be fixed while awarding works for modernisation of airport.
- Flights on Sectors like Delhi-Agra-Khajuraho–Varanasi and Varanasi-Kathmandu, which have been withdrawn, were very popular for visiting the Buddhist Circuits. The reason given was shortage of pilots. Since now the problem of shortage of pilots has been sorted out, these flights should be reinstated.
- Air India is coming up with new tourism packages with the help of Ministry of Tourism and also efforts are being made to have some packages jointly with Indian Railways. Tour Operators may also be involved in this effort who can offer different packages. IATO website be hyperlinked with the Railways site, where list of tour operators would be available.
- Use of airspace marked for Defence and the Civil Aviation should be rationalized for more commercial transport operations. It should be possible to have flexible areas of airspace (of defence) for civil purposes at places like Agra, Goa, Jaisalmer, Bikaner, Car Nicobar etc.

Rail Connectivity

- Railways should have high speed tracks as India is a very large country. People are willing to travel by train to experience India but due to far distances, we need to have super-fast/bullet trains to encourage tourists to travel by train.
- Within the realm of Public & Private Partnership, budget hotels in all the metro cities like Bangalore, Mumbai, Delhi etc. be considered by Railways.
- For the budget hotels that have already been approved by the Railways, a deadline of one to two years should be fixed.
- Extension of Metro Rail to connect the Airports and Railway Stations be an integral part of the infrastructure development plan.
- GSAs be appointed by Indian Railways in overseas markets.
- All IATO members (who are recognized by the Ministry of Tourism) should also be authorized to make rail booking like IATA agents. They should be recognized as Rail Travel Agents (RTAs).
- Facilities for physically handicapped persons like wheel chairs (which can enter into a coach) should be provided.
- Parking facilities at the railways stations in India are very poor. A separate parking area should be earmarked for tourist vehicles.
- Well maintained, clean waiting rooms, basic amenities like drinking water, toilets, tea/coffee facilities should be available at the railway stations.

- Cleanliness at the Railway Stations is the other area where we lack. Special attention is needed.

Roadways

- Though work on various projects by the National Highway Authority of India is going on, there are some specific tourist sectors which need immediate attention, e.g.
 - Delhi – Agra (Entrance from Itmadullah Road)
 - Agra – Fatehpur Sikri – Jaipur
 - Delhi –Mandawa-Jhunjhunu: Single Road with 140 speed breakers
 - Mandawa – Fatehpur Road : Water drainage problem.
 - Jodhpur – Ranakpur : Single Lane Road in a very bad condition
 - Dhausa – Swai Madhopur
 - Delhi -_Hardwar : Single Lane Road
 - Khajuraho –Varanasi : Single Lane Road
 - Gwalior – Khajuraho : Single Lane Road
- Tourists coaches have to queue up at the border for paying toll tax and transport tax at every barrier, which is harassment to tourists. There should be one single toll collection point (electronic toll plaza like in Noida) for free movement of tourist transport. This needs immediate attention. Seamless travel by giving Zonal Permits for buses/ tourist vehicles (with a separate TV Series) @ Rs. 25,000/- per quarter per State should be introduced.
- Oil companies on the highways should provide basic amenities like
 - 2-3 toilets, (separate toilet for ladies and physically handicapped)
 - Tea/Coffee vending machines,
 - First aid,
 - Emergency S.O.S. phones
 - Vehicle recovery units for any breakdown
- All world heritage sites should be well connected with the national highways and should have 4 lane roads.
- Road Dividers are a must on the highways.
- Speed breakers on the highways should be removed since they are the reason for many accidents especially during the night.

Waterways /Shipping

- All the ports need to be upgraded to have world class cruise terminals with international class facilities.
- Small ports along the entire West Coast and East coast should be developed for cruise tourism.
- All major ports should be connected with passenger rail and roadways services.
- Inland waterways have tremendous opportunity for increasing passenger movement through rivers. Our huge network of rivers for the purpose of tourism and transportation has not been exploited. Through public private partnership, Government should promote infrastructure for inland waterways.

Backwater cruises in coastal States and North Eastern States like Assam, through Brahmaputra will open a new vista for the inland water tourism

CHAPTER -- 10

Taxation, Incentives and Concessions

10.1 Tourism in India has witnessed a tremendous spurt in growth in the last decade and particularly in the last 4 years, contributing to foreign exchange earnings to the tune of \$ 5731 million and employing a total of 38.6 million people directly and indirectly in this country. Hence, it is imperative at this stage of our socio-economic development to give enough impetus to tourism and its related industry through a well structured regime of monetary concessions, incentives and benefits of taxes to achieve the desired objectives with regards to employment generation and foreign exchange earnings.

10.2 The Tourism industry has come of an age, and at this stage it should not be linked with other industries for extending incentives and concessions but should be considered as an independent group of industry, like, Information & Technology industry, garment manufacturing industry, gem and jewelry industry etc., for its development and particularly for employment generation. The Working Group made the following recommendations for tourism and related industries like hotels, restaurants, beach resorts and other tourist complexes providing accommodation and/or catering and food facilities to tourists including air catering units besides travel agencies; tour operating agencies; tourist transport operating agencies; units providing facilities for cultural adventure and wildlife experiences; surface, air and water transport facilities; leisure, entertainment, amusement, sports and health units; convention/seminar units and organizations and hotel industry.

Fiscal Incentives

Industry should be given a no tax regime for a period of 10 years from the date of commencement of commercial operations i.e. 50% of profits need not be taxed and the balance 50% profits should also not be taxed provided they are ploughed back into investments in the tourism industry (details can be worked out). It is proposed that this no tax regime should operate for at least 10 years beginning from 01.04.2007 till 31.03.2017 having concessional period computed from the date of commencement of commercial operations. This is primarily to encourage the existing industry to invest further into tourism sector.

It is also important to encourage investments from non-tourism sector into tourism sector through a package of incentives which should be applicable for the hilly areas, rural areas, places of pilgrimage, North East region including Sikkim, Jammu & Kashmir, Uttaranchal and Himachal Pradesh. Here, the Government should allow a no tax regime for a period of 10 years from the

date of commencement of commercial operations. This tax incentive should also be available, as in the previous recommendation, for the Plan periods of Eleventh Five Year and Twelfth Five Year Plans.

Tourism establishments should also be allowed a tax free regime for their expenditure on overseas publicity and promotion; and training of their employees in recognized institutions.

Role of Tourism Finance Corporation

Tourism Finance Corporation of India is giving loans to hotel industry at a rate higher than that available from Financial Institutions. It is therefore recommended that:

- The interest rates for loans should preferably be the same as those offered for housing sector loans and should be uniform throughout the financial institutions, thereby encouraging the hotel industry.
- Tourism Finance Corporation of India (TFCI) should cater to smaller projects and especially those with a loan amount upto 1 crore.
- Loans should also be offered to tourism related industries especially the non-accommodation sector, namely convention centers, amusement parks, golf resorts, aero sports, transport fleet, cruise liners and for development of water and adventure sports.

Depreciation

- Depreciation rates for tourist vehicles should be determined on the principle of period required for replacement of a vehicle. The principle should be based on a list of specified factors rather than just the month of purchase as is the norm at present. The factors could be a combination of mileage covered by a vehicle, year of manufacture, etc. that the Government deems necessary.
- Similarly the Government should also determine the depreciation rates for the hotel industry based on the principle of repair and replacement which should have specific factors in this connection particularly in respect to hotel buildings and refurbishments of hotels rooms.

Service Tax

- Service Tax should be on the 'service charge' for the services rendered by operators of tourism industry and not on the total cost which includes components like hotel charges, transport charges, guide fees, entrance fees, meals etc. Further, input credit should be allowed to avoid double levy of Service Tax on the same service.

Fringe Benefit Tax

- Fringe Benefit Tax (FBT) is an added burden on the hotel industry which finds itself liable for tax on their expenditure incurred on account of entertainment, hospitality, telephones, sales promotions, etc. Hence FBT should be rationalized for the entire Tourism Industry and at the same time, smaller turn over entities and loss making companies should be exempted.

Subsidies

- Special interest subsidy on heritage properties should be provided when converted into heritage hotels. An interest subsidy of 5% on properties

converted into hotels having an age of 75 to 150 years and heritage properties older than 150 years being converted into accommodation should be given an interest subsidy of 10%. These interest subsidies should only be given for 5-7 years after the moratorium period is over. It should not remain an open-ended program.

- Publicity and promotional material used for international and domestic market should be made tax free.
- Capital subsidy should continue for two plan periods of the Eleventh Five year and Twelfth Five Year Plans. Special capital subsidy should be provided to the heritage hotels.

State Luxury Tax

- Each state has its own criteria for Luxury Tax, varying from 5% to 20%. Due to competition and off-seasons, the tourism industry is forced to offer concessions to the tourist: however the States continue to tax the industry on the rack rate (published rate), rather than the actuals. Very few states charge on the actual rate. Luxury tax on the published tariff increases the effective rate of tax to 25% - 30%. The highest rack rate is 12.5% in the States of Delhi, Tamil Nadu, Karnataka and Andhra Pradesh and the effective payable percentage becomes 20-30%. A uniform rate of luxury tax of 5% to 10% on actual rate should be charged in all the states.
- Budget hotels (i.e. hotels upto three star category) should be taxed not more than 5% luxury tax and other hotels (four and five star) should be taxed a luxury tax of 10%.

Rationalization of State Transport Taxes

- Tourist transport vehicles may also be given separate identification under Motor Vehicles Act to allow free movement between States.
 - Erratic taxation is levied on transport sector by individual States. Tax on vehicles of home state and vehicles visiting from other states vary from state to state. A single tax collection point for the inter-state tourist vehicles should be applied. The tax collection should be as follows:
One time tax payment for a period of 3-6 months;
The number of States and their names should be mentioned; and
There should be no payment of tax on the State border.

Rationalization of Land prices

State Governments must encourage hotels and tourism related industry by providing plot areas at nominal/ cheap rates, duly identified.

The States should also provide exemption of stamp duty on purchase of land for hotel and tourism related industry, especially in the hilly areas, rural areas, places of pilgrimage, North East region including Sikkim, and Jammu and Kashmir, Uttaranchal and Himachal Pradesh.

Provisioning of electricity and water supplies a must

- Provision for providing electricity and water supplies on a priority basis should be made by the State Government.

- The facilities of electricity and water supply should be applied at least one month before the actual date of commencement of commercial operations; and
- Levies and duties, which are normally charged by the State, when power is generated by the State, should not be imposed if the industry uses their own captive power plants. Further, a concession of minimum power charge should be provided for usage upto a stated quantum of electricity.

CHAPTER -- 11

HRD and Capacity Building

11.01 With the opening of the economy, which is poised to grow at a handsome rate, tourism in the country may witness a boom that may bring in its wake an exponentially growing demand for work force at every level; managerial, supervisory, skilled or semi-skilled. The larger economic picture, wherein the Indian share in world GDP is expected to increase from the present level of 6.2% to 7.2% by the year 2010 (~16% growth), and to 8.8% by the year 2020 (~43% growth) will very strongly support this perception. This anticipation in growth will have an impact on tourism and as a consequence, a much larger and superior infrastructure and manpower than hitherto would be needed to cope with that. This will call for preparations.

11.02 According to a study conducted by Ministry of Tourism, the demand for manpower in hotels & Restaurant sector far exceeds the supply. The study suggests that the supply of trained manpower is not even touching 40% of the demand. The first direct impact of this demand-supply mismatch is that the hospitality industry has to do with an unacceptable percentage of untrained manpower that affects the quality of service offered to the tourists.

11.03 Keeping above in view, the Working Group felt that the objective in the 11th plan should be put a system in place for training and professional education with necessary infrastructure support, which is capable of generating manpower sufficient to make up the deficiency, both quantitatively and qualitatively. With this in view, it was felt that strategy during the plan should be to make craft & hotel management education integral to school system; create a pool of teachers;; training of teachers; re-work curriculum of existing degree/diploma courses; skill up-gradation & certification of service providers; building capacities, and; building an image of the profession. Following recommendations were accordingly made:

- Craft and hotel management education should be introduced as an early vocational choice. This can be best achieved by including 'hospitality education' as one of the optional papers at +2 stage of school education under the CBSE system. The craft courses offered by the FCIs and IHMs of 2 years duration should, to begin with, be adopted for its contents and standard as equivalent to +2 stage. This schoolisation of hospitality education will bring about much greater acceptability than hitherto of 'hotel'

specific occupations and will also be an early option for some to get absorbed in the industry. It will also, to some extent, limit the number of untrained and unskilled service providers in the industry.

- Since the industry alone will benefit from this integration of hospitality education in the school system, it must make this sub-stream an attractive option by offering industrial apprenticeship to the students.
- Since there will not be enough teachers for the subject in the initial years, the concept of roaming faculty should be developed and implemented.
- Hospitality education at +2 stage will be sustainable only if the teachers for that are available in adequate numbers. The B.Ed. course should include hospitality education as one of the teaching options. The National Council for Teachers Education should be approached for this.
- Teaching must keep pace with times. This can be best achieved by the training of teachers/trainers. The ToT programmes should be a regular institutionalized feature and should cover teachers/trainers at every level. Efforts should be made to establish linkages with better known teaching institutions world over.
- Curriculum at diploma/degree stage should be re-worked as to place greater emphasis on basic efficiency techniques.
- The teaching should, as far as possible, draw upon the experience of the industry.
- There should be a system of skill assessment and certification of the service providers who are in the industry without any formal training or education. This will not only give them recognition but may also open up career progression avenues especially in situations where possession of formal degree/certificate is a pre-requisite.
- Capacity building of the service providers through shorter 3 to 6 month training courses should be taken as integral to the general effort to strengthen/enlarge the manpower required by the hospitality industry.
- Service providers without formal training/education should have the option of pursuing academic course through Open School System.
- The existing service providers who have certified skills but wish to pursue a higher diploma/degree course should be able to do that through second shift/night colleges.
- In order to ensure that education at diploma/degree level does not fall below an internationally acceptable threshold, there should be a dedicated and statutorily empowered regulatory body. The National Council of Hotel Management & Catering Technology with years of experience of this nature should be vested with these regulatory powers.
- Similarly, the IITTM should function as an apex institution of excellence for tourism education with powers to affiliate chapters/institutions in its field of competence. The IITTM should also be alive to the new unfolding facets of

tourism and work that out in distinct lessons. The IITTM should therefore also cover, through curriculum for its various courses, the following:

- Recreational Tourism – Resort & Golf Tourism;
 - Medical Tourism;
 - Health and Rejuvenation Tourism;
 - Ski Tourism;
 - Rafting/Mountaineering/Paragliding Adventure Sports Tourism.
 - *Cruise* Tours
 - Rural and Cultural Tourism
 - *Religious and Spiritual* / Tourism
 - Gastronomical Tourism.
- Making optimum utilization of the capacities of the existing IHMs/FCIs, will necessitate these institutes being run in two shifts. The courses in the second shift may not be a repeat of courses in the first shift but can be demand driven programmes of study/training - specialized craft courses leading to award of certificate /diploma or even degrees.
 - Four more IHMs and twenty more FCIs with central assistance need be set up during the 11th Plan. This would include setting up of IHMs in the U.T. of Daman and Diu, at Jammu and two in the NE States. The Central Ministry of Tourism is expected to open more FCIs so as to meet the demand of skilled personnel in food crafts.
 - Recognizing the fact that the industry must eventually acquire autonomous self propulsion, the Central Ministry of Tourism should work towards an inalienable integration of the management and food crafts institutes, whether set up by the governments or in private sector, with the industry. As a first major step towards that, the Central Government should urge the industry to come-forth to share the managerial responsibilities and shoulder, if necessary, the financial burdens, post setting up of the institutes.
 - The NCHMCT should be encouraged to vigorously pursue the scheme of affiliation of private sector hotel management or craft institutions, as it will bring in the much needed uniformity in academic standards and ensure threshold infrastructural and other facilities.
 - The present imbalance between managers and craft persons requires to be corrected. The proposed new FCIs (20) should give about 2000 additional diploma / degree holder in crafts. The suggested night shifts at the existing IHMs / FCIs should augment the numbers by another 2500.
 - The industry should offer better salaries and perks to those who hold degrees / diplomas or certificates in food craft, to attract more numbers and better talent.
 - Efforts should be made to upgrade the IHMs / FCIs set up with central assistance as state of the art institutes, comparable to the best institutions world over. This will stimulate academic excellence and qualify in other institutions in the field, attract talent and eventually lend a quality to the service extended by the industry.

- A concerted campaign should be launched by the Government in association with the industry to instill pride in the profession. Media should be involved in a big way.

CHAPTER -- 12

Monitoring, Research & Statistics

12.01 For objective planning and policy formulation in Government, need for a strong data base on tourism, and statistics as a tool for monitoring the impact of Government policies; facilitating investment; and creating awareness about the economic impact of tourism like income creation, its contribution to GDP, employment generation, etc is a pre-requisite. Keeping in view the existing system and shortcomings in collection/compilation of tourism statistics in all the three forms of tourism i.e. Inbound Tourism, Outbound Tourism and Domestic Tourism, as also the importance for timely and reliable statistics, following recommendations were made:

INBOUND TOURISM

Reduce the time lag in processing of data on foreigners (tourists) arrival, and make available nationality-wise data on a monthly basis to the Ministry of Tourism with a time lag of three months.

The annual disaggregated data on foreigners (tourist) arrival may be made available within a time lag of four months.

For arriving out at the duration of stay of foreign nationals in India, a system should be introduced, which is based on the matching of the information in the arrival/departure cards.

Review of the existing practice and/ or response from the Authorized Dealers for estimating the travel receipts in the BOP statistics in consultation/ association with the Ministry of Tourism and other concerned agencies as has been the practice in the past.

OUTBOUND TOURISM

Introducing a system of capturing data from the Embarkation cards of Indian nationals going abroad, with details like purpose of visit, country of final destination, and also profile of Non-resident Indians visiting India, etc.

DOMESTIC TOURISM

State Tourism Departments to prepare a new scheme "Strengthening of Statistical Machinery and Market Research" for their State Plans during the 11th Five Year Plan for improving system of collection of tourism data and for conducting surveys/studies of interest in States/UTs;

Tourism Departments of States/UTs should involve State Dte. of Economics & Statistics by the and take their help in development of a sound data base on tourism statistics;

Ministry of Tourism should study the existing system of tourism data collection in each State and organise periodical training programmes in data collection strategies for building the capacity of the State Tourism Departments. Training of State Tourism officials should be a continuous process.

Publication of data on visitors to Wildlife Sanctuaries and Parks.

OTHER STATISTICS

Strengthening present system of collection of data on occupancy in classified hotels and seeking assistance of industry associations in this regard;

Building-up of a comprehensive database of the approved hotels, travel agents, tour operators, etc., to be made available on the website of the Ministry ;

The Archaeological Survey of India should also provide data on total entry fee collected from foreigners and Indians separately, in addition to number of visitors to centrally protected monuments and the time lag in compilation of this information may be brought down to three months from the close of the calendar year;

Possibility of getting data on visitors to State protected monuments may also be explored by the Archaeological Survey of India and the Ministry of Tourism and Culture;

SURVEY / STUDIES

Ministry of Tourism should undertake surveys of short duration on specific aspects of domestic and foreign tourists on a continuing basis, while large scale multi-subject surveys may be undertaken once in five years;

Studies for measuring the economic impact of Tourism in terms of direct and indirect contribution to GDP and employment through system of Tourism Satellite Accounts should be undertaken once in five years. In the intervening years, these estimates should be developed using suitable models.

Considering the significance of day tourism in the country, studies for estimating the volume and economic impact of same day visitors in important tourist centres need to be undertaken.

The forecasting studies undertaken by the Ministry of Tourism, such as, those for the estimation of hotel room requirements in different centres should take into account the current situation and planned international events, like the Commonwealth Games scheduled to be held in Delhi in 2010, and such studies should form part of an ongoing process.

MONITORING OF INFRASTRUCTURE PROJECTS

Introducing a web enabled monitoring system of infrastructure projects with the help of NIC.

Scheme-wise Outlay Proposed for 11th Plan (2007-2012)

S.No.	Name of Scheme	(Rs. crore)	
		11 th Plan (Proposed)	10 th Plan
I	Central Sector (CS) Schemes		
1.1	Externally Aided Project (Buddhist Centres)	100	50
1.2	UNDP Endogenous Projects	25	
1.3	Assistance to IHMs/ FCIs/ IITTM/ NIWS/ NIAS/ NCHMCT (1.3.1 – 1.3.4)	190	120
1.3.1	For the setting up of four new IHMs @ Rs. 10 crore per IHM	40	
1.3.2	For the setting up of twenty FCIs @ Rs. 5 crore per FCI	100	
1.3.3	Upgradation of the existing IHMs	25	
1.3.4	Equipment for and modernization of the laboratories	25	
1.4	Capacity Building for Service Providers	100	24
1.5	Overseas Promotion and Publicity, including Market Development Assistance	2000*	518
1.6	Domestic Promotion and Publicity, including Hospitality	600*	231
1.7	Incentives to Accommodation Infrastructure	120*	54
1.8	Construction of Building for IISM at Gulmarg, Kashmir (J&K Package)		
1.9	Market Research – Professional Services	40*	20
1.10	Assistance for Large Revenue Generating Projects	800	98
1.11	Computerization and Information Technology	225	100
1.12	Total - Central Sector (CS) Schemes (1.1 – 1.11)	4390	1215
II	Centrally Sponsored (CSS) Scheme		
2.1	Product/ Infrastructure Development for Destinations and Circuits	4000*	1395
2.2	Total - Centrally Sponsored (CSS) Scheme (2.1)	4000	1395
III	Total CS and CSS Schemes (I + II)	8390	2610
IV	10% lump sum provision for NE Region including Sikkim	900	290
V	Grand Total (III + IV)	9290	2900

* Includes the outlay proposed by the Sub-group on Heritage & Culture.

**Tourist Circuits sanctioned during the 10th Five Year Plan
2002-03**

1. Development of tourist circuit, Varanasi-Sarnath, Uttar Pradesh.
2. Development of tourist circuit, Shimla-Mandi-Sangla-Kaza-Bilaspur-kullu, Himachal Pradesh.
3. Development of heritage and wildlife tourist circuit, Gwalior- Shivpuri-Chanderi-Bhojpur-Udaigiri, Madhya Pradesh.
4. Development of Konkan Riviera tourist circuit (Part-I) Karnataka.
5. Development of tourist circuit Cochin-Kumarakom-(Backwaters)-Thiruvananthapuram (Kovalam), Kerala
6. Development of tourist circuit in Assam
7. Development of tourist circuit Jaipur-Shekawati-Jaipur, Rajasthan.
8. Development of Buddhist circuit, Rajgir-Nalanda-Vaishali-Bodhgaya, Bihar.

2003-04

1. Integrated Development of Buddhist Circuit (Nagarjunasagar – Amravati), Andhra Pradesh.
2. Integrated Development of Bhalukpung – Tawang Circuit, Arunachal Pradesh.
3. Integrated Development of Buddhist Circuit (Ph.II), Bihar
4. Integrated Development of Chhatisgarh Circuit ,Chhatisgarh
5. Monuments Circuit, Delhi
6. Gandhi Circuit (Sabarmati) – Gujarat
7. Adi Badri – Dholavira Circuit, Haryana.
8. Amarnath Yatra Circuit, Jammu & Kashmir.
9. Integrated Development of Jammu & Kashmir Circuit, J&K.
10. Integrated Development of Jharkhand Circuit, Jharkhand.
11. Central Circuit, Kerala
12. Khajuraho-Orchha Circuit, Madhya Pradesh.
13. Pandharpur – Dehu – Alandi Circuit, Maharashtra.
14. Vivekanand Circuit, Tamil Nadu.
15. Shankaracharya Circuit, Tamil Nadu.
16. Buddhist Circuit (Ph.II), Uttar Pradesh.
17. Hampi-Chitradurga-Bangalore Circuit, Karnataka.
18. Vivekanand Circuit, West Bengal.
19. Integrated Development of NE circuit, Assam.
20. Chandigarh-Leh-Himachal circuit, Himachal Pradesh.
21. Jaipur-Shekhawati circuit, Rajasthan.
22. Adi-Badri-Dhaura Vira circuit, Rajasthan.
23. NE circuit, Tripura.

2004-05

1. Kurnool Circuit Andhra Pradesh
1. Khammam Circuit, Andhra Pradesh
2. Integrated Development of Eco-Tourism Circuit, Chhattisgarh
3. Integrated Development of Belur-Halebid/Sravanabelagola Circuit, Karnataka
4. Integrated Development of Badami-Aihole-Pattadakal-Mahakoota tourist Circuit, Karnataka

5. Development of Northern Regional circuit in Kerala.
6. High Range Tourism Circuit, Kerala
7. Konkan Riviera Circuit, Part-II, Maharashtra
8. Integrated Development of Tourist Circuit, Shimla (HP)
9. Integrated Development of Kangra Circuit, Himachal Pradesh
10. Integrated Development of Buddhist Circuit, Orissa
11. Dayara Bugyal Circuit, Uttaranchal
13. Integrated Development of Badrinath Dham circuit, Uttaranchal.
12. Tourist Circuit, Assam
13. Development of Tourist Circuit, Meghalaya
14. Circuit Development, Mizoram
15. Travel Circuit at 6 places of Nagaland
16. Eco-tourism circuit, Nagaland
17. Development of Tourist Circuit in West Sikkim
18. Development of Buddhist Circuit at Tashiding, West Sikkim
19. Integrated Development of Tourist Circuit, Srinagar, Jammu & Kashmir.
20. Development of Tirthankar Boddhisatva circuit, Jharkhand.
21. Integrated Development of tourist circuit of NCR region, Rajasthan.
22. Integrated Development of Hadoti region, Rajasthan.
23. Integrated Development of Eco-tourism and wild life circuit, Tamil Nadu.
24. Development of Orcha-Gwalior circuit, Madhya Pradesh.

2005-06

1. Integrated Development of Mandi Circuit, Himachal Pradesh
2. Integrated Development of Chamba Circuit, Himachal Pradesh
3. Development of Nainital-Almora-Ranikhet Circuit, Uttaranchal
4. Integrated Development of Hemkund-Gangariya-Govind Ghat Circuit, Uttaranchal
5. Vindhya Circuit, Uttar Pradesh
6. Lucknow-Dudhwa-Katarniaghat, Uttar Pradesh
7. Bodhgaya-Rajgir-Nalanda, Bihar
8. Integrated Development of Kanwaria route circuit, Bihar.
9. Integrated Development of Netarhat-Betla Tourist Circuit, Jharkhand
10. Integrated Development of Bhubaneswar-Dhauli-Puri-Konark, Orissa
11. Mewar-Vagad Tourism Circuit, Rajasthan.
12. Development of Brij Bhoomi religious tourism circuit, Rajasthan.
13. Murugan Travel Circuit, Tamil Nadu
14. Development of Adi Sankara tourist circuit in Tamil Nadu.
15. Chozhanattu Thirupathigal tourist circuit in Tamil Nadu.
16. Jain Teertha Kshetras circuit in Tamil Nadu.
17. Integrated Development of Araku-Vizag tourism circuit, Andhra Pradesh
18. Integrated Development of lower Krishan Valley Buddhist, Andhra Pradesh
19. Konkan Riviera(Part-III) circuit, Maharashtra
20. Development of tourism circuit in Gujarat
21. Integrated Development of Raipur-Kodar-Sirpur, Chhattisgarh

22. Integrated Development of Mangalore-Udippi-Kollur-Mokambkka, Karnataka
23. Beach Circuit, Kerala
24. Integrated Development of Pilgrim tourism circuit, Kerala.
25. Integrated Development of Alappuzha heritage town as tourism circuit, Kerala.
26. Integrated Development of Gwalior-Datiya-Orchha-Khajuraho, Madhya Pradesh
27. Integrated Development of Bhopal-Sanchi-Bhimbetka-Pachmarhi, Madhya Pradesh
28. Integrated Development of Gwalior-Shivpuri-Chanderi tourism circuit, Madhya Pradesh.
29. Dibruigarh-Passighat-Dayong Ering Wildlife sanctuary, Arunachal Pradesh
30. Integrated Development of siang circuit, Arunachal Pradesh
31. Dubri to Silchar, Assam
32. Manas-Kaziranga Sanctuary Circuit, Assam
33. Development of NE circuit in Assam.
34. Integrated Development of Mokokchung-Mon-Longleng, Nagaland
35. Development of Mt. Pauna Range circuit, Nagaland.
36. Integrated Development of tourism circuit in Northern Part of Mizoram, Mizoram.
37. Rangpo-Lamatap-Rumtek, Sikkim
38. Development of tourist circuit in East Sikkim, Sikkim.
39. Tourist Trekking Trails and other tourism infrastructure in East Sikkim, Sikkim.
40. Development of Rakdong Tintek belt in East Sikkim, Sikkim
41. Jammu-Lakhanpur-Basholi-Bani-Sarthal, Jammu & Kashmir
42. Integrated Development of Baderwah-Kishtwar-Symthan-Srinagar, Jammu & Kashmir,
43. Jammu-Rajouri-Poonch, Jammu & Kashmir.
44. Amarnath Ji Yatra Circuit, Jammu & Kashmir.
45. Integrated Development of West North Tripura circuit.

2006-07 (as on 25.10.2006)

1. Integrated Development of Tourist Circuit ,Junagarh-Veraval-Porbandar in Gujarat
2. Integrated Development of Wilderness tourism circuit Karnataka
3. Integrated Development of Freedom Trail tourism circuit, Punjab
4. Integrated Development of Tea Tourism circuit in North Bengal, West Bengal.

Rural Tourism Projects taken up for development during the 10th Five Year Plan

2002-03

1. Development of Rural Tourism at Durgapur, Distt. Golaghat, Assam
2. Rural Tourism Project at Kokkare Bellur, Distt. Bellur, Karnataka
3. Rural tourism in Hatwa village, Distt. Siddhi, Madhya Pradesh
4. Rural Tourism at Mopunchupket, Distt. Mokokchung, Nagaland
5. Rural Tourism project at Raghurajpur, Distt. Puri, Orissa
6. Rural tourism at Kamlasagar, Distt. West Tripura, Tripura
7. Rural tourism project at Jageshwar, Distt. Almora, Uttaranchal

2003-04

1. Development of Pochampalli, Nalgonda Distt., Andhra Pradesh
2. Rural Tourism at Konaseema Village, East Godavari Distt., Andhra Pradesh
3. Rural Tourism Project, Nepura Village, Distt. Nalanda, Bihar
4. Development of Rural Tourism at Village Chittrakote, Distt. Bastar, Chhattisgarh
5. Development of Rural Tourism at Chitrokote, Chhattisgarh
6. Development of Rural tourism at Champaran, Distt. Raipur, Chhattisgarh
7. Rural Tourism at Nagarnar, Distt. Bastar, Chhattisgarh
8. Rural Tourism at Kotla Mubarakpur, Delhi
9. Rural Tourism at Nangli, Razapur, Delhi
10. Development of heritage village at Tera, Gujarat
11. Rural Tourism at Hodka, Distt. Kachchh, Gujarat
12. Development of Navagaon and Malegaon rural tourism, Distt. Dang, Gujarat
13. Rural Tourism at Jyotisar, Distt. Kurukshetra, Haryana
14. Rural Tourism at Nagar, Distt. Kullu, Himachal Pradesh
15. Rural Tourism Paragpur, Distt. Kangra Valley, Himachal Pradesh
16. Development of Attiveri Bird Sanctuary as a rural tourism project, Distt. Uttar Kannada, Karnataka
17. Rural Tourism at Banavasi Distt., Uttar Kannada, Karnataka
18. Rural Tourism project in Anegundi, Distt. Koppal, Karnataka
19. Rural Tourism project in Coorg, Distt. Kodagu, Karnataka
20. Development of Kumbalangi as Rural Tourism Destination, Distt. Ernakulam, Kerala
21. Development of rural tourism at Arnamura, Distt. Pathanamthitta, Kerala
22. Rural tourism at Chaugan, Distt. Mandla, Madhya Pradesh
23. Rural tourism project at Pranpur, Distt. Ashoknagar, Madhya Pradesh
24. Rural Tourism at Sulibhanjan-Khultabad Distt. Aurangabad, Maharashtra
25. Rural tourism at Neemrana, Distt. Alwar, Rajasthan
26. Rural tourism project Samode Village, Distt. Jaipur, Rajasthan
27. Development of Kazhugumalai Under rural tourism, Distt. Thoothukudi, Tamil Nadu
28. Development of Theerthamalai, Distt. Dharmapuri, Tamil Nadu
29. Rural tourism at Karaikudi, Chettinadu, Distt. Sivaganga, Tamil Nadu
30. Rural tourism at Jampui Hills, Distt. North Tripura, Tripura

31. Development of Rural Tourism Centre at Ballabhpur Danga, Distt. Birbhum, West Bengal

2004-05

1. Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh
2. Development of Chinchinada, East Godavari Distt., Andhra Pradesh
3. Development of Srikalahasti, Chittor Distt., Andhra Pradesh
4. Dehing-Patakai Kshetra, Distt. Tinsukia, Assam
5. Rural Tourism at Sualkuchi in Kamrup Distt., Assam
6. Development of village Balrampur in Thiruvananthapuram Distt., Kerala
7. Development of village Pipli in Puri Distt., Orissa
8. Development of village Lachen in North Distt., Sikkim
9. Development of village Sonada, Distt. Darjeeling, West Bengal

2005-06

1. Development of Rural Tourism at Village Rengo, Distt. East Siang., Arunachal Pradesh
2. Rural Tourism Project at village Asharikandi, Distt. Dhubri, Assam
3. Development of Kondagaon, Distt. Bastar, Chhattisgarh
4. Development of Rural Tourism at Village Drung, Distt. Baramula, Jammu & Kashmir
5. Development of Rural Tourism at Village Surinsar, Distt. Jammu, Jammu & Kashmir
6. Development of Rural Tourism at Village Gagangir, Distt. Srinagar Jammu & Kashmir
7. Development of Rural Tourism at Village Pahalgam, Distt. Anantnag Jammu & Kashmir
8. Development of Rural Tourism at village Jheri, Distt. Jammu, Jammu & Kashmir
9. Rural Tourism Project at Orchha, Distt. Tikamgarh, Madhya Pradesh
10. Development of Rural Tourism at Village Khiching, Distt. Mayurbhanj, Orissa
11. Development of Devipattinam Navbhashnam in Ramnathpuram Distt. Tamil Nadu
12. Development of Thirukurugudi, Distt. Tirunelveli Tamil Nadu
13. Development of Thiruppudaimaurthur, Distt. Tirunelveli Tamil Nadu
14. Development of Rural Tourism at Village Joychandrapur, Distt. South Tripura
15. Rural tourism project in Agora Village (Dodital) Uttar Kashi Distt., Uttaranchal
16. Development of Hub Village at Mottad and its satellite station Uttaranchal
17. Development of Rural Tourism at Village Chekhoni Bora, Distt. Champawat. Uttaranchal
18. Development of Rural Tourism at village Koti, Indroli Uttaranchal
19. Development of Rural Tourism at Village Mana, Distt. Chamoli Uttaranchal
20. Development of Rural Tourism (Eco-Tourism) in Devriyatal at Village Sari, Distt. Rudraprayag Uttaranchal
21. Development of Rural Tourism at Bhitara Gram, Distt. Rae Bareilly, Uttar Pradesh

22. Development of Rural Tourism at Village Mukhrai, Distt. Mathura, Uttar Pradesh

2006-07(as on 25.102006)

1. Rural Tourism at village Deuljhari, Distt. Angul, Orissa
2. Development of Rural Tourism at Village Kalady, Distt. Ernakulam for Spice Circuit, Kerala
3. Development of Rural Tourism at Village Anakkara, Distt. Idukki for Spice Circuit, Kerala
4. Development of Rural at Village Barpali, Distt. Bargarh Orissa
5. Development of Rural Tourism at Village Hirapur, Distt. Khurda Orissa
6. Development of Rural Tourism at Village Padmanavpur, Distt. Ganjam Orissa
7. Rural Tourism at village Haldighati, Distt. Rajsamand, Rajasthan
8. Development of Rural Tourism at Village Kombai, Distt. Theni, for Spice Circuit, Tamil Nadu
9. Development of Rural Tourism at Village Thadiyankudissai, Distt. Dindigul, for Spice Circuit, Tamil Nadu
10. Development of Rural Tourism at Village Mukutmonipur, Distt. Bankura, West Bengal

Tourist Destinations sanctioned during the 10th Five Year Plan

2002-03

1. Paryatana Bhavan at Hyderabad, Andhra Pradesh.
2. Development of Heritage & Eco-Tourism Resort at Majuli, Assam.
3. River front development along Brahmaputra, Assam
4. Construction of facilities for pilgrims at Kamakhya, Assam.
5. Signages, Chattisgarh.
6. National museum of Dokracraft, Chattisgarh
7. Painting competition during world Tourism Day, Chattisgarh.
8. Procurement of IT equipments, Chattisgarh.
9. Herbal Resort, Chattisgarh
10. Improvement of surroundings, Chattisgarh.
11. Wayside amenities, Chattisgarh.
12. Illumination of destinations, Chattisgarh.
13. Product infrastructure & Destination development of Jagdalpur, Chattisgarh.
14. Development of Lawn in front of Red Fort, Delhi.
15. Toilets and parking on rear side of Red Fort, Delhi.
16. Providing ramps and toilet for disabled persons in Dilli Haat, Delhi.
1. Illumination of front side of Red Fort, Delhi.
2. Providing lighting arrangement at Brahm Sarovar, Haryana.
3. Paragliding at Birbiling, Himachal Pradesh.
4. Renovation of ancient temple at Dada Siba, Himachal Pradesh.
5. Lighting of Leh Palace and adjoining protected buildings, J&K.
6. Devachan Mahabodhi meditation centre, Leh, J&K.
7. Sindhu Darshan, J&K.
8. CFA to the State Govt. of Jammu & Kashmir, J&K.
9. Beugle Rock Garden, Karnataka.
10. Development of Hampi as a Destination, Karnataka.
11. Production of CD Rom's GIS maps, Kerala.
12. Networking of computer in Kerala.
13. Expansion of Travellers lodge at Sanchi, Madhya Pradesh.
14. Construction of Conference Hall at Shivpuri, Madhya Pradesh.
15. Development of Chanderi as a Destination, Madhya Pradesh.

16. Construction of Cottages at “T” junction, Maharashtra.
17. Beautification of hot water spring at UNAPDEO, Maharashtra.
18. Construction of four cottages in Nongkhnum island, Meghalaya.
19. Construction of suspension bridge over Weinia falls Sonkhai in Nongkhnum island, Meghalaya.
20. Construction of boathouse cafeteria and other facilities in Lumponding island at Umiam, Meghalaya.
21. Development of Destination Nongkhnum, Meghalaya.
22. Construction of lodge at Khamrang, Mizoram.
23. Construction of lodge at Zokhawthar, Mizoram.
24. Construction of lodge at Sakawrdai, Mizoram.
25. Painting competition, Mizoram.
26. Computerization of office and IT groups, Orissa.
27. Expansion of fast food centre at Madhopura, Punjab.
28. painting competition, Punjab.
29. SEL show at Kumbalgarh Fort, Rajasthan.
30. General lighting at Kumbalgarh, Rajasthan.
31. SEL show at Chittorgarh, Rajasthan.
32. Construction of Observatory Tower Tashi point, Sikkim.
33. Tourism Information Centre at Lachen, Sikkim.
34. Development of Tourist infrastructure at Rumtek, Sikkim.
35. Construction of Flower show Pavilion at Gangtok, Sikkim.
36. Tourist Lodge at Chopta Valley, Sikkim.
37. Development of Tourist infrastructure at Durpeneydara at Chakung, Sikkim
38. Expansion of Tourist Lodge at Rangpo, Sikkim.
39. Flood lighting at Sri Brigadeeshware temple, Thanjavur, Tamil Nadu.
40. Works at Gingee Fort, Tamil Nadu.
41. Development of Park near the Shore Temple, Tamil Nadu.
42. Development near the Five Rathas, Tamil Nadu.
43. Development of Neermahal as a Destination, Tripura.
44. TRC works at Kalachera, Tripura.
45. Development of land around Chaukhandi Stupa at Varanasi, Uttar Pradesh.
46. Development of Haridwar-Rishikesh as Tourist Destination, Uttaranchal.
47. Beautification and construction of view point near Dilaram waysiede Inn, Darjeeling, West Bengal.
48. Integrated development of Srubbery Nightingale park, Darjeeling, West Bengal.

49. Car park below silver Fir, Darjeeling, West Bengal.
50. Illumination of historical monuments, Darjeeling, West Bengal.
51. Beautification and construction of view points near peshok wayside Inn, Darjeeling, West Bengal.

2003-04

1. Wayside amenities at Karyangsha, Arunachal Pradesh
2. Development of Ganganagar lake, Arunachal Pradesh
3. Development around Kamakhya Temple, Assam
4. Minor works at Bodhgaya, Bihar
5. Development of Diu as a destination, Daman & Diu
6. Landscaping in front of Birla Mandir, Delhi
7. City beautification along the track Sarojini Nagar railway station to new Delhi railway station, Delhi
8. Development of area around old fort, New Delhi
9. Illumination of Humanyu's tomb, Delhi
10. Development plot vacated by MES in front of Delhi Gate, Delhi
11. Construction of modern Taxi Stands in Delhi
12. Upgradation of SEL show at Purana Quila, Delhi.
13. Illumination of Qutab Minar, New Delhi.
14. Upgradation of SEL show at Red Fort, Delhi.
15. Development of parking and Landscaping at Red Fort Delhi.
16. Beautification of Yamuna Front, Delhi.
17. Construction of JP Narain Tourist Complex, Delhi.
18. Purchase of equipments for water sports by NIWS Goa.
19. Development of area around Somnath Temple, Gujarat.
20. Additional works around Somnath Temple, Gujarat.
21. Strengthening of tourist infrastructure at Kurukshetra, Jyotisar and Pipli, Haryana.
22. Installation of Mahabharata Ratha at Jyotisar, Haryana.
23. Providing proof over view gallery at Jyotisar, Haryana.
24. Development of Tapovan Park Ph-II, Haryana.
25. Construction of Cafeteria and environ park at Ottu Barrage, Haryana.
26. Development of Morni Hills and Tikkar Taal, Haryana.
27. Integrated Development of Madhubani and Parasnath in Gridih, Jharkhand.
28. Sound and Light show at Hampi, Karnataka.
29. Destination Development of Koorg, Karnataka.
30. Providing flood lighting at Hoyasala temple at Halebid, Karnataka.

31. Development of Water spots complex at Tigara Dam, Madhya Pradesh.
32. Rural tourism development at Sulibhajan, Khultabad Distt., Maharashtra.
33. Development of Foot Hills at Ajanta Caves, Maharashtra.
34. Addition works at Tea Junction at Ajanta, Maharashtra.
35. Construction of Tourist Reception Centre at Nagpur, Maharashtra.
36. Destination development and improvement of surroundings of INA complex at Moirang, Manipur.
37. Development of Tourism at Five places, Mizoram.
38. Illumination of three tourist centres, Mizoram.
39. Construction of Tourist Resort at Hmuifang, Manipur.
40. Development of Mt. Pauna Range, Nagaland.
41. Development of Touphema Village, Nagaland.
42. Development of Naga Heritage complex, Nagaland.
43. Development of Puri as a Tourist Destination, Orissa.
44. Development of Bharti Park, Pondicherry.
45. Development of Tourist infrastructure around Amritsar, Punjab.
46. Development of Chetak Samdadhi, Rakt Talai, Badshahi Bagh at Haldi Ghati, Rajasthan.
47. Construction of Dormitories, Tent Platforms and Sulabh Suchalaya at Pushkar, Rajasthan.
48. SEL shows at Chittorgarh Fort, Rajasthan.
49. Development of Masuria Hills at Jodhpur, Rajasthan.
50. Purchase of Swiss cottages deluxe cottages and luxury cottages for Pushkar, Rajasthan.
51. Construction of Vishramsthali at Dargah Sharif at Ajmer, Rajasthan.
52. SEI Show at Kumbhal Garh, Rajasthan.
53. Integrated Development of Pushkar, Rajasthan.
54. Renovation of Vishramsthali at Pushkar Road, Ajmer, Rajasthan.
55. Development of Trekking routes in Sikkim.
56. Construction of Eco and Adventure centre Chemchi, Sikkim.
57. Construction of Yatri Niwas at Thiruvannamalai, Tamil Nadu.
58. Setting up of Eco-Tourism cum Bird centre at Rameshwaram, Tamil Nadu.
59. Development of Muttom beach and Thekkurichi Beach, Tamil Nadu.
60. Floodlighting of Irateeshwara temple, Tamil Nadu.
61. Projects at Tripura.
62. Tourist lodge, Eco-park MBB college, Tripura.

63. Beautification of Pucca Talab at Etawa, Uttar Pradesh.
64. Construction of interpretation centre/shopping centre, Fatehpur Sikri, Uttar Pradesh.
65. Development and beautification of Ram ki paidi Ayodhya, Uttar Pradesh.
66. SEL show at Hridwar, Uttaranchal.
67. Tourist rest house at Piplkoti, Uttaranchal.
68. Development of Bishnupur as a Destination, West Bengal.
69. Development of Park at Mouza Daknikata near Siliguri, West Bengal.
70. Repairing of bathing Ghats and Fencing of the area of river Hoogly, West Bengal.

2004-05

1. Development of Bhawani Island, Andhra Pradesh
2. Development of Bhadrachalam, Andhra Pradesh
3. Development of Sirpur, Chhattisgarh
4. Development of Chitradurga Fort, Karnataka
5. Expansion of Eco-Tourism Activity, Feasibility Report, Karnataka
6. Development of Chikmagalur Wilderness Tourism, Karnataka
7. Art and Craft Village Vizhinjam, Kerala
8. Bandipur Tiger Reserve, Karnataka
9. Introduction of lake cruise Bhopal, Madhya Pradesh
10. Destination Development of Amarkantak, Madhya Pradesh
11. Development of Omkareshwar, Madhya Pradesh
12. Development of Maheshwar, Madhya Pradesh
13. Development of Simhastha, Madhya Pradesh
14. Development of Mahabaleshwar, Maharashtra
15. Upgradation of Ajanta foot hills restaurant, Maharashtra
16. Development of Malshej Ghat, Maharashtra
17. Tourist home at Sendra, Manipur
18. Development of Barapani, Meghalaya
19. Signages, Meghalaya
20. Development of Champhai and surroundings in Mizoram
21. Development of Sun Temple Modhera, Gujarat
22. Destination Development of Puzosero, Nagaland
23. Development of Rural Tourism under PM's package, Nagaland
24. Renovation of existing tourist lodge, Kohima, Nagaland
25. Development of New Beach, Pondicherry

26. Signages at Mamallapuram, Tamil Nadu
27. Destination development of Mahabalipuram, Ph-II, Tamil Nadu
28. Yercaud Hill Resort, Tamil Nadu
29. Construction of new High School Building, Bodhgaya, Bihar
30. Eco Tourism Development at Bhimbandh, Bihar
31. Development of Tourist Resort, Maner, Bihar
32. Development of Valmiki nagar Champaran, Bihar
33. Construction of Tourist Complex at Maner Sharif, Bihar
34. Development of Vishnu Ghar, Gaya, Bihar
35. Development of Chandigarh,
36. Integrated development of sirpur, Chattisgarh
37. Development of Miramar Raj Bhawan, Goa
38. Development of Dilli Haat at Pitampura, New Delhi
39. Construction of Multipurpose Hall Ambala, Haryana
40. Integrated development of Surajkund, Haryana
41. Beautification of Badkal lake , Haryana
42. Preservation and Restoration of old Monuments, Pinjore, Haryana
43. Development of Sirmour, Himachal Pradesh
44. Restoration & Revitalization of Heritage Hotel Castle, Nagar, Chail, Himachal Pradesh
45. Integrated Development of Massanjore, Jharkhand
46. Development of Peace Park and Amphitheater at Dhauli, Orissa
47. Tourist Reception Centre at Patiala, Punjab
48. Development / Refurbishment of Mughal Sarai , Shambu, Punjab
49. Development of Mohari, Kartarpur, Sirhind and Kapurthala, Punjab
50. Development of Amber Fort Complex Jaipur, Rajasthan.
51. Development of Pithoragarh-Munsiyari-Berinag ,Uttranchal
52. Development of Pauri-Khirshu Lansdowne,Uttranchal
53. Development of Ma shumbari Devi Temple etc.,Uttar Pradesh
54. Renovation of Radha Kund and Shyam Kund, Uttar Pradesh
55. Setting up of Modern Reception Centre at Gorakhpur, Uttar Pradesh
56. Extension and Development of Assi Ghat, Varanasi,Uttar Pradesh
57. Flood lighting of Mahatma Gandhi Statue, Lucknow,Uttar Pradesh
58. Renovation / Beautification of Kusum Sarovar, Uttar Pradesh
59. Development of Rangbhag ,West Bengal
60. Extension and Beautification of Rohini Lake Kurseong, West Bengal

61. Development of Along, West Siang, Arunanchal Pradesh
62. Destination Development of Zeminthang, Arunanchal Pradesh
63. Const.of WSA on Kuporji , Arunanchal Pradesh
64. Eco tourist huts changlang, Arunanchal Pradesh
65. Infrastructure Development of Ganga lake Project, Arunanchal Pradesh
66. Tourist Arrival cum Reception Centre Guwahati, Assam
67. Motorola repeater station ,Sikkim

2005-06

1. Destination development of Singur Dam, Andhra Pradesh.
2. Destination development of Night Bazaar, Shilparamam, Andhra Pradesh.
3. Destination Development of Gaera lake at Taraso, Arunachal Pradesh
4. Construction of multipurpose Hall at Passighat/Tourist lodge Wayside amenities at Deomali, Tirap, Arunachal Pradesh.
5. Destination Development of hot spring at lower Dibang Valley Arunachal Pradesh.
6. Construction of Yatriniwas at Kapopathar, Assam
7. Eco-tourism Development at Kokrajhar, Assam
8. Development of Adventure Tourism in Kaziranga, Assam
9. Destination Development of Mainpat-Sarguja District, Chattisgarh
10. Development of Tourism circuit on Rajpur-Nagpura-Bhoramdeo, Chattisgarh
11. Destination Development –Beautification of Diu, Daman & Diu
12. Destination Development of Park/recreation centre, Diu, Daman & Diu.
13. Destination Development of Bunder Chowk, Daman & Diu.
14. Development of Theme Park at Adlaj, Gandhinager, Gujarat
15. Dinosaur Fossil Park at Balasinor, Gujarat
16. Infrastructure works at Mandvi, Kutch, Gujarat.
17. Destination Development of Dandi, Gujarat.
18. Construction of Tilyar Tourist Complex, Rohtak, Haryana
19. Development of Karna Lake at Uchana Karnal, Haryana.
20. Construction of Tourist Reception Centre at Chauri Behal, Manali, Himachal Pradesh
21. Development Plan on Chenab River front at Akhnoor, Jammu & Kashmir
22. Tourist Complex at Bachan Depot, Jammu & Kashmir
23. Development of Infrastructure at Sonamarg, Jammu & Kashmir
24. Development of Ladakh, Jammu & Kashmir
25. Infrastructure facilities for passenger ropeway at Patnitop, Jammu & Kashmir
26. Remodelling of Golf Course at Pahalgam, Jammu & Kashmir

27. Upgradation of Golf course at Gulmarg, Jammu & Kashmir.
28. Development of Kongdoor as international Ski destination, Jammu & Kashmir.
29. Development schemes of Shiv Khori, Udhampur, Jammu & Kashmir.
30. Integrated Development of Deoghar in Jharkhand
31. Destination development of Jog Falls in Shimoga, Karnataka
32. Destination development of Mysore, Karnataka
33. Destination development of Elephant park at Punnathur Kotta, Kerala
34. Destination development of Thekkinkadu Maidan, Thrissur in Kerala.
35. Destination development of Munnar , Kerala.
36. Destination development of Ponmudi, Kerala.
37. Construction of cottages at Mukki District Balaghat Madhya Pradesh
38. Destination Development of Burhanpur, Madhya Pradesh
39. Destination Development of Indore, Madhya Pradesh
40. Upgradation of existing holiday home at Pachmari, Madhya Pradesh.
41. Construction of Tourist Reception Centre in Mumbai, Maharashtra
42. Development of Matheran, Maharashtra
43. Rejuvenation of Sinhagad Fort , Maharashtra.
44. Destination Development of Karla District, Pune, Maharashtra.
45. Development of Tourism , Mizoram
46. Development of Reiek and Berawtiang in Aizwal, Mizoram
47. Creation of tourist hub in Nagaland
48. Development of Rural tourism project, Nagaland
49. Development of Tourist Resort at Doyang, Nagaland.
50. Development of Zunheboto Satoi Range, Nagaland.
51. Development of Sakshi Gopak in Distt. Puri, Orissa
52. Development of Taptapani in Distt Ganjam, Orissa
53. Development of Gopalpur on sea, Orissa.
54. Development of Chilka Lake, Orissa.
55. Destination development of Yanam, Pondicherry.
56. Integrated development of Patiala as tourist destination, Punjab.
57. Integrated development of Wagha Border as a tourist destination, Punjab.
58. Integrated development of Amritsar as a tourist destination, Punjab.
59. Mounting of Sound and Light Show at Amber Fort, Jaipur, Rajasthan
60. Development of Hawa Mahal and Jantar Mantar at Jaipur, Rajasthan.
61. Integrated development of Pushkar, Rajasthan.

62. Development of Elephant village at Amber, Rajasthan.
63. Construction of tourist information centre at Pamayangtse, Sikkim
64. Development of hot springs in north sikkim,
65. Construction of Tourist complex and trekking camp at Yuksum, Sikkim
66. Refurbishment of Gongang Ugyen Donja Chhokorling Nyingma Monastery, Sikkim
67. Construction of rafting/angling huts at Mamring, Sikkim.
68. Integrated development of Tourist Places at Gangtok, Sikkim.
69. Destination development programme at Soreng, West Sikkim.
70. Sound and Light Show at Thanjavur, Tamil Nadu
- 71.. Restoration of TTDC, and other tourism facilities damaged due to Tsunami Tamil Nadu
72. Destination Development of Koidaikonal, Tamil Nadu
73. Destination Development of Tiruvanamalai, Tamil Nadu
74. Destination Development of Rameswaram, Tamil Nadu.
75. Setting up of Eco-Tourism-Cum-bird centre at Rameshwaram, Tamil Nadu.
76. Introduction of audio guide facility at Mamallapuram, Tamil Nadu.
77. Destination Development of Agartala, Tripura
78. Construction of cafeteria at Nehru park Agartala, Tripura
79. Development of Rae Bareli , Uttar Pradesh
80. Development and Beautification of Nana Rao Smarak at Bithor, Kanpur, Uttar Pradesh
81. Development of Garhmukteshwar, Brij Ghat, Uttar Pradesh
82. Beautification of Kali Vahan Temple at Etawah, Uttar Pradesh
83. Beautification /renovation /construction of Ticci Fort Complex, Etawah, Uttar Pradesh
84. Development of Ghuisarnath Dham Pratapgarh, Uttar Pradesh.
85. Development of Surhatal Shahid Smarak, Ballia, Uttar Pradesh.
86. Renovation and beautification of Chhatris of Govardhan, Uttar Pradesh.
87. Preparation of site survey plan of Parikarma path for Govardhan and Vrindavan research institute, Uttar Pradesh.
88. Integrated development of Agra revitalization and visitor management for Taj Mahal Vicinity, Uttar Pradesh.
89. Purchase of Winter Sports Equipments for development of Winter Tourism, Uttranchal
90. Development of Kedarnath in Uttaranchal.
91. Development of Gangotri in Uttaranchal.
92. Development of Tourism at Cooch Behar city, West Bengal
93. Kalighat re-development project at Kolkata, West Bengal

2006-07 (as on 25.10.2006)

1. Destination Development of Laknavaram Lake as Eco-Tourism Destination in Warangal District, Andhra Pradesh.
2. Submission of DPR for Preservation of Heritage site (stone Rampart) at Yabgo, Dambuk, Lower Dibang Valley District, Arunachal Pradesh
3. Construction of Tourist Complex at Parasuram Khund, Arunachal Pradesh
3. Infrastructure and Destination Development of Rajmergarh (Amarkantak), Chattisgarh
4. Infrastructure and Destination Development of Rajim, Chattisgarh
5. Destination Development of Padmanabhapuram Palace Complex, Kerala
6. Destination Development of Mandu, Madhya Pradesh
7. Development of Panna as a Tourist Destination, Madhya Pradesh
8. Infrastructure and Destination Development of Mahabaleshwar (Phase II), Distt, Satara, Maharashtra
9. Development of Tourist Destination at Imphal under Integrated Destination Development Scheme, Manipur
10. Development of Simipal in Distt. Mayurbhanj, Orissa
11. Conservation, Restoration and Preservation of Gagron Fort, Jhalawar Distt. in Rajasthan
12. Integrated Development of Udaipur in Rajasthan as a Tourist Destination, Rajasthan
13. Development of Madurai Tamil Nadu
14. Revitalization of Varanasi as a Special Tourist Destination, Uttar Pradesh
15. Integrated Development of Agra-Revitalization and Visitor Management for Taj Mahal, Uttar Pradesh
16. Development of Various Places in Aligarh District:- (A). Work at Khereshwar Dham, Haridaspur, Uttar Pradesh
17. Development of Yamunotri Dham, Uttaranchal
18. Development of Kalimpong in the State of West Bengal Teesta Tribeni, West Bengal

Large Revenue Generating Projects sanctioned during the 10th Plan

2003-04

1. Development of Dinossaur Fossil park Balasinor, Gujarat.
2. Convention Centre at Suraj Kund, Haryana.
3. Karnataka Luxury Train, karnataka.
4. Development of Bannerghatta Biological park , Karnataka.
5. Coorg Golf Links at Virajpet, Karnataka.
6. Development of Marina at Bolghatty island , Kochi.
7. Construction of TRC at Chennai, Tamil Nadu.
8. Erection of rope-way at Ooty, Tamil Nadu.
9. Erection of passenger rope-way Kodaikanal, Tamil Nadu.

2004-05

1. Setting up of Taramati-Baradari cultural complex, Andhra Pradesh.
2. Southern India tourist train, Andhra Pradesh.
3. Sea cruise between Vishakhapatnam-Port Blair-Chennai, Andhra Pradesh.
4. Coorg Golf links at Virazpet at Karnataka.
5. Setting up of mini convention centre at Bangalore, Karnataka.

2005-06

1. Development of Golf Club at Chikamangalore, Karnataka.
2. Integrated Development of Golf Course and Country Club at Cochin International Airport, Kerala.

2006-07 (as on 25.10.2006)

1. Setting up of a Night Safari park at Jorepokhari in Darjeeling, West Bengal.

Working Group on Tourism for the 11th Five Year Plan 2007-12

No. 18/1/06-T
Government of India
Planning Commission
(Tourism cell)

Yojana Bhavan, Sansad Marg,
New Delhi- 110001.
Dated: 20.03.2006

ORDER

Subject: Constitution of Working Group on Tourism for the Eleventh Plan (2007-2012)

In the context of the formulation of the Eleventh Five Plan (2007-2012), it has been decided to constitute a Working Group on Tourism. The composition and terms of reference of the Working Group would be as follows:

Composition

- | | | |
|-----|--|----------|
| 1. | Secretary, Ministry of Tourism, New Delhi. | Chairman |
| 2. | Additional Director General, Ministry of Tourism, New Delhi | Member |
| 3. | Financial Adviser, Ministry of Tourism, New Delhi. | Member |
| 4. | Joint Secretary, Ministry of Tourism, New Delhi. | Member |
| 5. | Adviser (Tourism), Planning Commission, New Delhi. | Member |
| 6. | Director General, Archeological Survey of India, New Delhi. | Member |
| 7. | Joint Secretary, Department of Culture, New Delhi. | Member |
| 8. | Joint Secretary, Ministry of Civil Aviation, New Delhi. | Member |
| 9. | Joint Secretary, Ministry of Environment and Forests, New Delhi. | Member |
| 10. | Representative of Ministry of Finance (PF division), New Delhi. | Member |
| 11. | Joint Secretary, Ministry of Health, New Delhi. | Member |
| 12. | Joint Secretary (Foreigners), Ministry of Home Affairs, New Delhi | Member |
| 13. | Joint Secretary (North East), Ministry of Home Affairs, New Delhi. | Member |
| 14. | Joint Secretary (External Publicity), Ministry of External Affairs, New Delhi. | Member |
| 15. | Joint Secretary, Department of Shipping, New Delhi. | Member |
| 16. | Joint Secretary, Department of Road Transport and Highways, New Delhi | Member |
| 17. | Executive Director (Tourism), Railway Board, New Delhi. | Member |
| 18. | Representative of Airports Authority of India, New Delhi. | Member |
| 19. | Managing Director, Air India Ltd., Mumbai. | Member |
| 20. | Managing Director, India Airline, New Delhi. | Member |

21.	Chairman and Managing, ITDC , New Delhi.	Member
22.	DG (Roads), Department of Road Transport & Highways, New Delhi.	Member
23.	Managing Director, Tourism Finance Corporation of India, New Delhi.	Member
24.	Representatives of Domestic Tour Operators Association, New Delhi.	Member
25.	Representatives of Travel Agents Association of India, New Delhi	Member
26.	Representatives of Indian Tourist Transport Operators Association, New Delhi.	Member
27.	Representatives of Hotel Association of India (HAI), New Delhi.	Member
28.	Representatives of Indian Association of Tour Operators (IATO), New Delhi.	Member
29.	Representatives of Federation of Hotel & Restaurant Association of India, New Delhi.	Member
30.	Representatives of Adventure Tour Operator's Associations, New Delhi.	Member
31.	Secretary (Tourism), Government of Kerala, Thiruvanthapuram.	Member
32.	Secretary (Tourism), Government of Rajasthan, Jaipur.	Member
33.	Secretary (Tourism), Government of Orissa, Bhubaneswer.	Member
34.	Secretary (Tourism), Government of Assam, Dispur.	Member
35.	Secretary (Tourism), Government of Maharashtra, Mumbai.	Member
36.	Shri Lalit Suri, Chairman & MD, Grand Intercontinental Hotel. New Delhi.	Member
37.	Director General, NCAER, New Delhi.	Member
38.	Shri S.M. H. Rehman, CII, New Delhi.	Member
39.	Shri Cyrus Guzder, Chairman & MD, AFL Pvt. Ltd. Mumbai.	Member
40.	Shri Ashiwini Kakkar, Chairman, WTTC, Indian Initiative New Delh.	Member
41.	Shri M.P. Bezaruah, Permanent Representative, WTO, New Delhi	Member
42.	Shri S.K.Mishra, Chairman, INTACH, New Delhi.	Member
43.	Dr.G.Raveendran, Qr. No.37, Lodhi Road Complex, New Delhi.	Member
44.	Shri D.S.Chawla, Environmentalist, New Delhi	Member
45.	Shri Ranjit Barthakur, Eco-Tourism, Kaziranga, Assam	Member
46.	Director, Ministry of Tourism New Delhi.	Convener

2. The Terms of Reference of the Working Group are as follows:

- i) To review the performance of the tourism sector with reference to the strategy and objectives of the Tenth Plan together with issues identified in the MTA and to suggest a plan for the promotion of tourism in the Eleventh Plan.

- ii) To review the priority given to the tourism sector as an instrument of employment generation and socio-economic development by the States in rural and backward areas by developing infrastructure for agro, heritage, cultural and eco-tourism.
 - iii) To identify priority areas for development of tourism during the Eleventh Plan period based on a master plan and to assess prospects of new tourism products like health tourism.
 - iv) To review the impact of liberalization of civil aviation policy on tourist arrivals and to suggest further steps to enhance tourist arrivals to the country.
 - v) To review the road connectivity requirements to tourist destinations and suggest measures to improve connectivity to existing and potential destinations.
 - vi) To review the extent of private participation and investment for tourism promotion taking into account environmental impact studies and the carrying capacity of tourist destinations using instruments of spatial and land use planning and architectural control.
 - vii) To make an assessment of the foreign tourism markets and to identify the reasons for low volume of tourist traffic to the country compared to neighboring countries.
 - viii) To assess the likely tourist flows and project the targets for international and domestic tourism during the Eleventh Plan.
 - ix) To suggest measures for increasing the period of stay/spending by tourists so as to create more employment and income generating opportunities at selected destinations
 - x) To make an assessment of the accommodation requirements, both in the star and budget category, and the requirements of transportation and the facilities commensurate with the projected volume of tourist traffic.
 - xi) To review the working of hospitality training institutes and to project the trained man power requirements and training facilities during the Plan period
 - xii) To assess the investments to be made by the ministry of Tourism as well as by the private sector for provision of tourist facilities to the level of international standards, including hotels, at the potential destinations and circuits.
 - xiii) To estimate direct and indirect employment expected to be generated in the sector during the plan period.
 - xiv) To review the impact of existing Plan schemes, particularly the progress of tourism circuit approach, and the need for modification, if any.
 - xv) To examine the need to continue Government of India Overseas Tourist Offices in the context of effective overseas publicity through inter-net and electronic media.
 - xvi) While formulating recommendations for the 11th Plan, take into account the recommendations, suggestions and findings of various committees including Parliamentary committee, studies, etc.
 - xvii) To review the national tourism policy and suggest modifications, if any, required.
 - xviii) To review the progress of tourism development in the North-Eastern region and to make suggestions.
 - ix) Any other item considered important by the Working Group.
3. The Chairman of the Working Group may co-opt officials or non-officials as members and constitute sub-groups, if considered necessary.
 4. Official member of the Working Group will be paid TA/DA by their respective Departments as per the rules of entitlement applicable to them. The non-official members will be paid TA/DA by the Planning Commission as per SR 190 (a) for attending meetings of the Working Group.
 5. The Working Group will submit its report to the Planning commission by 30.6.2006.
 6. Shri R.P. Chandran, Director (Tourism), Room No. 314-A, Yojana Bhavan, New Delhi (Telephone No. 23096714), will be the Nodal Officer for this Working Group for all further communications.

Sd/-
(K.K.Chhabra)
Under Secretary to the Govt. of India

To

Chairman and all Members (including Convener) of the Working Group on Tourism

Copy to:

1. PS to Dy. Chairman, Planning Commission
2. PS to all Members, Planning Commission
3. PS to Member-Secretary, Planning Commission
4. Prime Minister's Office, South Block, New Delhi.
5. Cabinet Secretariat, Rashtrapati Bhawan, New Delhi.
6. All ministries/Departments of Govt. of India
7. Chief Secretaries of All States/UTs.
8. Ministry of Finance , Plan Finance Division, New Delhi
9. Accounts I Branch, Planning Commission
10. Information Officer, Planning Commission
11. On the Planning Commission Website.

Sd/-

(K.K.Chhabra)

Under Secretary to the Govt. of India