

MINISTRY OF TOURISM

DEMAND NO. 95

Ministry of Tourism*(In ₹ crores)*

	Actual 2017-2018			Budget 2018-2019			Revised 2018-2019			Budget 2019-2020		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	1766.09	...	1766.09	2149.99	0.01	2150.00	2113.48	...	2113.48	2189.21	0.01	2189.22
Recoveries	-0.39	...	-0.39
Receipts
Net	1765.70	...	1765.70	2149.99	0.01	2150.00	2113.48	...	2113.48	2189.21	0.01	2189.22
A. The Budget allocations, net of recoveries, are given below:												
CENTRE'S EXPENDITURE												
Establishment Expenditure of the Centre												
1. Secretariat	6.32	...	6.32	7.76	...	7.76	8.53	...	8.53	8.49	...	8.49
2. Director General of Tourism	94.37	...	94.37	107.97	...	107.97	120.16	...	120.16	105.61	...	105.61
Total-Establishment Expenditure of the Centre	100.69	...	100.69	115.73	...	115.73	128.69	...	128.69	114.10	...	114.10
Central Sector Schemes/Projects												
Tourism Infrastructure												
3. Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan)	943.78	...	943.78	1100.00	...	1100.00	1100.00	...	1100.00	1106.00	...	1106.00
4. Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)	99.93	...	99.93	150.00	...	150.00	150.00	...	150.00	160.50	...	160.50
5. <i>Other Support to Tourist Infrastructure</i>												
5.01 Product/Infrastructure Development for Destination and Circuits	10.00	...	10.00	5.00	...	5.00	5.00	...	5.00	5.00	...	5.00
	-0.39	...	-0.39
<i>Net</i>	9.61	...	9.61	5.00	...	5.00	5.00	...	5.00	5.00	...	5.00
5.02 Viability Gap Scheme for Revenue Generating Tourism Projects (erstwhile Assistance for Large Revenue Generating Projects)	1.00	...	1.00	10.00	...	10.00
5.03 Assistance to Central Agencies	86.73	...	86.73	70.00	...	70.00	71.00	...	71.00	61.00	...	61.00
5.04 Market Research	10.99	...	10.99	4.00	...	4.00	3.30	...	3.30	5.00	...	5.00
5.05 Incentive to Accommodation Infrastructure	0.01	...	0.01	0.01	...	0.01
5.06 Champion Services Sector Scheme	100.47	...	100.47
<i>Total- Other Support to Tourist Infrastructure</i>	<i>107.33</i>	<i>...</i>	<i>107.33</i>	<i>80.01</i>	<i>...</i>	<i>80.01</i>	<i>79.30</i>	<i>...</i>	<i>79.30</i>	<i>181.48</i>	<i>...</i>	<i>181.48</i>
6. Bharat Paryatan Bhawan	0.01	0.01	0.01	0.01

(In ₹ crores)

	Actual 2017-2018			Budget 2018-2019			Revised 2018-2019			Budget 2019-2020		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
<i>7. Buddhist Circuits</i>												
7.01 Programme Component	0.01	...	0.01	0.01	...	0.01
Total-Tourism Infrastructure	1151.04	...	1151.04	1330.02	0.01	1330.03	1329.30	...	1329.30	1447.99	0.01	1448.00
Promotion and Publicity												
8. Overseas Promotion and Publicity including Market Development Assistance	273.91	...	273.91	454.24	...	454.24	416.23	...	416.23	376.73	...	376.73
9. Domestic Promotion and Publicity including Market Development Assistance	89.85	...	89.85	135.00	...	135.00	127.40	...	127.40	129.50	...	129.50
Total-Promotion and Publicity	363.76	...	363.76	589.24	...	589.24	543.63	...	543.63	506.23	...	506.23
Training and Skill Development												
10. Assistance to IHMS/FCIs/IITM/NIWS	110.38	...	110.38	85.00	...	85.00	82.00	...	82.00	82.89	...	82.89
11. Capacity Building for Service Providers	39.83	...	39.83	30.00	...	30.00	29.86	...	29.86	38.00	...	38.00
Total-Training and Skill Development	150.21	...	150.21	115.00	...	115.00	111.86	...	111.86	120.89	...	120.89
Total-Central Sector Schemes/Projects	1665.01	...	1665.01	2034.26	0.01	2034.27	1984.79	...	1984.79	2075.11	0.01	2075.12
Grand Total	1765.70	...	1765.70	2149.99	0.01	2150.00	2113.48	...	2113.48	2189.21	0.01	2189.22
B. Developmental Heads												
General Services												
1. Miscellaneous General Services	0.41	...	0.41	0.74	...	0.74	0.69	...	0.69	0.70	...	0.70
2. Capital Outlay on Public Works	0.01	0.01	0.01	0.01
Total-General Services	0.41	...	0.41	0.74	0.01	0.75	0.69	...	0.69	0.70	0.01	0.71
Economic Services												
3. Secretariat-Economic Services	6.32	...	6.32	7.76	...	7.76	8.53	...	8.53	8.49	...	8.49
4. Tourism	1758.97	...	1758.97	1938.06	...	1938.06	1905.83	...	1905.83	1972.13	...	1972.13
Total-Economic Services	1765.29	...	1765.29	1945.82	...	1945.82	1914.36	...	1914.36	1980.62	...	1980.62
Others												
5. North Eastern Areas	203.43	...	203.43	198.43	...	198.43	207.89	...	207.89
6. Grants-in-aid to State Governments
7. Grants-in-aid to Union Territory Governments
Total-Others	203.43	...	203.43	198.43	...	198.43	207.89	...	207.89
Grand Total	1765.70	...	1765.70	2149.99	0.01	2150.00	2113.48	...	2113.48	2189.21	0.01	2189.22

1. **Secretariat:** The provision is for meeting the expenditure on the Secretariat of Ministry of Tourism.

2. **Director General Tourism:** The provision is for meeting the expenditure on the Headquarters Establishment of the Directorate General of Tourism and the Regional and Field Offices under it.

Their main activities are dissemination of tourist information, development of tourism infrastructural facilities, regulation of various segments of travel industry such as hotels, travel agents, guides etc. It also includes provision for Information Technology initiatives of the Ministry of Tourism and States/Union Territory Administrations for providing improved tourist facilitation.

3. **Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan):** The objective of this scheme is to develop theme-based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Presently there are 15 theme based circuits of Swadesh Darshan Scheme in the country.

4. **Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):** The objective of this scheme is to identify and develop pilgrimage and heritage tourist destinations on the principles of high tourist visits, competitiveness and sustainability in an integrated manner by synergizing efforts stakeholders to enrich religious/ spiritual / heritage tourist experience and enhance employment opportunities. There are total 41 sites in 25 states identified under the scheme.

5.01. **Product/Infrastructure Development for Destinations and circuits:** The focus under this scheme is on improvement of existing product and developing new tourism products to World Standards. It will also focus on Integrated Infrastructure Development of tourist sites. The aim is to provide all infrastructure facilities required by the tourists within such destinations and circuits. The aim is convergence of resources and expertise through coordinated action with Union Territories. Tourist Destinations and Circuits are identified by them and taken up for development. This includes activities ranging from preparation of a master plan for its implementation. Projects taken up under this scheme follow an integrated, projected area development approach. Comprehensive Detailed Project Reports are prepared for each project by the Union Territories after consultations with the stakeholders.

5.02. **Viability Gap Scheme for Revenue Generating Tourism Projects (erstwhile Assistance for Large Revenue Generating Projects):** It is recognized that the development of tourism infrastructure projects requires very large investment that may not be possible out of the budgetary resources of the Government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiency, provision is made to promote large revenue generating projects for development of tourism infrastructure.

5.03. **Assistance to Central Agencies:** Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential, could be developed, provision is made to promote places of such tourist interest through Central Agencies.

5.04. **Market Research:** The Ministry of Tourism carries out various studies and surveys relating to tourism to provide the inputs for decision making and planning Perspective Plans and Master Plans are prepared for different regions / destinations.

5.05. **Incentive to Accommodation Infrastructure:** To augment the inventory of quality hotel rooms for tourism promotion, the scheme has been launched for providing subsidy for construction of Budget Hotel Accommodation.

5.06. **Champion Services Sector Scheme:** The Champion Service Sector Scheme is formulated with a view for development of the tourism sector to make India a more competitive destination and for providing a more enriching experience to the tourists both domestic and foreign.

6. **Bharat Paryatan Bhawan:** This provision is for constructing an office accommodation for Ministry of Tourism.

7. **Buddhist Circuits:** An MoU was signed between Ministry of Tourism and International Finance Cooperation for the project which aims at development and implementation of Integrated Buddhist Circuit Development strategy targeting, inter alia, increased private investment, local employment, tourism and SME growth in destinations along the Buddhist circuits.

8. **Overseas Promotion and Publicity including Market Development Assistance:** The objective of this program is to position India globally as the most favored destination. Vigorous publicity and marketing campaigns are initiated under this scheme. The Ministry has been working on a two-pronged strategy for marketing of brand Incredible India. Promotional activities in some of the markets such as Spain, China, France, etc. are undertaken in vernacular languages for a wider and targeted reach and to establish representative offices of the Ministry in new markets.

9. **Domestic Promotion and Publicity including Market Development Assistance:** Under this scheme, various activities for promotion of domestic tourism and spread of social awareness messages are undertaken. Campaigns were launched in electronic and print media in India to promote important tourist products of the country. Campaigns were also initiated to promote North East region and Jammu & Kashmir as tourist destinations.

10. **Assistance to IHMS/FCIs/IITM/NIWS:** The tourism sector in the country has been experiencing huge deficit in quality human resources. Ministry of Tourism extends Central Financial Assistance to expand and upgrade existing Institutes of Hotel Management (IHMs), Food Craft Institutes (FCIs), Indian Institute of Tourism and Travel Management (IITTM), National Council of Hotel Management and Catering Technology (NCHMCT), National Institute of Water Sports (NIWS) and also to set up new institutes such as Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI) so as to meet the requirements of trained manpower in the tourism industry and the funds allocated under the scheme are utilized for this purpose.

11. **Capacity Building for Service Providers:** Under this Scheme, the Ministry of Tourism (MOT) has launched a major programme, titled Hunar Se Rozgar Tak, to train youth who are minimum 8th pass and in the age group of 18 to 28 years. The programme is intended to meet the skilled manpower requirement of the Sector, as also to reach out to the poor in the society to give them employable skills. A National Programme of Skill Testing and Certification has also been launched to test and certify the Skills of the existing Senior providers.