

MINISTRY OF TOURISM**DEMAND NO.92****Ministry of Tourism**

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

| | | (In crores of Rupees) | | | | | | | | | |
|----------------------|--|-----------------------|-------------------|---------------|-------------------|-------------------|---------------|------------------|-------------------|---------------|----------------|
| Major Head | | Budget 2006-2007 | | | Revised 2006-2007 | | | Budget 2007-2008 | | | |
| | | Plan | Non-Plan | Total | Plan | Non-Plan | Total | Plan | Non-Plan | Total | |
| Revenue | | 334.50 | 42.82 | 377.32 | 334.50 | 42.82 | 377.32 | 347.00 | 43.62 | 390.62 | |
| Capital | | 495.50 | ... | 495.50 | 465.50 | ... | 465.50 | 606.00 | ... | 606.00 | |
| Total | | 830.00 | 42.82 | 872.82 | 800.00 | 42.82 | 842.82 | 953.00 | 43.62 | 996.62 | |
| 1. | Secretariat-Economic Services <i>Tourism</i> | 3451 | ... | 2.80 | 2.80 | ... | 2.80 | 2.80 | ... | 3.10 | 3.10 |
| 2. | Director General Tourism - Direction & Administration | 3452 | 20.00 | 33.52 | 53.52 | 20.00 | 33.52 | 53.52 | 20.00 | 37.33 | 57.33 |
| 3. | Tourist Information & Publicity | | | | | | | | | | |
| | 3.01. Domestic Campaign | 3452 | 63.00 | 0.20 | 63.20 | 63.00 | 0.20 | 63.20 | 63.00 | 0.20 | 63.20 |
| | 3.02. Overseas Campaign | 3452 | 165.00 | ... | 165.00 | 165.00 | ... | 165.00 | 165.00 | ... | 165.00 |
| | <i>Total</i> | | <i>228.00</i> | <i>0.20</i> | <i>228.20</i> | <i>228.00</i> | <i>0.20</i> | <i>228.20</i> | <i>228.00</i> | <i>0.20</i> | <i>228.20</i> |
| 4. | Tourist Infrastructure | 5452 | 422.50 | ... | 422.50 | 395.50 | ... | 395.50 | 520.00 | ... | 520.00 |
| 5. | Training | 3452 | 57.00 | 0.60 | 57.60 | 57.00 | 0.60 | 57.60 | 62.00 | 0.60 | 62.60 |
| 6. | Other expenditure | 3452 | 19.50 | 5.20 | 24.70 | 19.50 | 5.20 | 24.70 | 27.00 | 1.89 | 28.89 |
| 7. | Lumpsum provision for Project/Scheme for the benefit of NE Region and Sikkim | 2552 | 10.00 | ... | 10.00 | 10.00 | ... | 10.00 | 10.00 | ... | 10.00 |
| | | 4552 | 73.00 | ... | 73.00 | 70.00 | ... | 70.00 | 86.00 | ... | 86.00 |
| | <i>Total</i> | | <i>83.00</i> | <i>...</i> | <i>83.00</i> | <i>80.00</i> | <i>...</i> | <i>80.00</i> | <i>96.00</i> | <i>...</i> | <i>96.00</i> |
| 8. | Miscellaneous General Services - Loss by exchange | 2075 | ... | 0.50 | 0.50 | ... | 0.50 | 0.50 | ... | 0.50 | 0.50 |
| Total-Tourism | | | 830.00 | 40.02 | 870.02 | 800.00 | 40.02 | 840.02 | 953.00 | 40.52 | 993.52 |
| Grand Total | | | 830.00 | 42.82 | 872.82 | 800.00 | 42.82 | 842.82 | 953.00 | 43.62 | 996.62 |
| B. | Investment in Public Enterprises | Head of Dev. | Budget Support | IEBR | Total | Budget Support | IEBR | Total | Budget Support | IEBR | Total |
| 1. | India Tourism Development Corporation | 13452 | ... | ... | ... | ... | ... | ... | 73.00 | 73.35 | 146.35 |
| C. | Plan Outlay:- | | | | | | | | | | |
| 1. | General Economic Services - Tourism | 13452 | 747.00 | ... | 747.00 | 720.00 | ... | 720.00 | 857.00 | 73.35 | 930.35 |
| 2. | North Eastern Region and Sikkim | 22552 | 83.00 | ... | 83.00 | 80.00 | ... | 80.00 | 96.00 | ... | 96.00 |
| Total | | | 830.00 | ... | 830.00 | 800.00 | ... | 800.00 | 953.00 | 73.35 | 1026.35 |

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

2. **Direction & 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. It also includes provision for Information Technology.

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 have been introduced from 2000-01. Under the Scheme 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, centralized electronic and internet campaign have also been taken up by this Ministry.

4. **Tourist Infrastructure:** This provision relates to the expenditure on creation of Infrastructural facilities on construction of Budget hotels, Tourist complexes, Wayside amenities, Tourist

Reception Centres, Refurbishment of monuments, Special Tourism Projects, Adventure and sports facilities, Sound and Light Shows, Illuminations of monuments, providing for improvement in solid waste management and sewerage management, improvement of surroundings, Signages, Procurement of equipments directly related to tourism and Rural tourism projects etc. This provision also relates to the large revenue generating projects, generating revenue through levy of fees or user charges like Tourist Trains, Cruise vessels, Cruise terminals, Convention Centre, Golf Courses, etc. and creation of land bank for hotels to provide the hotel accommodation in the country by purchasing land and build hotels through Public Private Partnerships on BOOT basis. This includes equity support of Rs.73.00 crores to India Tourism Development Corporation (ITDC).

5. **Training:** Trained manpower is an essential feature for the development of tourism in the country. At present there are 24 Institutes of Hotel Management (IHMs) and 7 Food Craft Institutes (FCIs), which are following courses of National Council for Hotel Management & Catering Technology (NCHMCT). In addition, Indian Institute of Tourism and Travel Management (IITTM) and the National Institute of Water Sports (NIWS) there under, are other bodies involved in manpower development in tourism. Besides this, regular courses of various duration are conducted for fresh as well as existing service providers including Guides, Govt. employees etc., posted at places of tourist interest, airports etc. A new 'Priyadarshini' project has also been launched

No.92/Ministry of Tourism

aimed at imparting training skills to women and also in tour guiding with the objective to empower women in tourism & travel industry.

6. **Other Expenditure:** This provision is for payment of interest differential subsidy as well as capital subsidy on loans advanced by 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. **Lump-sum provision for projects/schemes for the benefits of NE Region and Sikkim :** The availability of diverse tourism products in the North East offers a tremendous scope for the development of tourism in the area. 10% of the Plan allocation of the Ministry of Tourism 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 by exchange incurred while remitting funds to Overseas Tourist Offices.