

**MINISTRY OF TOURISM**

## DEMAND NO.93

**Ministry of Tourism**

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

		(In crores of Rupees)								
Major Head	Budget 2008-2009			Revised 2008-2009			Budget 2009-2010			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	439.00	47.00	486.00	439.00	50.53	489.53	994.00	60.00	1054.00	
Capital	561.00	...	561.00	561.00	...	561.00	6.00	...	6.00	
<b>Total</b>	<b>1000.00</b>	<b>47.00</b>	<b>1047.00</b>	<b>1000.00</b>	<b>50.53</b>	<b>1050.53</b>	<b>1000.00</b>	<b>60.00</b>	<b>1060.00</b>	
1. Secretariat-Economic Services	3451	...	3.45	3.45	...	3.74	3.74	...	5.50	5.50
<b>Tourism</b>										
2. Director General Tourism - Direction & Administration	3452	25.00	39.64	64.64	25.00	43.43	68.43	14.00	50.00	64.00
3. Tourist Information & Publicity										
3.01. Domestic Campaign	3452	65.00	0.20	65.20	65.00	0.18	65.18	54.00	0.20	54.20
3.02. Overseas Campaign	3452	220.00	...	220.00	220.00	...	220.00	250.00	...	250.00
<i>Total</i>		<i>285.00</i>	<i>0.20</i>	<i>285.20</i>	<i>285.00</i>	<i>0.18</i>	<i>285.18</i>	<i>304.00</i>	<i>0.20</i>	<i>304.20</i>
4. Tourist Infrastructure	3452	...	...	...	...	...	...	451.00	...	451.00
	5452	472.00	...	472.00	472.00	...	472.00	6.00	...	6.00
<i>Total</i>		<i>472.00</i>	<i>...</i>	<i>472.00</i>	<i>472.00</i>	<i>...</i>	<i>472.00</i>	<i>457.00</i>	<i>...</i>	<i>457.00</i>
5. Training	3452	71.00	0.80	71.80	71.00	0.72	71.72	106.00	0.80	106.80
6. Other expenditure	3452	47.00	2.41	49.41	47.00	2.01	49.01	19.00	3.00	22.00
7. Lumpsum provision for Project/Scheme for the benefit of NE Region and Sikkim	2552	11.00	...	11.00	11.00	...	11.00	100.00	...	100.00
	4552	89.00	...	89.00	89.00	...	89.00	...	...	...
<i>Total</i>		<i>100.00</i>	<i>...</i>	<i>100.00</i>	<i>100.00</i>	<i>...</i>	<i>100.00</i>	<i>100.00</i>	<i>...</i>	<i>100.00</i>
8. Miscellaneous General Services - Loss by exchange	2075	...	0.50	0.50	...	0.45	0.45	...	0.50	0.50
<b>Total-Tourism</b>		<b>1000.00</b>	<b>43.55</b>	<b>1043.55</b>	<b>1000.00</b>	<b>46.79</b>	<b>1046.79</b>	<b>1000.00</b>	<b>54.50</b>	<b>1054.50</b>
<b>Grand Total</b>		<b>1000.00</b>	<b>47.00</b>	<b>1047.00</b>	<b>1000.00</b>	<b>50.53</b>	<b>1050.53</b>	<b>1000.00</b>	<b>60.00</b>	<b>1060.00</b>
<b>C. Plan Outlay*</b>	Head of Dev	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
1. General Economic Services - Tourism	13452	900.00	...	900.00	900.00	...	900.00	900.00	...	900.00
2. North Eastern Areas	22552	100.00	...	100.00	100.00	...	100.00	100.00	...	100.00
<b>Total</b>		<b>1000.00</b>	<b>...</b>	<b>1000.00</b>	<b>1000.00</b>	<b>...</b>	<b>1000.00</b>	<b>1000.00</b>	<b>...</b>	<b>1000.00</b>

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 India Tourism Offices located in India and abroad. Besides the regular promotional activities, production of publicity material, centralized thematic and generic International/Domestic media campaigns are undertaken regularly in the leading print, electronic, outdoor and web media. Hospitality and special campaigns including Marketing Development Assistance Scheme have been introduced from 2000-01. Under the Scheme stake holders are eligible for drawing assistance for undertaking promotional activities overseas.

4. **Tourist Infrastructure:** This provision relates to the expenditure on creation of Infrastructural facilities on construction

of budget accommodation, 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. The provision also includes Externally Aided Projects (including UNDP Endogenous Tourism Projects), Assistance to Central agencies for Tourism Infrastructural Development and for Construction of Building of Indian Institute of Skiing and Mountaineering at Gulmarg.

5. **Training:** Trained manpower is an essential feature for the development of tourism in the country. At present there are 35 Institutes of Hotel Management (IHMs) (includes 7 from the Private Sector) and 6 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 (IITM) and the National Institute of Water Sports (NIWS) 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.

6. **Other Expenditure:** This provision is for payment of Interest subsidy as well as Capital subsidy on the loans advanced by the Financial Institutions and to service news scheme of investment subsidy 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.

8. **Miscellaneous General Services:** This represents provision for loss of exchange incurred while remitting funds to Overseas Tourist Offices.