

XI-TOURISM

This sector deals with Tourism Infrastructure, Promotion of Tourism -Delhi as a Destination, Grant-in-aid to DTTDC and conducting 3 years Diploma course through Delhi Institute of Hotel Management and Catering Technology etc.

The approved outlay for 9th Five Year Plan 1997-2002, expenditure for the Annual Plan 1997-98 to 2000-01 approved outlay and R.E. 2001-2002 and approved outlay for 10th Five Year Plan 2002-07 and Annual plan 2002-2003 are as under: -

(Rs. In lac)

SN	Agency	9 th Five Year Plan 1997-02	Expr. 1997-98 To 2000-01	Annual Plan 2001-02		10 th Five Year Plan 2002-07 Approved Outlay	Annual Plan 2002-03 Approved Outlay
				Approved Outlay	Revised Estimate		
1	2	3	4	5	6	7	8
1	Department of Tourism	1000.00	147.79	200.00	110.00	3800.00	380.00
2	Delhi Instt. Of Hotel Management & Catering Tech	1800.00	89.82	300.00	190.00	2000.00	145.00
3	GIA to DTTDC	400.00	206.50	20.00	20.00	100.00	20.00
4	Urban Dev. Department	--	--	25.00	5.00	100.00	5.00
	Total	3200.00	451.21	545.00	325.00	6000.00	550.00

(A) Tourism Deptt.

I. Stg. Of Dte. Of Tourism- Establishment, Evaluation and Studies (Rs. 25.00 lakhs)

Department of Tourism has been created under the Govt. of National Capital Territory of Delhi (Allocation of Business) Rules, 1993.

The following subjects are assigned to the Tourism Department,

- i. Promotion of domestic and international Tourism
- ii. Development of Tourism related infrastructure.
- iii. Co-ordination with agencies involved in Tourism industry.
- iv. Classification of Hotels and
- v. Licensing of Tour Operators, Travel Agents etc.
- vi. To be Administrative Department for
 - (a) Delhi Tourism & Transportation Development Corporation Ltd.
 - (b) Delhi Institute of Hotel Management & Catering Technology.

Besides one new schemes Paying Guest Residential Accommodation Scheme has also been taken up to provide a affordable & hygienic accommodation to both foreign and domestic tourists and to provide opportunities to foreign tourists to stay with an Indian family, experience Indian way of life, discover rich culture etc. So far 70 properties have been registered under this scheme and efforts are being made to popularise this scheme. Since the work under this scheme is increasing day by day, we will require one post of Deputy Director, one Statistical Officer, and two posts of Statistical Assistants for smooth functioning of the scheme.

At present, Tourism Department has got 34 sanctioned posts. As the Department of Tourism can not run satisfactorily to achieve the laid down objectives with the above mentioned staff strength, Finance Department had agreed in principle for creation of posts of Director (1), JAO (1), UDC/Cashier (1), Stenographer (1), LDC (1), Driver (1) and Peon (1), So far these posts have not been created and these will be created during Annual Plan 2002-2003.

An outlay of Rs. 25.00 lakhs has been approved for the 10th Five Year Plan 2002-07 which includes Rs. 5.00 lakhs for Annual Plan 2002-2003 for evaluation studies salary,

contingency, computer, fax machine, Office equipments and purchase of vehicle/replacement of vehicle.

II Tourism Infrastructure (Rs. 2025.00 lacs)

Schemes of 9th FYP viz “Restoration of denotified monuments”, “Water sports tourism complex at Bhalswa”, “Establishment of wayside amenities”, “Mini India Rural Heritage Complex” and “Development of Tourism complex in Delhi” have been clubbed in modified Scheme namely “**Tourism Infrastructure**”.

Delhi, the National Capital Territory and the most important point of entry for foreign tourists on an average receives 62% of foreign travelers and NRIs visiting India. Delhi is a major port of entry. To attract people for tourism purposes there is an urgent need to develop Delhi as tourist destination that can be developed to offer tourists. The destinations could be following: -

1. Delhi, a historical city
2. Delhi, convention center
3. Delhi, through ages
4. Delhi, environmental and eco friendly destination
5. Delhi, a cultural destination

To develop infrastructure for the destinations as given above, there is a need to develop the basic infrastructure, accessibility and local facilities.

The present schemes to be implemented are as under: -

ONGOING SCHEMES

1. Establishment of Wayside Amenities (construction of project).
2. Development of Mini India Heritage Complex (seed money for acquisition and development of land).

NEW SCHEMES

- 1 Development of Garden Five senses (construction of project).
- 2 Development of Dilli Haat type projects in different parts of Delhi (construction of projects).
- 3 Setting up of Coffee Homes in Delhi (seed money for acquisition and development of land).

The department will submit detailed write up of the new schemes. New schemes will be executed with due approval of Planning Commission. The working group of Planning Commission for the Annual Plan 2001-02 has already been turned down proposal of Dilli Haat type projects. Planning Commission is of the view that commercial activities should be taken up on commercial basis with the help of financial institutions and no plan funds should be used.

Conservation and Preservation of Heritage & Upgradation of Monuments: -There is a series of monuments that have remained neglected, unknown and unvisited due to absence of proper maintenance, hygienic conditions, identification and awareness and better accessibility which requires restoration, refurbishment

The following activities can be taken up under the scheme: -

1. Restoration of denotified monuments and Refurbishment of monuments,
2. To provide basic facilities in and around places of tourist importance like drinking water, electricity, sanitation and signages.
3. Construction of Souvenir shops, Public Convenience complexes, cafeterias at monuments.
4. Accessibility to monuments and Historical buildings through construction of trails etc.
5. Illumination of Monuments.
6. Integrated development of Nizammudin.

Planning Department is of the view that write up of the scheme is insufficient. Activities mentioned at S. No. 2,3 and 4 will be taken up with due approval of Government of Delhi/Planning Commission. The department has expressed its incapability in implementing activity listed at s.no 2. This activity has already been allocated to Urban Development Department. Govt. of Delhi of the view that multiplicity of agencies should not be permitted. Earlier a drive was made to reduce multiplicity of agencies.

The Indian Institute of Tourism and Travel Management (Delhi Chapter) of Delhi Tourism, was set up by the Ministry of Tourism, Government of India on 1st January, 1993 under the agencies of DTTDC is the first institution of its kind in the Northern part of India. Its objectives is to serve for total professionalisation of Human Resources engaged in the business of tourism through Diploma in Tourism after graduation, specially designed with practical training and field visits, foreign language training programmes, short term Management Development Programmes, Executive Development Programmes for retiring and retired Defence services personnel, Workshops, Seminars and Conferences, Tourism orientation talks at school and college levels and Tourism promotion competitions among younger generation.

According to a study undertaken by the World Travel & Tourism Council for India, for every Rs.10 lacs invested in tourism, 47.5 jobs are created directly and 89 jobs are created in the tourism sub-sector of hotels and restaurants as against 12.6 in manufacturing and 44.6 in agriculture. Domestic tourism is more predominant compared to international tourism and serves the purpose of leisure, business travel, pilgrimage and better health.

Following tourism related courses are undertaken:

1. Basic Course on Air Travel, Fares & Ticketing
2. Basic Course on Computerized Reservation System (Amadeus)
3. Basic Course on Computer Application and Software Studies
4. Basic Course on Airlines, Travel, Agency & Tour Operation Management

5. Six months Japanese Language Training Course
6. Six months French Language Training Course
7. Six month German Language Training Course
8. Management Development Programme (Diploma in Tourism & Travel Industry Management)

Department of Tourism through DTTDC proposes to acquire a suitable piece of land and construct its own building – which will be fully equipped with its Library, Computer Lab facilities for students supported by regular, trained, experienced Faculty members. In addition to this Delhi Tourism is also training children and other professional through its regular organized activities like parasailing, rock climbing, kayaking canoeing and river rafting. Sh. J.R. Meena, Asst. Director, Tourism told that presently this scheme is being implemented as Centrally Sponsored Scheme. Therefore before implementing , approval of the Planning Commission will be obtained.

An outlay of Rs. 2025.00 lakhs is approved in the 10th five year plan including Rs.200.00 lakhs for the annual plan 2002-03.

III. Promotion of Tourism - Delhi as a destination (Rs. 1750.00 lacs)

Schemes of 9th FYP viz “Publicity for promotion of Tourism”, “Development of Lakes”, “Holding of monthly cultural festival in different parts of Delhi” and “Development of Adventure Sports Project” have been clubbed in as modified Scheme namely “**Promotion of Tourism – Delhi as a Destination**”

Delhi, the National Capital Territory and the most important point of entry for foreign tourists on an average receives 62% of foreign travelers and NRIs visiting India. In addition more than 15 million Indian tourists visit this capital territory per year. Delhi serves as an entry point to cover important travel gateways. This is also an important destination for Convention, Conferences, Trade Fairs and incentive travel.

The following may be included for publicity for promotion of tourism as per the demand/as appropriate: -

1. Production of tourist literature – folders, leaflets, brochures, guide maps, tourist map by artist, guide books and CDs, coffee table books by major photographers etc.
2. Publicity through hoardings
3. Publicity through print and electronic media
4. Publicity through internet and web site
5. Information and facilitation of tourists by using information technology of different kind as per availability of the best possible kind at particular times
6. Participation in national and international fairs conferences/ marts/ conventions/ exhibitions
7. Public relation campaigns by organization and participation in trade workshops, seminars and conferences.
8. Production and distribution of films on different themes of Delhi and Delhi Tourism such as places of tourist attraction, Shahjahanabad, Lutyen's Delhi, monuments, shopper's paradise, conference and convention center by a major film maker.
9. A 52 week (52 episodes) tele-serial laying emphasis on Delhi on DD Bharati.

Facilitation is a service available to the tourists to be provided by DTTDC to facilitate their travel related information on various tourists products , facilities being offered by the Corporation. This is a very important part of the tourism promotion. The following may be included for tourists' facilitation: -

1. Tourists police Force/Tourist Warden at tourist places /Ushering System at Airports
2. Help Line/Call Center (Control Room for help/complaints functioning round the clock)
3. Handy Audio Reach Kit (H.A.R.K) facilities for visitors at important monuments in Delhi
4. Tourists Guide Maps at tourist destinations.
5. PICs (Photo Identity Card) for tourists to be issued at Airports

6. Computer Kiosk with wireless local loop phones

The department will prepare detailed write up for above activities mentioned at S.No. 1 to 6 for approval of the Planning Commission. The Working Group of Planning Commission has already turned down the proposal for Tourist Police Force.

The canvas of unusual adventure sports is as colorful as you choose to paint it. The activities like; Motor Rally, Ballooning, Camel Safari, Hang Gliding, Kayaking, Canoeing, Boating, Rock Climbing and Trekking will be taken up under adventure sports.

Adventure tourism has come to stay and it is very much a growth industry. The ambitious projects can be developed at the existing water bodies and other suitable places of the capital for organization of adventure sports at national and international level.

Delhi Tourism is in process of promoting Adventure Tourism in the capital through various facilities for outdoor leisure by undertaking water sports and allied activities in the existing water bodies. Such recreational activities have added to the civic life of the capital. However, In spite of having more than 30 big ancient lakes, Delhi does not offer sufficient outdoor leisure facilities for tourists and its residents, as most of the lakes have been disappeared due to change in use of land and non-retention of water. Delhi, acrossing range of Aravali Hill, particularly in Mehrauli area of South Delhi had underground water level at 50 feet. Now, the water level has drastically gone down up to 200 feet deep, which is not only disastrous from agricultural point of view but also for tourism potential. Therefore, there is an emergent need for development, preservation and maintenance of existing water bodies. On the other hand, to create new ventures like water sports, golf course, amusement rides, rock climbing, parasailing, camping, kayaking & canoeing in the field of Adventure Tourism, will open new doors to the promotion of tourism.

At present the following schemes may be taken up;

1. Development of Lakes: Tourism Department will take development, preservation and maintenance of ancient lakes viz. Naini lake; Prasad Nagar Lake; Bhaleswa Lake; Sanjay Jheel; Tihar Lake; Roshanara Bagh Lake; Sant Nagar, Nehru Place; Purana Quila Lake; Sat Pulla Lake near Malviya Nagar, Khirki Village; Bhatti Mines; Dhaula Kuan Kitchner Lake; Jonti Village; Karala Village; Alipur Village; Lake near Ladpur Temple; Mundka Takiya pond; Mehrauli Lake (Altmus era) etc.

2. Development of Adventure Sports Project.

Cultural Festivals and Youth Tourism:-India has been enriched with its glorious heritage and cultural traditions, convention and moods, consisting unity in diversities. Fairs and festivals have unique ways of presenting the cultural glimpse of a region. They are helpful to show case the rich heritage, life style, festivities and cultural strength of a destination. Delhi has unique characteristics as this city has multiple culture, diversity and influence of most of the religion and regions of India. The multiple culture and diversity of Delhi provides excellent opportunities to organize various fairs and festivals to promote cultural tourism in this capital city. Many of these festivals have the potential to attract the cultural connoisseur and tourists including foreign as well as domestic, besides providing entertainment to the local citizen.

Festivals i.e. Mango, Chrysanthemum, Winter Carnival, Roshanara, Shalimar, Qutub Festival, Chandni Chowk Festival, Deep Utsav, Baisakhi, Holi Milan, Basant, Teej, Nav-Samvatsar, Ganesh Utsav, Amir-Khusaru Utsav, Urse of Nizamuddin Oliya, Phool Walon ki Sair will be organized.

An outlay of Rs.1750.00 lacs is approved for 10th Five Year Plan 2002-07 including Rs.175.00 lacs for Annual Plan 2002-03.

IV Delhi Institute of Hotel management and Catering Technology (Rs. 2000.00 lacs)

The Institute had launched a very ambitious plan in the 9th Five Year Plan and executed it successfully. Three year Hotel management diploma Course under the National

Council for Hotel Management with in take of 40 students is being. The building of DIHMCT is under construction on a plot adjacent to the present premises on 5.06-acre land, which is in progress. The first phase is likely to be completed by November 2002.

As soon as the building is complete (Ist Phase) the whole Institute would be required to be fully furnished and equipped. Subsequently the strength of the students would be increased by almost double. The three-year diploma course is a self-sustaining. However there would be inputs in the capital side from the plan funds from time to time for construction of building, equipping, furnishing the classrooms and labs. For this funds would be required in the 10th five years Plan.

CREATION OF POSTS: So far Planning and Finance Deptt have accorded sanction for creation of 3 posts of faculty and one Jr. Accounts Officer. However, some more posts will be created as per norms of National Council of Hotel Management & Catering Technology.

An outlay of Rs.2000.00 lacs (revenue Rs.150.00 lacs + capital Rs.1850.00 lacs is approved for the 10th Five Year Plan 2002-07 out of which an amount of Rs.145.00 lacs (revenue Rs.40 lacs + capital Rs.105.00 lacs) is approved for the Annual Plan 2002-03.

V. Grant –in –aid to DTTDC for strengthening of Tourist Information centers (Rs.300.00 lacs)

Delhi Tourism has been running Tourist Information Centers at all the main disembarkation points in Delhi and at Mumbai, Kolkota, Bangalore, Chennai, Hyderabad and Ahmedabad. Delhi Tourism disseminates information to the tourists from these offices and a large number of foreign and domestic tourists avail these facilities.

An evaluation study was conducted by Planning Department of Govt. of Delhi during 2000-01 for 16 tourist information centers. The study recommended

- i) Immediate closing down of five centers.
 1. R.K. Puram Coffee Home
 2. Delhi Haat

3. ISBT, Kashmere Gate
4. Noida
5. Ahmadabad

ii) Phasing out the 5 information centers located outside Delhi within one year.

iii) Thus ultimately only 6 tourist information centers may remain continue with internal yearly activity assignment.

Financial assistance under plan to the extent of 50% salary for running 6 information centers (in ten shifts) in Delhi was agreed.

An outlay of Rs.100.00 lacs is approved for the 10th Five year Plan 2002-07 including Rs.20.00 lacs for the Annual Plan 2002-03.

VI. Scheme being implemented by Urban Development Department

Redevelopment of Surroundings of Red Fort/Other Historical Monuments/ Tourist Spots (125.00 lakh)

Delhi ranks as one of the most important historic cities of our country. The most important among them are Red Fort, Qutab Minar, Kuvetul Islam Masjid and Tuglakka-Mukabara etc. Delhi is also a big trade centre and this also is causing escalation in the prices of land. Due to scarcity and high prices of land migratory population is encroaching the surroundings areas of the historical monuments. The sanitation service is also not matching with the increase in the quantity of garbage resulting in spread of insanitation conditions. The surrounding areas of the historical monuments effected severely. Apart from this, it is also observed that surrounding areas of Red Fort and other historical monuments are left uncared for long time. The local bodies have no resource to invest in beautifying such areas and treat these as low priority projects.

The Govt. now propose to conserve all these building areas, art facts structures and precincts which are endowed with all or any of the following values : Historical, Aesthetical, Architectural, Cultural , Natural and Ecological value and which may be public or private property, But of national, local/regional, importance even conservation may be done for town level scale important contribution to the character of the locality. The scheme has

accordingly been formulated for redevelopment of ancient and historical monuments and archaeological sites and conservation of heritage.

An outlay of Rs. 100.00 lacs is approved for the 10th Five Year Plan out of which 5.00 lacs are approved for the A.P. 2002-03.