

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 & expenditure for 9th Five Year Plan 1997-2002, approved outlay for the 10th Five Year Plan including Annual Plan 2003-04 are as under:-

SN	Agency	9 th Five Year Plan 1997-02 Approved outlay	Expenditure 1997-98 to 2001-02	10 th Five Year Plan 2002-07 Approved Outlay	Annual Plan 2002-03 Approved Outlay	Revised Estimates 2002-03	Annual Plan 2003-04 Approved Outlay
1	2	3	4	5	6	7	8
1	Department of Tourism	1000.00	294.94	3800.00	380.00	260.00	950.00
2	Delhi Institute. Of Hotel Management & Catering Tech.	1800.00	263.04	2000.00	145.00	260.00	310
3.	GIA to DTTDC	400.00	226.50	100.00	20.00	20.00	20.00
4.	Urban Development Department	----	4.10	100.00	5.00	1.00	----
	Total	3200.00	788.58	6000.00	550.00	541.00	1280.00

TOURISM DEPARTMNT

1. STG OF DTE OF TOURISM- ESTABLISHMENT, EVALUATION AND STUDIES (RS. 5.00 LAKH)

Department of Tourism has been created under the government 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 scheme Paying Guest Residential Accommodation 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 78 properties have been registered under this scheme and efforts are being made to popularities this scheme. Since the work under this scheme is increasing day by day, one post of Deputy Director, one Statistical Officer, and two posts of Statistical Assistants are required 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 posts are likely to be created during Annual Plan 2003-04.

An outlay of Rs. 25.00 lakhs is approved for the 10th Five Year Plan 2002-07 including Rs. 5.00 lakhs for Annual Plan 2002-03 for evaluation studies salary, contingency office furniture, computer, fax machine, Telephone Office equipment for modernization of the Office and purchase of vehicle/replacement of vehicle etc. Against this an amount of Rs. 1.00 lakh is likely to be incurred during current Financial Year. An amount of Rs.5.00 Lakh is approved for the Annual Plan 2003-04.

2. TOURISM INFRASTRUCTURE (Rs. 835.00 lac)

Scheme of 9th Five Year Plan viz “Restoration of Denotified Monument”, Water Sports Tourism Complex at Bhalswa”, “Establishment of Wayside Amenities,” “Mini India Heritage Complex”, “Development of Tourist Complex in Delhi “ and “Development of Tourist complex in Delhi”, had been clubbed in modified scheme, namely “Tourism Infrastructure” and significant progress is being made on some of these schemes.

Delhi is a major point of entry in India for foreign tourists as well as domestic tourists. Delhi, being National Capital Territory, receives 62% of foreign travelers and NRI’s visiting India. There is an emergent need to make Delhi a historical city, a convention center, environmental and eco friendly destination and cultural destination and to spread awareness among tourists as well as its citizens regarding its glorious past.

To achieve above goals, there is a need to develop the basic infrastructure, accessibility to the tourist destination, local facilities and identification of thrust areas of tourism promotion. The activities / works, which are to be taken/ continued during the year 2003-04, under the scheme “**TOURISM INFRASTRUCTURE**” are as under:-

- (i) Water Sports Tourism Complex at Bhalswa.
- (ii) Establishment of wayside Amenities.
- (iii) Development of Mini India Heritage Complex.
- (iv) Development of Garden of Five senses at Said-Ul-Ajaib.
- (v) Development of Dilli Haat type projects in different part of Delhi.
- (vi) Setting up of Coffee Homes in Delhi.

Activities- Setting up of Coffee Homes and Development of Delhi Hat type project were earlier examined and were not found feasible to implement under the plan scheme. Now, these activities are included subject to the policy decision by Planning & Finance Departments, Govt. of Delhi.

(vii) Conservation and Preservation of Heritage & Upgradation of Monuments: There are number of monuments that have remained neglected, unknown and unvisited

due to absence of proper maintenance, hygienic conditions, identification & awareness and accessibility. These monuments have been identified, listed and studied by INTACH (an NGO) and proposed for restoration and refurbishment time to time. DTTDC has restored 26 such denotified monuments in Mehrauli area through INTACH, which were scattered, unknown and unvisited earlier. The following activities were taken up under the scheme during the year 2002-03: -

- a. Restoration of denotified monuments and their refurbishment through providing basic facilities like drinking water, electricity, sanitation & signages in and around the destination.
- b. Construction of Souvenir Shop, Public conveniences Complexes & cafeterias at the monuments.
- c. Accessibility to monuments through construction of trails and installation of signages.
- d. Proper publicity through construction of information offices at the monuments and installation HARK system to make tourist aware about historical importance & background of the monuments.
- e. Illumination of monument to attract more tourists towards the destination and beautification of city.
- f. Integrated development of religious & pilgrim center like Nizamuddin.
- g. Upgradation of Sound & Light Show.
- h. Additional facilities at Azad Hind Gram, Tikri Kalan.

To develop the above infrastructure for making Delhi as a Tourist Destination, Rs. 835.00 lac are approved for various activities under the scheme for the Annual Plan 2003-04.

3. PROMOTION OF TOURISM - DELHI AS A DESTINATION (Rs. 110.00 lac)

Delhi, the National Capital Territory, most important point of entry for foreign tourists receives on an average 62% of foreign travelers and NRIs visiting India. In addition more than 15 million Indian tourists visit this capital territory every 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.

In the above background, it is pertinent to promote Delhi as the nerve Center of India Tourism. The city has immense potential for further development and promotion of Tourism.

Tourism is the service industry and at the same time the perception of a destination can only be visualized by way of having positive image and corporate identity. This can motivate potential traveler to consider traveling to a destination. Therefore, the role of publicity in the promotion of Tourism or to mark it a destination is of paramount importance.

(A) Production of Publicity Material

(i) **Out door Advertising:** Production of Welcome Gates at the entry points of NH-2, NH-8 and NH-10 @. 9 lakh for one welcome gate. The border area or the entry points play a major focal point. A tourist or a person gaining entry to Delhi through these points will have the benefit to the state.

To have the person free from the various touts and misguidance by some private parties, Delhi Tourism by publicizing its various activities on the entry gate can have the tourists access to its services.

(ii) **Film on Delhi:** The Film is to be made by the Corporation for promotion of Tourism in Delhi

The Film: Delhi & Delhi Tourism's Activities

Duration: 10-15 minutes

Format: Digital

The Appeal: Delhi the gateway to the world and rest of India (The destination for destinations), The capital of India, Multicultural & cosmopolitan, Strong infrastructure, Connectivity from rest of the world history, heritage and cultural, Avenues for shopping

The objectives: Tourist Acquisition, Tourist Servicing, Tourist retention

- (iii) **Folders/Jackets for presenting promotional literature**. The hand made folders are for giving literature at the time of International / national marts /conferences etc
- (iv) **6000 Qty. posters** of Azad Hind Gram
- (v) **25000 Qty. of brochure** on Dilli Haat
- (vi) **Production of book ‘Delhi – Now & then’** on lines of Rome- Now & Then. The aim of publishing this book is to give the hurried tourist and idea of what Delhi looked like at the height of splendor. Delhi is an intricate weave of history culture, dreams and the capital of a young nation. The book is planned as a rich visual photographic marvel with authentic architectural drawings and artistic excellence photographs.
- (vii) **Advertisement in Delhi map of Ismay publication**. The Corporation has brought out a free city map of Delhi. It contains comprehensive coverage of historical monuments, hotels and restaurants; shopping places, weather chart, museum, fair & festivals etc. that is helpful as true guide both for inland and foreign tourists. The city maps were distributed free of cost at various information dissemination entries including Airport, Railways Stations, ISBT's Hotels, Airlines offices etc. 4 lac maps were printed during 2002-03.
- (viii). **Mini Booklet:** Delhi Tourism has brought a handy booklet for tourists disembarking at airports in Delhi. The booklet provides concise information on the areas of tourist interest; rules and regulations; hotels, embassies, paying guest accommodations, parks, pubs, museums etc.,

(B) Participation in National and International Tourism Fair/ Mart

- (i) Travel and Tourism Fair in Calcutta (Sept.), Mumbai (Feb.) and Delhi (Feb.)
- (ii). SATTE South Asian Travel & Tourism Exposition
- (iii). IATO Conventions (August)

- (iv). Participation in ASSOCHAM (August)
- (v). India International Tourism Mart (Sept.)
- (v) India Travel Mart, Delhi, Lucknow, Chennai, Chandigarh, Bangalore

(C) Advertisement in Print Media (Travel and Tourism)

Advertisement in Travel and Tourism Magazines / Special supplements during event like IATO/TAAI, Trav Talk, Delhi Diary, Explore India News letter of Deptt. Of Tourism, Government of India, Namaskar & Swagat Inflight Magazines, FHRAI directory, Seminar magazine and Travel express of Indian express are proposed.

(D) Publicity Campaign for Said-UI-Ajaib

- (i) Releasing advertisements in newspaper .
- (ii) Advertisement in travel magazines Delhi Diary/Travel Talk
- (iii) Printing of folders (40,000)
- (iv) Printing of leaflets (50,000)
- (v) C.D.'s of Garden (2,000)
- (vi) Printing of Posters (50,000)
- (vii) Organising shows at Amphitheatre

(E) Organisation of fairs and festivals

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 entertainments to the local citizen.

DTTDC plans to organize the following festivals i.e. Mango, Kite flying, Swar Utsav, Weeklong Festival of Classical Dances at Purana Quila, Chandni Chowk Festival, Chrysanthemum, Sharad Utsav, Theatre Festival, Garden Tourism Festival, Jahan-e-khusrau, Bhakti Festival & other festivals of tourism importance representing communal harmony.

(F). SETTING UP OF SIKH MEMORIAL IN DELHI

Delhi has a rich cultural past. A number of domestic and international tourists are visiting Delhi by road, rail and air to visit historic Gurudwaras situated in Delhi such as Gurudwara Rakab Ganj, Gurudwara Sish Ganj and Gurudwara Bangla Sahib. The Corporation proposes to set up a Sikh Memorial in Delhi to highlight the cultural richness, historic background, origin of Sikh religion, definition of sikh, details about sikh gurus, about martyrs, sikh religion symbols, role of sikh religion in the society and sikh Guru's teaching in the present day context.

The provision of landscaping, formal gardens, public conveniences, food courts, information counter etc. will also be made to meet the demand of the real and potential tourists visiting the memorial.

An amount of Rs.110.00 lacs is approved for 'Promotion of Tourism- Delhi as a destination' during annual plan 2003-04.

4 DELHI INSTITUTE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (Rs. 310.00 lac)

Food Craft Institute (Delhi) Society was registered in the year 1979 initially by the Central Government jointly with the then Delhi Administration. The Institute became functional during the year 1983. For the first five years Govt. of India through Department of Tourism provided the seedling capital and revenue requirements of the Institute for running five-trade diploma course in different streams/disciplines related to the core areas of Hospitality and allied industry under Delhi Board of Technical Education. Delhi Government had the liability of land and building. On completion of five years of operations in 1988 the Central Government transferred the entire asset and liabilities to the State Government for running the Institute. Keeping in view the manpower requirement of the Hospitality Industry and to provide employment

opportunity to youths, during the 9th Five Year Plan the Institute launched an ambitious plan to upgrade the institute in terms of infrastructure and value addition by offering 3 year programme in Hospitality Management. This has been done by affiliating the institute for three-year programme with the National Council for Hotel Management & Catering Technology, Pusa, New Delhi an autonomous body under the Central Government. In 1998 Food Craft Institute was upgraded to three-year diploma course and the institute was renamed as Delhi Institute of Hotel Management & Catering Technology. The Diploma programme has since been upgraded to a degree programme under the National Council for Hotel Management and IGNOU from the academic year 2002-03. On upgradation, the institute has also been allotted a land measuring 5.06 acre opposite the present premises i.e. Old Gargi College Building, Lajpat Nagar-IV, New Delhi. The construction of new building planned by M/s Akshya Jain and Raka Charkarborty, Architect, has been taken up by the P.W.D. Govt. of NCT of Delhi during the year 1999-2000. The new campus of the Institute has two phases. The first phase housing the administrative and academic block under construction will be completed around March/April 2003. The second phase consisting of the training center, hostel and staff quarter's block will be taken up on completion of Phase-I. Phase-I of the project, which is nearing completion, will require to be equipped and furnished for which Grant-in-Aid will be required from Govt of NCT of Delhi. The major expenditure will be for equipping the Food Production (Two Basic Kitchens, One Quantity Food Kitchen and an Advance Training Kitchen) Bakery and Patisserie Labs (Two Basic Bakery Labs and a Confectionery Lab), Larder Kitchen (with three cold holds with temperature range of – 20⁰C to +10⁰C), Studio Kitchen and Research Lab, Fast Food Restaurant/Student Cafeteria Training Restaurants (An Advance and A Basic), MIS and Computer Lab, Language Lab, Library and Resource Center, Audio Visual Center, Central Stores and Purchase with Cold Rooms, Training Laundry and Housekeeping Lab, Training Guest Room (Twin and Single Rooms and a Suite Room), Front Office Lab. The equipments will be as per the norms of National Council for Hotel Management & Catering Technology (NCHM) and All India Council for Technical Education and University concerned. However, the norms of the equipment are under review by the NCHM thus the latest equipment required for equipping the different labs will be preferred. The intake of the institute will also doubled in the new campus and then the institute probably become the self-sustaining. However, support on capital side from the

Plan fund will be required from time to time for construction of Building and equipping class rooms, labs, library, resource center etc., during the 10th Five Year Plan. Initial revenue support would also be required during the 10th plan till such time the institute optimizes its intake in all three years of the degree course and utilizes the entire infrastructure. Proposals are to be submitted by the PWD on behalf of the institute for all infrastructural activities and a measure chunk of expenditure is proposed during the 2nd Phase when a hundred room Training-Center will come up with all ultra modern facility. All these would be important because the institute will face challenge from the market and other institutes. The Revenue Expenditure will be required for this phase for the financial year 2003-2004. Support in academics and related services is also proposed by the department like creation of posts. The requirement will be in Faculty, Ministerial and Supporter Staff. Maximum appointments are proposed on Annual Contract basis/Consolidated remuneration or through service provider. Expected yearly expenditure on salaries and related heads would be to the tune of Rs.25 lac. Increase of intake capacity of students in various programmes will support to a large extent the salaries and other direct expenses viz. purchase of raw materials etc. for the labs.

Against the approved outlay of Rs. 145.00 lac an expenditure of Rs. 260.00 Lac is likely to be incurred during Annual Plan 2002-03. An amount of Rs.310.00 lac including Rs.300.00 lac under capital head is approved for the Annual Plan 2003-04.

5. GRANT IN AID TO DTTDC FOR STRNGTHENING OF TOURIST INFORMATION CENTERS (Rs. 20.00 lac)

Delhi Tourism is running Tourist Information Centers at all the main disembarkation points in Delhi. 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, GNCTD and recommendations were given for running of six Information Centers in shifts with a provision of financial assistance under plan to the extent of 50% of salary. A provision of Rs.20.00 lac is provided for the Annual Plan 2003-04.