

**MINISTRY OF TOURISM AND CULTURE**

## DEMAND NO.91

**Department of Tourism**

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

		<i>(In crores of Rupees)</i>								
Major Head	Budget 2002-2003			Revised 2002-2003			Budget 2003-2004			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	112.50	32.21	144.71	112.50	63.63	176.13	119.50	41.30	160.80	
Capital	112.50	...	112.50	112.50	...	112.50	205.50	...	205.50	
<b>Total</b>	<b>225.00</b>	<b>32.21</b>	<b>257.21</b>	<b>225.00</b>	<b>63.63</b>	<b>288.63</b>	<b>325.00</b>	<b>41.30</b>	<b>366.30</b>	
1. Secretariat-Economic Services	3451	...	0.96	0.96	...	0.97	0.97	...	0.98	0.98
<b>Tourism</b>										
2. Director General Tourism - Direction & Administration	3452	...	29.73	29.73	...	27.54	27.54	...	28.37	28.37
3. Tourist Information & Publicity										
3.01 Domestic Campaign	3452	14.50	0.20	14.70	14.50	0.20	14.70	12.00	0.20	12.20
3.02 Overseas Campaign	3452	51.00	...	51.00	51.00	...	51.00	56.00	...	56.00
<b>Total</b>		<b>65.50</b>	<b>0.20</b>	<b>65.70</b>	<b>65.50</b>	<b>0.20</b>	<b>65.70</b>	<b>68.00</b>	<b>0.20</b>	<b>68.20</b>
4. Tourist Infrastructure	3452	4.00	...	4.00	4.00	...	4.00	...	...	...
	5452	95.00	...	95.00	95.00	...	95.00	183.00	...	183.00
<b>Total</b>		<b>99.00</b>	...	<b>99.00</b>	<b>99.00</b>	...	<b>99.00</b>	<b>183.00</b>	...	<b>183.00</b>
5. Training	3452	16.50	0.75	17.25	16.50	0.67	17.17	19.50	0.60	20.10
	7452	...	...	...	...	...	...	...	...	...
<b>Total</b>		<b>16.50</b>	<b>0.75</b>	<b>17.25</b>	<b>16.50</b>	<b>0.67</b>	<b>17.17</b>	<b>19.50</b>	<b>0.60</b>	<b>20.10</b>
6. Other expenditure	3452	21.50	0.57	22.07	21.50	34.24	55.74	22.00	10.65	32.65
	5452	...	...	...	...	...	...	...	...	...
<b>Total</b>		<b>21.50</b>	<b>0.57</b>	<b>22.07</b>	<b>21.50</b>	<b>34.24</b>	<b>55.74</b>	<b>22.00</b>	<b>10.65</b>	<b>32.65</b>
7. Lumpsum provision for Projects/ Schemes for the benefit of NE Region and Sikkim	2552	5.00	...	5.00	5.00	...	5.00	10.00	...	10.00
	4552	17.50	...	17.50	17.50	...	17.50	22.50	...	22.50
8. Miscellaneous General Services - Loss by exchange	2075	...	...	...	...	0.01	0.01	...	0.50	0.50
<b>Total-Tourism</b>		<b>225.00</b>	<b>31.25</b>	<b>256.25</b>	<b>225.00</b>	<b>62.66</b>	<b>287.66</b>	<b>325.00</b>	<b>40.32</b>	<b>365.32</b>
<b>Grand Total</b>		<b>225.00</b>	<b>32.21</b>	<b>257.21</b>	<b>225.00</b>	<b>63.63</b>	<b>288.63</b>	<b>325.00</b>	<b>41.30</b>	<b>366.30</b>
<b>C. Plan Outlay*:-</b>	Head of Dev.	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
General Economic Services-Tourism	13452	225.00	...	225.00	225.00	...	225.00	325.00	...	325.00

1. **Secretariat-Economic Services:** The provision is for meeting the expenditure on the Secretariat of the Department of Tourism.

2. **Direction and Administration:** 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. **Tourist Information and Publicity:** 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, stake holders 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. Besides, centralised electronic and internet campaign are also being taken up by this Department.

4. **Tourist Infrastructure:** 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, Product/ infrastructure and Destination Development with emphasis on rural and eco-tourism etc. in places of tourist interest.

5. **Training:** 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), are other bodies involved in manpower development for tourism. Besides this, regular courses are conducted for training guides, officers and staff and persons for unorganised sector consisting of small hotels, dhabas, restaurants etc. at places of tourist interest, airports etc.

6. **Other Expenditure:** This provision is for payment of interest differential subsidy on the loans advanced by the financial institutions for construction of hotels, market research and contributions to international bodies alongwith provision for payment of Post Closing Adjustments relating to disinvested India Tourism Development Corporation Hotels signed by parties with the Government of India.

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 plan allocation of the Department has been earmarked for development and promotion of Tourism in the North Eastern Region and Sikkim.

8. **Miscellaneous General Services:** This represents provision for loss of exchange incurred while remitting funds to overseas tourist offices.