

MINISTRY OF TOURISM AND CULTURE**DEMAND NO.79****Department of Tourism**

A. The Budget allocations, net of recoveries, are given below:

		<i>(In crores of Rupees)</i>								
Major Head	Budget 2001-2002			Revised 2001-2002			Budget 2002-2003			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	104.35	31.19	135.54	104.35	31.19	135.54	112.50	32.21	144.71	
Capital	45.65	...	45.65	45.65	...	45.65	112.50	...	112.50	
Total	150.00	31.19	181.19	150.00	31.19	181.19	225.00	32.21	257.21	
1. Secretariat-Economic Services	3451	...	0.72	0.72	...	0.91	0.91	...	0.96	0.96
Tourism										
2. Director General Tourism - Direction & Administration	3452	...	28.98	28.98	...	28.85	28.85	...	29.73	29.73
3. Tourist Information & Publicity										
3.01. Domestic Campaign	3452	7.00	0.20	7.20	11.00	0.20	11.20	14.50	0.20	14.70
3.02. Overseas Campaign	3452	51.00	...	51.00	51.00	...	51.00	51.00	...	51.00
<i>Total</i>		<i>58.00</i>	<i>0.20</i>	<i>58.20</i>	<i>62.00</i>	<i>0.20</i>	<i>62.20</i>	<i>65.50</i>	<i>0.20</i>	<i>65.70</i>
4. Tourist Infrastructure	3452	5.00	...	5.00	5.00	...	5.00	4.00	...	4.00
	5452	34.85	...	34.85	36.85	...	36.85	95.00	...	95.00
<i>Total</i>		<i>39.85</i>	...	<i>39.85</i>	<i>41.85</i>	...	<i>41.85</i>	<i>99.00</i>	...	<i>99.00</i>
5. Training	3452	10.35	0.75	11.10	11.10	0.69	11.79	16.50	0.75	17.25
	7452
<i>Total</i>		<i>10.35</i>	<i>0.75</i>	<i>11.10</i>	<i>11.10</i>	<i>0.69</i>	<i>11.79</i>	<i>16.50</i>	<i>0.75</i>	<i>17.25</i>
6. Other expenditure	3452	25.00	0.54	25.54	20.05	0.54	20.59	21.50	0.57	22.07
	5452
<i>Total</i>		<i>25.00</i>	<i>0.54</i>	<i>25.54</i>	<i>20.05</i>	<i>0.54</i>	<i>20.59</i>	<i>21.50</i>	<i>0.57</i>	<i>22.07</i>
7. Lumpsum provision for Project/ Scheme for the benefit of NE Region and Sikkim	2552	6.00	...	6.00	6.20	...	6.20	5.00	...	5.00
	4552	8.80	...	8.80	8.80	...	8.80	17.50	...	17.50
8. Loans to ITDC	7452	2.00	...	2.00
Total-Tourism		150.00	30.47	180.47	150.00	30.28	180.28	225.00	31.25	256.25
Grand Total		150.00	31.19	181.19	150.00	31.19	181.19	225.00	32.21	257.21
B. Investment in Public Enterprises	Head of Dev.	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
7.01 India Tourism Development Corporation	13452	...	29.50	29.50	...	1.00	1.00
C. Plan Outlay*:-										
1. General Economic Services - Tourism	13452	150.00	29.50	179.50	150.00	1.00	151.00	225.00	...	225.00

1. The provision is for meeting the expenditure on the Secretariat of the Department of Tourism.

2. 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.

3. Promotion and Marketing are undertaken through a network of Government of India Tourist Offices located in India and abroad. Besides the regular promotional activities, production of publicity material, media and public relations, hospitality and special campaigns including Marketing Development Assistance Scheme has been introduced from 2000-01. Under the Scheme which is currently operated by the Ministry of Commerce, stakeholders and Star Trading Houses in the Tourism Sector are also eligible for drawing assistance for market development. This was approved for tourism enterprises after tourism was given an "Export House" status.

4. This provision relates to the expenditure on creation of infrastructural facilities like tourist bungalows, Yatri Niwases, forest

lodges, wayside amenities, Beach resorts, procurement of trekking-mountaineering, winter/water sports equipment, golf courses/refurbishment of monuments Integrated Development of Tourist Circuits etc. in place of tourist interest.

5. Trained manpower is an essential feature for the development of tourism in the country. At present, there are 21 institutes of Hotel Management and 13 Food Craft Institutes. The Indian Institute of Tourism and Travel Management (IITTM), the National Institute of Water Sports (NIWS), the National Institute of Adventure Sports (NIAS) are other three bodies involved in manpower development for Tourism. Besides this, regular courses are conducted for training guides, officers and staff.

6. The provision is for payment of interest differential subsidy to Financial Institutions on the loans advanced by them for construction of hotels, market research, and contributions to International bodies.

7. The availability of diverse tourism product in the North East offers a tremendous scope for the development of Tourism in the area. 10% of the budget allocation of the Department of Tourism has been earmarked for development and promotion of Tourism in the North Eastern Region and Sikkim.